

Digital Transformation Program - Phase 2

Advanced Track

Frequently Asked Questions

Important notes:

- This FAQ is for the Advanced track of the Digital Transformation Program, open to alumni of the Digital Transformation Program, Poynter's Table Stakes and/ or the Digital Culture Accelerator program.
- **Applications for the Advanced track will open in January 2025.**
- If you are interested in applying for the *Fundamentals* track, please find our FAQ for that track [here](#).

Q: What is the Digital Transformation Program - Advanced Track?

A: The Digital Transformation Program Advanced Track is a new six (6)-month virtual program offered for 25 station leaders and their staff each year for three years. The Advanced track will be provided for organizations who have already completed the Digital Transformation Program or another similar program.

This track will focus on moving alumni stations to the next level of digital growth with the following goals:

- 1) Achieve more significant digital revenue and accelerate digital audience growth across stations' "owned" digital platforms;
- 2) Deepen and expand alignment around the audience funnel across the organization;
- 3) Build deeper multi-platform data and analytics capabilities through a parallel data/analytics subtrack focusing on key metrics by funnel stage, metrics data access and integration into a dashboard, and data reporting and use across the organization; and
- 4) Go the "next level" to strengthen performance-focus and performance-management across the organization.

Q: How is the six (6)-month program different from the original Digital Transformation Program?

A: The Advanced track has a far lighter session schedule than the original Digital Transformation Program with an average of 1-2 general sessions per month for all team members. These sessions will focus on quickly forming and working a

specific digital audience and revenue growth challenge (as in the first program) and cover both “refresher” and more advanced topics related to the 7 Fundamentals of digital transformation. Between sessions, a higher level of individual and peer group coaching support will be provided to work with you on particular issues and help accelerate achievement of your challenge. Beyond these elements, there is the entirely new subtrack of workshops and coaching support on building your organization's data use capabilities, an area identified from the first program as a large remaining need. Two members of your team will lead this work by participating in the subtrack and integrating it into your entire team's work.

Q: Will the CEO/GM need to participate as part of the team for the Advanced track?

A: Yes. The lead team member is required to be the station's CEO/GM.

Q: What stations are eligible to participate in the Advanced track of the program?

A: Any CSG-qualified public media station or a National Multicultural Association organization that previously participated in either the Digital Transformation Program or a similar program (i.e. Digital Culture Accelerator, Poynter Table Stakes) is eligible.

Q: If my stations did not complete the first Digital Transformation Program or a similar program, can I still apply to the Advanced Track?

A: It is unlikely that you will be accepted to the Advanced Track if you did not complete the earlier Digital Transformation Program or a similar program. If you have specific questions about your eligibility, please email info@poynter.org.

Q: When will applications open for the Advanced track?

A: Applications will open in January 2025 for any CSG-qualified public media station that wants to participate in the Advanced Track of the program.

Q: What is the cost of this program?

A: This program is supported by CPB funds and is offered at no cost (i.e. free) to station personnel.

Q: When does the Advanced track start, and how long does it last?

A: Advanced Track 2025:

- First session: Wednesday, June 4, 2025
- Most sessions: Held on Wednesdays from 1-3pm ET;
- Cohort ends: November 2025.

Q: How can I learn more about the Advanced Track? Will there be a webinar?

A: We will reach out to alumni of the Digital Transformation Program, Poynter Table Stakes, and Digital Culture Accelerator Program in the Fall of 2024, and will schedule a webinar in January 2025 when applications for the Advanced Track open. Questions? Email us at info@poynter.org.