



Affiliation Benefits

Leadership Academy – Monthly On-Demand Training Videos, & Quarterly Unconferences

Resources

Website: us-alliance.org

Twitter: @CraigBeeby

Facebook: University Station Alliance

Leadership Training

Personnel Training

Listserv & eNews Letters

Tools

Quantitative Worth Calculator

Professional Surveys

Marketing & Programming

Performance Enhancement

Strategic Planning Models

Governance Examples & Guidelines

Ownership Best Practices

Management Oversight

Services

Consultancy

Fundraising Strategies Training

Internet-Based Services

On-Site Training

National Representation

Volunteers Training

Station Assessment

Management Training

Results: 5,000 + Station Consultations and Training Initiatives since 2007

Increased Support

Improved Licensee Relations

Editorial Integrity Protected

Reduced Overhead Costs

Improved Personnel Performance

Governance Protocol Established

Strategic Planning = Efficient Operations & New Income

USA Goals

- to strengthen the public broadcasting system through improving the relationship between broadcasters and institutions;
- to focus on commonalities of purpose between a station and its institution-licensee; to integrate licensee/station missions and strategic plans so that stations have a place at the institution 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 institution stations to continue to be owned and operated by institutions; and if not,
- to explore available options and help the station/licensee facilitate the transition

Executive Director: Craig Beeby

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 4 decades. Under Beeby’s leadership as Director/GM, KOSU, an institution-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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