

Top Ten Reasons to Engage Your Community Beyond Broadcast

- 1 BUILD CONNECTIONS** Strengthen, deepen and expand station relationships, better connect people and resources in your community.
- 2 ADVANCE MISSION** Serve your station's core reason for being.
- 3 BUILD RELEVANCE** As you reflect your audience, their interests and aspirations, you become a part of their lives and mean more to them.
- 4 INCREASE VALUE** The greater your impact on the lives of individuals in your community, the more they value the station. The station becomes more important to the community. (This is great material for *My Source* testimonials.)
- 5 IMPROVE AWARENESS** As you increase the interactions the station has with people in the community, on different platforms, you can create buzz as you extend substance. (*My Source* testimonials help this build.)
- 6 IMPACT BEHAVIOR** Research shows engaging people in a meaningful way makes them 77% more likely to be involved with the station.
- 7 STRENGTHEN COMMUNITY** Bringing people together in dialogue is shown by research to increase their likelihood to become involved in their community by 44%.
- 8 IMPROVE SOLVENCY** Community Engagement is a high priority with many funding sources, it can bring new dollars in, increase value for underwriters, cultivate new members & increase connections with current donors.
- 9 INCREASE DIVERSITY** Expand your reach, engage new audiences, develop diversity of race, background, influence by creating opportunities and outlets to engage new populations and emerging leaders.
- 10 CHANGE STATION CULTURE** The most effective and valuable community engagement both creates and results from cross-functional cooperation, encourages strategic thinking in staff involved.