

# Digital Transformation Program

## CEO/President/GM Memorandum of Understanding

### Participation Commitment

*(To be completed upon acceptance to the program)*

I agree to fully participate in the Digital Transformation Program (DTP) funded by the Corporation for Public Broadcasting (CPB) and delivered by the Poynter Institute. I understand that as one of the selected stations in this program, my participation will help my station and inspire, inform, and educate the wider public media system on how to successfully embrace and adopt new digital best practices and strategies to accelerate digital transformation.

I agree to collaborate with Poynter and commit to:

1. Making our participation in the DTP central to our organization's priorities over the coming year.
2. Committing my time and leadership to the entire nine-month program and will assemble and direct a cross-organizational station team to lead the work on the performance challenge.
3. Fully participating in all leadership development activities. This includes a leadership workshop and monthly one-on-one and peer-group coaching sessions.
4. Providing baseline market and organizational profile data before we begin the program. I will also ensure the collection of all data necessary during the course of the program to measure our results and the overall program's effectiveness.
5. Securing from the head of my governing board or authorizing official a signed statement supporting our participation in this program. (See sample at the end of this document.)
6. Participating in all elements of the program and holding my team accountable to fully engage in our team's performance challenge. Our station's full participation includes:
  - Monthly tracking of progress against our objectives;
  - Participating in peer group updates, including sharing successes, failures and learnings as we pursue our performance challenge;
  - Meeting with our coach, and responding promptly and candidly to questions and requests;
  - Engaging with live and on-demand teaching from subject matter experts;
  - Sharing our experience in case studies about digital transformation that can be useful to the wider public media system; and

- Completing the evaluations that CPB and Poynter use to continue to improve the Digital Transformation Program.

See the table for time estimates for participation:

<b>Time Commitment by Phase</b>	<b>Immersion Phase (First 3 months)</b>	<b>Challenge Pursuit Phase (six months)</b>
<b>GM/CEO and Station Team</b>	15-20 hours/month	10-12 hours/month
<b>Additional GM/CEO Only</b>	8 hours/month	1-2 hours/month

**PLEASE ACKNOWLEDGE THAT YOU HAVE READ THIS AND UNDERSTAND THE OBLIGATIONS by signing and dating below.**

\_\_\_\_\_  
Name

\_\_\_\_\_  
Organization

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

### **Support from Governing Board or Authorizing Official**

As the     (title)     of     (participating entity)     I support the participation of     (CEO/GM name)     in the Digital Transformation Program sponsored by CPB. I have read the Memorandum of Understanding and am aware and supportive of the commitment that is required by     (name)     and his/her staff to fully benefit from the program and that     (name)     will be acting as an ambassador for the program's benefits to the public media system as a whole.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature