



Learning to Learn

Mountain View

June 3, 2010

In Times of Transition...

- What must Radio Broadcasters remember?

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- What must Radio Broadcasters remember?
- What must Radio Broadcasters *forget*?



Remember...

“We almost always overestimate the impact of technology in the short-run, and underestimate its impact in the long-run...”



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 - Physical plant is an (increasingly unnecessary) burden
- “Bones”
 - Budgets arguably should-- but in any case will-- go down



It's pretty clear that we need to...

- Rediscover, reclaim our reasons for being
 - Local?
 - Multicultural?
- Redirect our efforts
 - Convening
 - Curating
- Re-imagine our future(s)
 - Prepare for fragmentation, speciation



And that, to do it, we'll need to find...

- Adaptable staff...
- New platforms, new tools...
- New business models...



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Beyond the stark uncertainty...



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- Legacy of success



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- Legacy of success
- Barriers to exit



It's Hard...

Beyond the stark uncertainty...

- Legacy of success
- Barriers to exit
- The illusion of progress



It *can* be done...





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... and it's the only thing to do



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- The king is dead-- long live the king!
- Forget efficiency-- search for effectiveness, opportunity
- Only connect-- master “the technology of partnership”
- **Be experimental-- plan to fail**



Learning to Learn...

“The ability to learn faster than your competitors may be the only sustainable advantage...”



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