Transformation can seem like a buzzword, or something easier said than done. Learn how to tackle it through performance-driven change.

**What is UNC Table Stakes?**
Teams work with expert coaches to identify challenges and create a data-driven roadmap. Rather than a focus on any one solution, teams learn the tools they need to tackle ever-changing problems such as:

- Revenue diversification and growth
- New and deeper audience development and engagement
- Organizational capacity for future transformation

**What are the outcomes?**
Using the Table Stakes framework and methodology, alumni of the UNC Table Stakes program have gone on to celebrate organizational growth and successes such as:

- Digital subscription revenue up by 493%
- 39% growth in unique visitors
- Hired new staff to increase capacity

**How does UNC Table Stakes operate?**
The cohort meets five times during this year-long program, a hybrid of in-person and virtual meetings, depending on public health guidance.

1. Teams apply and are selected based on their needs, capacity and readiness for change.

2. Participants meet every three months to identify and shape their challenges and learn about performance-driven change. Back at the news organization, they tackle their challenges every day with regular guidance and support from the coaches.

3. Cohort members create a network for peer-to-peer support and accountability.

Does your news organization need change? Apply to the UNC-Knight Foundation Table Stakes Newsroom Initiative

**Center for Innovation and Sustainability in Local Media**
cislm@unc.edu | cislm.org
Who is this program for?

Funded by the Knight Foundation, UNC Table Stakes is a transformation program for news organizations across the Southeast.

This program is open to all types of news organizations, including radio or tv broadcast, digital startups, legacy newsrooms, place-based or topic-based newsrooms, and a variety of ownership types. There are no size requirements but successful participants have a team to work on the challenges and get coaching benefits.

Participants must be ready, willing, and able to take on their news organization’s biggest challenges. The coaches are there to push, but the work falls to the participants. Successful participants integrate the program into the core of daily work, not as an add-on.

Preference will be given to outlets that value news as a community-building service and seek to reflect, or already reflect, the communities they serve.

Submit your application at CISLM.org

To apply:
- Visit CISLM.org and fill out an application for your organization
- Learn more at CISLM.org/education and TableStakes.org
- Got questions? Book a meeting with CISLM Director Erica Perel at calendly.com/erica-perel-meeting

Things to consider:
- The tuition fee for this program, reduced thanks to the generous support from the Knight Foundation, is based on a sliding scale measured by the size of your organization.
- Organizations are responsible for travel costs associated with in-person parts of the program held on the UNC-Chapel Hill campus.

UNC Table Stakes alumni include: