

# A Simple Observation Led to a Big Idea

## 💡 The Challenge We All See

Public radio stations are drowning in operational complexity—fundraising campaigns, audience development, corporate partnerships, programming decisions—all while operating with skeleton crews and shrinking budgets.

Meanwhile, the AI is creating opportunities to access sophisticated expertise that was previously available only to well-funded organizations.

## The Reality for Most Stations

- 👥 Small teams wearing multiple hats
- 💰 Limited budgets for consultants
- 🕒 No time for strategic planning
- ❓ Complex decisions without expertise

## The Inspiration: BMAAd-Method™

While working on a web development project, I discovered the BMAAd-Method™—a framework that uses specialized AI agents for software development.

**The lightbulb moment:** Instead of software development agents, what if we created agents specifically trained in public radio operations?

*"The concept was compelling enough that I decided to build it."*

**What if we could democratize access to expert-level strategic guidance for public radio?**

# Meet Your AI Management Team

Four specialized AI consultants trained specifically for public radio management



**Sarah**

**Development Director**

Fundraising expert specializing in donor retention, major gifts, grants, and membership campaigns for public radio



**Marcus**

**Marketing Director**

Audience development specialist with expertise in digital strategy, community engagement, and brand positioning



**Diana**

**Underwriting Director**

Corporate partnership expert focused on sponsor acquisition, relationship management, and FCC compliance



**Jordan**

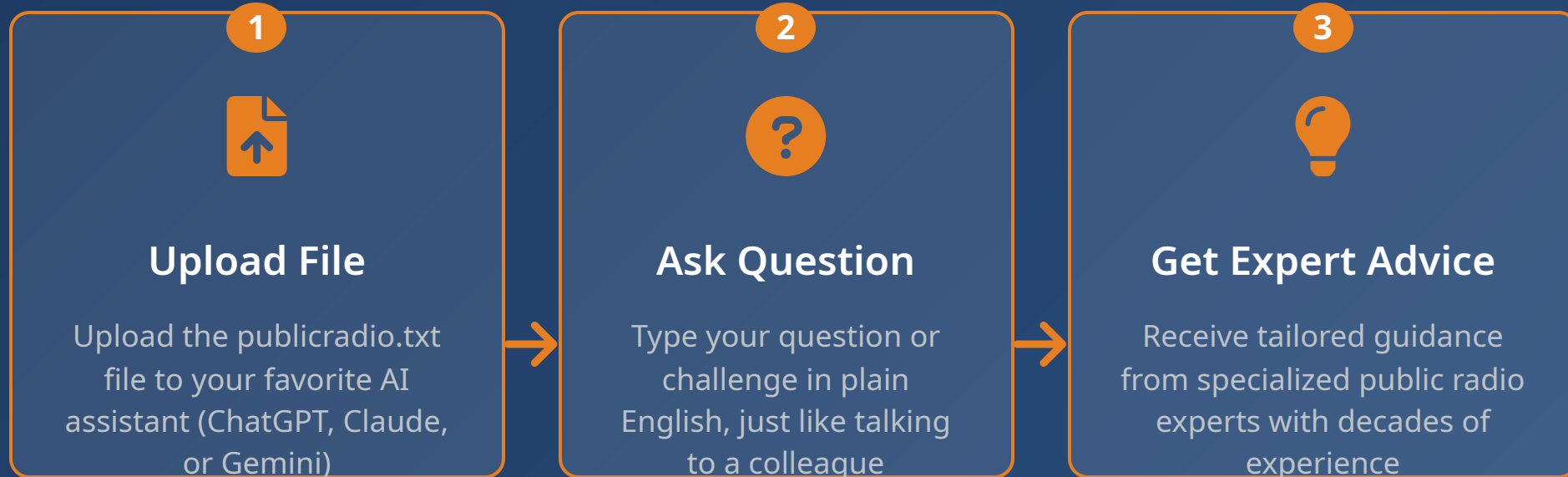
**Program Director**

Content strategist specializing in programming decisions, audience research, and talent development

These agents work individually or together to provide expert guidance tailored to public radio's unique mission, values, and challenges.

# How It Works: Simple as Having a Conversation

No technical skills required - just natural conversation with your AI management team



**Works with any major AI assistant**



ChatGPT



Claude



Gemini

# Sarah in Action:

## Development Director



**Sarah**

Development Director

Sarah specializes in fundraising strategies, donor retention, and membership growth for public radio stations.

### Sarah's Expertise:

- ✓ Donor retention strategies
- ✓ Membership campaigns
- ✓ Grant writing
- ✓ Major gift cultivation

**Station Manager:** Our donor retention rate dropped from 68% to 61% this year. What are some effective strategies to improve retention for a small station?

