

The Future-Ready Audit

A three-month review that gives your leadership team one shared picture of how your organization works and what to change first.

The problem Each department gets its own fix: a new newsroom strategy, a new CRM, a rebrand. Each one runs into the same walls, because the teams don't plan together.

The audit I review how every department works and how they work together, and I talk with people at every level of your staff.

What you get	A clear picture Where each department stands and where handoffs break down.	Shared priorities A short list of changes agreed on across teams.	A roadmap A plan for sequencing the work that your team can lead.
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After the audit Optional, small projects on one piece of the roadmap.
Fundraising and membership · Content and newsroom · Programmatic builds · Leadership and board alignment

About me Twenty years in public media. First audience development lead at KCUR, news and audience leader at KERA, Audience Development Advisor for Greater Public.

Organizations I've worked with: KCUR, KERA, Nashville Public Radio, Louisville Public Media, Kansas City PBS, Utah Public Radio, Blue Ridge Public Radio, New Hampshire Public Radio, Greater Public, Station Resource Group, American Press Institute, Poynter Institute for Media Studies, Public Media Content Collective