

Imagining Your Station from Multiple Perspectives

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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?

- Converged TV/PC/broadband/wireless/on-demand environment
- Mix of large and some small viewing and listening devices
- KNPB offers many streams of content -- some all local, some national, some regional, and some a mix of all of these
- Content is grouped in clusters by interest, age, & by region
- Local content has an emphasis on public health, volunteerism, hyper-local issues
- Content is offered online, over the air on a set schedule, but all is offered on-demand
- Customized emails, RSS, podcasts push customized content to audience
- Games, related content, purchase of programs and items related to programs, as well as member offers, always available whenever a user is accessing any content
- Many “opt-in” offers for interaction on the web, in person via chat rooms, blogs, as well as town hall meetings, program clubs
- Family members access KNPB in different ways throughout the day, depending on their needs – for entertainment, education, local info, to upload their own audio/video/blog content/to play games/chat with people around the world

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?

She would say that KNPB...

- Changes lives via the power of trusted, personalized, public service media
- Is the only locally owned and managed media entity, and as such...
- Connects, convenes, & collaborates with our community in a powerful way, unlike any other local non-profit
- Is a hub for community interaction online and in-person, and is an interactive platform for honest communication around national and local issues
- Shines a light on the good being done in the community, and helps to raise all boats by helping other non-profits to tell their stories
- Is open to all of the community, as a place where they can learn, create, and share
- Mixes trusted national content with customized local content that helps the community understand how they fit in to the larger world, and helps to connect people to others in the world with same interests and concerns
- Must be fully funded because no other entity can serve the community so powerfully and in so many ways

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?

- Staff comes from a variety of backgrounds – some have PBS experience, some come from radio, tv, web, and some have come out of retirement to work/volunteer
- The gear is small, portable, and much of the station is set up so that it can be reconfigured, depending on what projects are going on
- There are many people from the community at the station at any given time

- Non-profits and clubs of all kinds are meeting, some stream their meetings, some tape them for uploading/airing, some upload pictures and notes into their blog, linked to from knpb site, and some interact via webcams with other groups around the world
- Other meetings are taking place around national content, with content being produced as meeting happens or after, with participants recording their comments at a kiosk in the lobby on their way out
- The content being produced in various project areas is a mix of local and regional content, it deals with everything from local health issues to water quality to best places for a day hike
- Project teams include input from a staffer, and many productions are a team effort, with staff facilitating or partnering with outside producers