**Sarah:** That's a concerning drop, but there are several proven strategies that work well for small public radio stations:

#### 1. Segmented Thank-You Process

Create different thank-you paths based on giving level. For first-time donors under \$100, send a personalized email within 24 hours. For \$100+, add a phone call from a board member.

#### 2. 90-Day New Donor Journey

First-time donors have the highest lapse rate. Create a 90-day communication plan with welcome email, impact stories, and personalized content. This approach has improved first-year retention by 22%.

#### 3. Lapsed Donor Recapture Campaign

For recently lapsed donors, create a "We Miss You" campaign that acknowledges their past support and highlights new programming since they last gave.

**Station Manager:** The 90-day donor journey sounds promising. Do you have a template we could adapt?

**Sarah:** Absolutely! I can provide a complete 90-day new donor journey template with email scripts, timing recommendations, and content suggestions tailored for your station size.

# Marcus in Action: Marketing Director

We're struggling to grow our audience beyond our core listeners. How can we reach younger demographics?

## Marcus, Marketing Director:



This is a common challenge for public radio stations. Here's a targeted strategy:

- 1. Audience Segmentation:** Create distinct content strategies while maintaining core values.
- 2. Platform Diversification:** Meet younger audiences on Instagram, TikTok, and podcasts.
- 3. Cross-Generational Content:** Address universal interests with varied perspectives.

What specific social media approach would you recommend?

## Marcus, Marketing Director:

Based on public radio audience trends:

-  **Instagram:** Behind-the-scenes content
-  **TikTok:** Short-form educational content

## Marcus Specializes In:



Audience Development



Campaign Strategy



Analytics & Metrics



Community Engagement

## Platform Strategy:



**Key Benefit:** Platform-specific strategies based on actual public radio audience data.

# Team Collaboration: When Agents Work Together

Use "party mode" to bring multiple experts together for complex challenges

Example: Station facing declining membership and underwriting



**Sarah (Development)**  
Our donor retention has dropped to 65%. We need to address this while also finding new revenue streams.



**Marcus (Marketing)**  
I see an opportunity to create a targeted win-back campaign for lapsed donors while improving our value proposition messaging.



**Diana (Underwriting)**  
We should create a business partnership program that bundles underwriting with event sponsorship to increase value for local businesses.



**Jordan (Programming)**  
I recommend creating a special series highlighting local businesses that could attract both listeners and potential underwriters.



**Sarah (Development)**  
Perfect! Let's create an integrated campaign that combines all these elements into a 90-day recovery plan.

## How Party Mode Works

- Type `*party-mode` to activate all agents at once
- Each agent contributes their specialized expertise
- Agents build on each other's ideas collaboratively
- Get comprehensive solutions to complex challenges

## Benefits of Collaboration

### Integrated Solutions

Addresses challenges from multiple perspectives

### Cross-Functional Strategies

Breaks down silos between departments

### Efficient Problem-Solving

Faster resolution through collaborative thinking

### Mission-Aligned Outcomes




All solutions support public radio's core mission

# Agent Dependencies: The Knowledge Behind the Intelligence

Each agent draws from specialized knowledge bases, templates, and workflows




## Data

Knowledge Bases

-  fundraising-kb.md
-  donor-psychology.md
-  grant-databases.md




## Tasks

Process Workflows

-  analyze-donor-data.md
-  prospect-research.md
-  stewardship-tracking.md




## Templates

Document Formats

-  campaign-plan.yaml
-  grant-proposal.yaml
-  donor-journey.yaml

## Checklists

Step-by-Step Guides

-  campaign-launch.md
-  donor-stewardship.md
-  event-planning.md

## How Dependencies Work in Practice

1

### You Ask a Question

"How do I create a major gift strategy?"

2

### Agent Accesses Knowledge

Pulls from fundraising knowledge base and donor psychology

3

### Follows Process

Uses prospect research task workflow

4

### Delivers Results

Provides strategy using template and checklist

## Why This Matters

### Consistent Quality

Every response follows proven public radio best practices

### Customizable

Add your station's specific knowledge and processes

### Transparent

See exactly what knowledge the agent is using

### Scalable

Works for small community stations to major markets



# Taking It Further: MCP Integration

Connect your agents to real station data for personalized guidance

## Basic Mode

*"Based on industry best practices, you should focus on donor stewardship and retention campaigns..."*

 General advice

## MCP Enhanced

*"Your database shows 127 lapsed donors from 2023. Tuesday emails get 23% higher opens. Here's your specific strategy..."*

 Your actual data

## How MCP Works

### Your Data

 Donors


 Email

 Analytics



### Smart Agents

 Sarah + Data

 Marcus + Analytics

 Diana + Sponsors

## Specific Advice

Based on your actual data

## Real-Time

Current performance metrics

## Secure

Your data stays private



# Responsible AI: Human-Centered and Transparent

## Built with Responsibility

### Amplifies Human Expertise

Designed to enhance—not replace—human judgment. Provides guidance while leaving strategic decisions to station leadership.

