



Congratulations! You are receiving this letter because your station was selected to participate in our second round of NFCB's Community Counts Initiative (CCI). Welcome!!

The entire NFCB team is excited to support your station's organizational capacity goals at this critical juncture given the global pandemic, the race relations/equity crisis, and increasing instability of the climate. We will help you develop and implement an action plan that addresses your station's priorities.

As part of this effort, we look forward to providing a forum where you can share both challenges and successes with your peers and us. Then, based on your needs and aspirations, we will coordinate trainers and mentors to provide customized assistance along the way. We have modified the program for online learning, but have the flexibility and resources to meet in person if it becomes possible.

Sally Hardy, our project manager, will be your primary contact throughout CCI. She will be coordinating logistics, training meetings and small peer-to-peer group meetings. She will be reaching out to you shortly to schedule an initial discussion with your station team.

CCI begins with a Baseline Survey. Our first full group meeting will be mid-December and a four-day orientation is planned for January. During orientation, we will provide training on the Circle of Engagement strategic model and work together on fundamentals to inform your action plans. Monthly, there will be training sessions and small group meetings to help you finalize and implement your plans as well as to build a peer network to energize your efforts long term. Another key component of CCI is a station "deep dive," previously a station visit, to support your goals through customized activities with your staff, board and stakeholders. We help you design the activities, any facilitation and/or special training.

We are eager to get started, as I am sure you are too. Please review the attached Participant Agreement and Syllabus for key dates and deliverables. The agreement must be signed and returned to Gretchen's Aston-Puckett's attention (email: gretchen@nfc.org) by October 30 with your \$1,000 participation fee.

Your participation will help us create a real-time laboratory to develop promising practices and tool kits for community stations. Benchmarking and post-project tracking will be incorporated into CCI as well as robust feedback throughout.

We look forward to meeting with each station team to answer questions. Also, please let us know if you have concerns with specific dates.

Away we go,

Sally Kane, CEO