



USA Affiliation Benefits

The USA was established in 2001 as a national not-for-profit support resource for University-Licensed public radio stations. University is a generic title that includes colleges, school systems, & state agencies.

Resources **Webinar & Twitter – Leadership Training**



Website www.us-alliance.org

Webinars

Twitter www.twitter.com/CraigBeeby

20-Second Manager

Facebook <https://www.facebook.com/UniversityStationAlliance>

Listserv & eNews Letters

Tools

Quantitative Worth Calculator

Strategic Planning Models

Professional Surveys

Governance Examples & Guidelines

Marketing & Programming Advice University

Ownership Best Practices

Personnel Performance Enhancement

Ideas for Improving Management Oversight

Services

Free Telephone Consultancy

National Representation

Fundraising Strategies Training

Community Volunteers Training

Internet-Based Services

Fee-Reduced Peer Reviews

On-Site Training

Management Training

Peer Reviews

Station Assessment

Results: 2,000+ Station Consultations and Training Initiatives since 2007

Increased Listener Support

Reduced Overhead Costs

Improved University/Station Relations

Improved Personnel Performance

Editorial Integrity Protected

Governance Protocol Established

Strategic Planning Resulted in Efficient Operations & New Income

USA Goals

- to strengthen the public broadcasting system through improving the relationship between broadcasters and universities;
- to focus on commonalities of purpose between a station and its university licensee; to integrate university/station missions and strategic plans so that stations have a place at the university table;
- to assist stations in managing licensee relations on a day-to-day basis;
- to establish “firewall” standards of editorial integrity;
- to test the assumption that it is in the best interest of all university stations to continue to be owned and operated by universities; and if not,
- to explore available options and help the station/licensee facilitate the transition

Executive Director

Craig Beeby became the founding President of the USA in 2001 and the USA E.D. in 2007. He has been involved in commercial and public broadcasting for four decades. Under Beeby’s leadership as Director/GM, KOSU, a university-owned station, won 276 awards for news excellence and expanded into a statewide network. A broadcast consultant and trainer on the international and national levels, he has two degrees in Radio-TV-Film Sales and Management and Mass Communications.



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