### Complete Transparency

Open-source system with visible knowledge bases and reasoning. No "black box" recommendations—all advice includes clear rationale.

### Editorial Independence

Respects journalistic integrity and never suggests compromising content for financial gain. Maintains clear separation between funding and editorial decisions.

### Community-Focused

Prioritizes public service mission over commercial interests. Recommendations always align with community engagement and service goals.

## Public Radio Values at the Core



Editorial  
Integrity



Community  
Service



Public Trust



Inclusive Voice

## AI as a Tool, Not a Replacement



Human judgment and values remain central, with AI providing support, research, and options—never making final decisions.

# Get Started Today: 5 Minutes to Expert Guidance


 Just 5 Minutes to Set Up

1



## Download the File

Visit our GitHub repository and download the **publicradio.txt** file to your computer

 [github.com/tmoody1973/public-radio-agents](https://github.com/tmoody1973/public-radio-agents)

2



## Upload to Your AI

Upload the file to ChatGPT, Claude, or Gemini using the file upload feature



3



## Start the Conversation

Type: "Load and activate this Public Radio BMAAd system" and start asking questions

 \*help, \*agent development-director

## Start Getting Expert Guidance Today



### Free

No cost to use



### Open Source

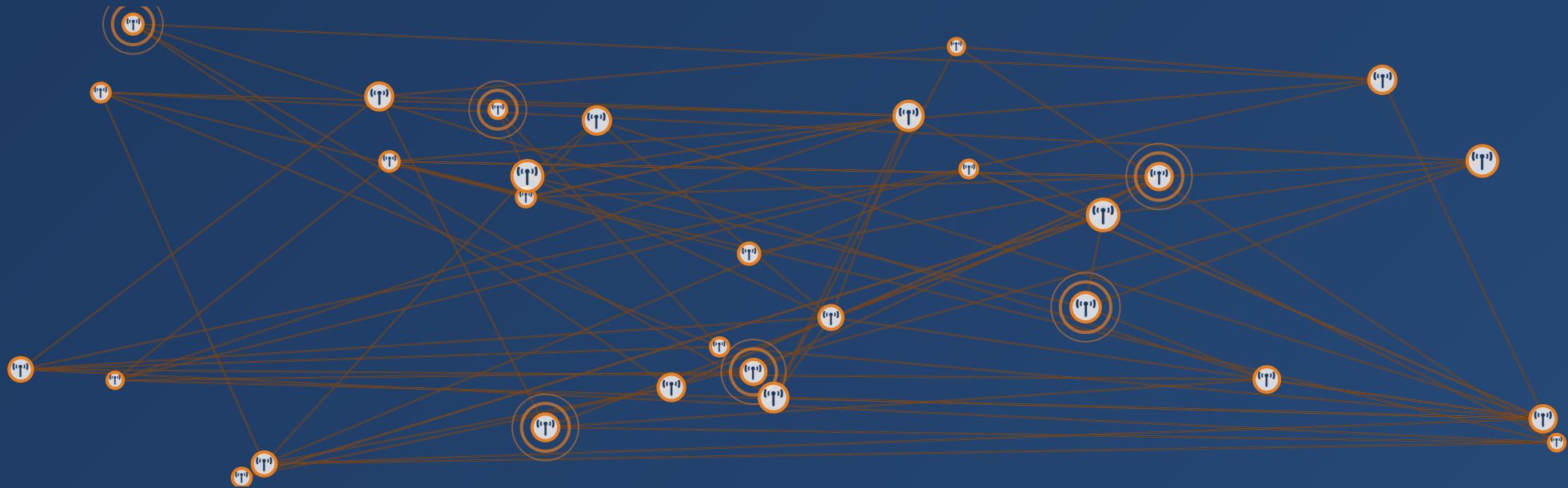
Customize for your needs



### Private

Your data stays with you

# Join the Movement: Strengthening Public Radio Together



This is about more than technology—it's about ensuring every public radio station has the expertise needed to serve their communities effectively.



## Get Started

Download the system and start using it at your station today



## Contribute

Share your expertise to improve the system for all stations



## Spread the Word

Help other stations discover this free resource

## Together, We Can Ensure Public Radio's Future

By democratizing access to expertise, we're helping stations of all sizes fulfill their mission to inform, educate, and inspire their communities.



[github.com/tmoody1973/public-radio-agents](https://github.com/tmoody1973/public-radio-agents)