

Converge 2018

Diversified Income streams and services





Issues facing us

- Funding restrictions, constant funding policy shifts
- Ambivalence from government as to our importance to our community
- Audience fragmentation due to technology changes
- Shrinking pool of philanthropic funds with a much greater pull on these funds

What are we doing to meet these challenges?

- Think outside the square
- Spend at least 50% of our time chasing funding – always looking for innovative ways to develop a media based project, with an Indigenous focus, to suit any particular funding program
- Multi-faceted advertising packages for clients that include radio, television and online
- Constantly pushing for advertising in language as that is something only our sector can provide
- Rent our under-used infrastructure – eg. tower