



PUBLIC TELEVISION PLANNING PROJECT
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Imagining Your Station from Multiple Perspectives

DESCRIPTION: In this exercise, we are asking you to imagine what your station will look like in 2012 from a number of different vantage points: from the living room of your viewers, from the Board room of a local foundation, and from within the station itself. Paint a picture of your station that reflects your aspirations for the years ahead – this may not be exactly how the station would look today, but how you would like it to look in 2012.

GOAL: Articulating your aspirations for your station from these different perspectives will ideally help you in a number of ways: from helping you further develop and/or implement your Strategic Plan, to more clearly understanding how your station may frame a grant proposal that effectively illustrates your value to a local foundation officer. This may be a way for you to effectively communicate your goals and visions, in non-technical terms, to Board and community members who are interested in the future of your station. Finally, we hope that by sharing this information between stations, we may be able to learn from each others' ideas and views about the future.

INSTRUCTIONS: Please take some time to write about the questions below. Describe how you imagine your station, **in the year 2012**, from the differing perspectives that are listed.

Perspective #1: From the Viewer's Living Room:

Imagine that in the year 2012, you are sitting, invisibly, in the living room of a family that is an avid user of programs and services your station provides. What types of content does the family value and how do they access that content? What values conveyed by the station have led each person to be a viewer/ supporter of the station?

Perspective # 2: From the Board Room of a Local Foundation:

Imagine that you are the proverbial fly on the wall in the Board room of a major foundation in your community, and the President is going to address the Board to convince them to give you a major, multi-year grant—what would she say? What case would she be making that would land a multi-million dollar grant? What station strengths and assets would she describe? How would she describe the unique role of the station in addressing important community needs?

Perspective # 3: From inside the Station

It is 2012 and you walk through the doors of your station. Describe how it looks and feels. What types of activities occur at the station? Who might you see? What is the most effective change you've made to your organizational strategy in the past 5-10 years? How is the station supported, and how has your financial model changed since 2006?