

WILL Public Media Taking Effective Civic Action

What we are trying to accomplish?

- **Strengthen the civic health of the communities we serve**
- **Deepen our impact in those communities**

Public Capital Factors we are working on

- **Catalytic organization**
- **Conscious community discussions**
- **Organized spaces for interactions**

Our assets and capacity

- **Multi-platform distribution of content**
- **Storytelling, convening, facilitating and fundraising skills**
- **Trust, credibility, good will**
- **Boundary-spanning**
- **Technology-rich and savvy**
- **University resources**
- **Partnerships**
- **Local, regional and national relationships**

What space are we trying to occupy?

- **Catalyst**
- **Storyteller**
- **Facilitator**
- **Convener**
- **Moderator**
- **Inspirer**
- **Engager**
- **Informant**
- **Listener**

How are we doing?

If we are working with a specific community around a specific need, where is this community in its stages of community life (see community rhythms guide sheets)?

The 3 A's

AUTHORITY

- ***Our knowledge is rooted in understanding people's lives, aspirations and concerns.***
- ***We use this knowledge to inform our decisions; how we design and implement programs; how we conduct ourselves.***
- ***We act as part of the community as opposed to acting apart from it.***

AUTHENTICITY

- ***Our words and actions reflect the reality of people's lives in the community.***
- ***We genuinely listen to the community in an on-going way.***
- ***The community genuinely believes that we have their best interests at heart.***

ACCOUNTABILITY

- ***We set realistic expectations for change and measure our progress.***
- ***We are open to learning along the journey of change.***
- ***We pursue actions that really mean something to people.***
- ***We are accountable for what we are learning.***

WILL