

In a time when more and more people are turning away from community involvement, public broadcasting can play a vital role – strengthening the health of local communities and deepening their own local significance and relevance. But first, stations must ask themselves: Do we possess the 3A's of Public Life?

Authority

A public leader has knowledge rooted in the community – an understanding of people, their lives, where they live, their aspirations and concerns. They use this knowledge to inform their decisions. They act as part of the community as opposed to acting apart from it. Do you have authority in your community?



Authenticity

The words and actions of a public leader reflect the reality of people's lives in the community. They genuinely listen to the community in an ongoing way. The community genuinely believes that you have their best interests at heart. Do your words and actions reflect authenticity?

Accountability

A leader sets realistic expectations for change and makes progress. They pursue actions that really mean something to people. They account for what they are learning. Are you accountable for your words and deeds?

To learn more about the 3A's of Public Life and to download tools to incorporate the 3A's into your work, visit www.theharwoodinstitute.org/3As