

Imagining: NHPTV 2012

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The following perspectives are made with the assumptions that are irrespective of bandwidth considerations for digital broadcast, rights management or other considerations. This summary of thoughts does not reflect the strategic plan or thinking of NHPTV but will offer some provocations for our staff and board to consider.

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

Building on its strategic plan, New Hampshire Public Television has adhered to the concept that content should be available anytime on any platform to the consumer.

In Northern New England, all the public television stations overlap to some degree. Specifically for New Hampshire Public Television (NHPTV), the station has developed a plan with its adjacent stations to create differentiated program schedules that offer a diversity of program services. The station continues to offer a main channel of public television programming for those households that still rely on lineal viewing. This channel is complete with pledge drives, auctions, underwriting announcements, etc. However, to appeal to a widening body of supporters, the station offers a complimentary program service that is datacast to subscribing households as a benefit of membership/support without the typical on-air fundraising appeals. Programming is offered through a special agreement under the broadcast licensing provisions of the NPS.

Although the station remains heavily involved in education and outreach, it does not offer children's programming as it is already available by other public television stations. What the station does offer is a robust community/educational outreach effort to enhance the use of children's based content.

With the aging of the region, (all New England states rank in the top 12 oldest states in the nation), NHPTV has developed one of its multicast program services targeted to the 55+ demographic. The programs are not only "how-to"/self-help programs but also general audience programs that appeal to this demographic.

Like many other stations in the country, NHPTV has established a program/production cooperative to provide a 24/7 New Hampshire Channel with coverage of the state government, notable community/civic/business events, local productions, outdoor programming, etc. The programming is provided in a linear form as well as on-demand from the NHPTV website and our partners website as well. NHPTV serves as the video hub for the state as a video archive.

NHPTV maintains a robust Internet sight that provides a host of web specific content sites. The website is divided into a number of sub-sites around themes of children, education, life skills, local issues/culture/citizenship, etc. Each site has full and segmented programs/content on a searchable database. In addition, very rich research and narrative content is available as a supplement. To reach beyond its coverage area,

the station regularly webstreams some of its local programming. The University of New Hampshire Hockey is a huge draw with viewers from around the nation and with a group of hockey fans in Russia.

As a university licensee, NHPTV continues to work with a number of the state's public universities and colleges to offer advance degree and professional development courses to the Northern New England region through its datacasting capability. This is especially appreciated by our sample family who live in northern New Hampshire as the head of the household is seeking a new career after the local pulp mill closed. His wife is pursuing a certification to provide meds to patients at the nursing home where she works. The household does not have cable and dial up from their home, so they use NHPTV's datacasting capabilities to receive their course offerings.

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

For the past decade, NHPTV has built meaningful relationships with a number of key and influential partners within the state. The station has addressed substantive issues within New Hampshire partnering with the banking industry, public health, and education to address issues such as personal financial education, childhood obesity, and of course "Ready To Learn".

The State of NH is confronted with a crisis in providing adequate and affordable health care to the residents of the state. There are several factors impacting this issue:

- NH has lost the bulk of its manufacturing within the state (much of which is off shore) and its new economy based on tourism and small boutique businesses.
- NH is a very de-centralized state with a small state government with very few state sponsored programs. The bulk of the responsibility for public health programs are borne by the local community.
- There is enormous disparity within the state. The southern tier is urban and the north is extremely rural. As a result, there are great discrepancies in the infrastructure to support telecommunications and the delivery of services.

NHPTV has formed a key partnership with four major statewide agencies, the NH Business and Industry Association, and the state's public universities to develop a multi year program to provide consumer information, professional development, education/community outreach, and wireless data delivery to health clinics and hospitals. Building on NHPTV's statewide infrastructure, content production capabilities, and highly regarded educational community outreach, the foundation is reviewing this proposal.

The President of the foundation is addressing the Board who has been asked to approve this major one time grant. Here are the points he/she would make as to why NHPTV should receive the funds:

- NHPTV has a long track record of delivering valued community based programs and services built on a solid foundation of strong community and educational partnerships.
- NHPTV is the only statewide network that can reach the state/region with a wireless infrastructure utilizing its digital channels.
- As the state's video repository, its video servers can provide on-demand content distribution regardless of the technology used to deliver the content.
- NHPTV has a long and successful track record of developing programs with seed money from our foundation that have been sustained overtime through general station support, project grants and fee for service models.
- NHPTV is the "station of record" for a number of community-based projects where they serve as the content/outreach partner.
- NHPTV is effective in reaching into the community with countless community and educational based meetings that have built a reputation of being genuinely concerned about delivering important and valued information to each local community. The staff of NHPTV believes that just making content available is only part of the task; to make it understandable and usable to the community through training and outreach adds significant value.

The project is approved.

Perspective #3: From Inside the Station:

In anticipation of the conversion to digital and the multiple channels of distribution of content, the station re-organized itself in 2006 putting all programs and services under one major division. Thus all production, content scheduling, educational and community outreach, the Internet, communications, etc. work as one team. The station developed a mechanism to create cross-functional teams made up of key content and outreach producers/developers teamed up with development and technology professionals. These teams work to identify key project objectives, community partnerships, and sources of funding. The station's service model is built on community ascertainment that affords it to remain nimble as new community needs unfold. Staff actively seeks significant and meaningful community based partnerships for each project.

The application of technology is core to the project so that consumers can access the content when and where he/she wants it on whatever platform they use. Key producers not only produce television content but also develop added value material whether it is video based or print for Internet based distribution.

Since the station does not have all the skills it needs internally, it reaches out to the public television, educational and business communities to gain access to additional skill sets. As a university Internet 2 site, the station often relies on partnerships with other public television stations/media outlets to executive produce content, to help develop the metadata, and in some instances extend the use of the content into credit courses offered by affiliated institutions.

Although the stations still uses traditional forms of fundraising, it has made significant investments in grant writing, major gifts, annual gift appeals, and value added premiums services. The station seeks to diversify its revenue portfolio to insure consistent revenue from year to year.

From a physical perspective, NHPTV's facilities in Durham are the technological hub for the statewide system. The station maintains a set of micro offices within the state to allow staff to be "on the ground" in key regions. These small storefronts are the base for content production, development, and outreach professionals to work. Management are regularly in each micro office working to establish and maintain a community presence to foster one-on-one relationships with community leaders to better understand community needs.

Finally, NHPTV regularly maintains ascertainment forums to insure it better understands the issues and needs of the state and region. Because it offers distinctive program services to the region, the station working in partnership with other public television/media outlets reaches into adjoining communities to offer meaningful programs.

All of what has and will be developed by NHPTV is based on a clear and focused commitment to serve the public interest, convenience, or necessity. Its deep and abiding focus on serving people continues to be the hallmark of NHPTV for well over 50 years. In the end, the technology and the content are meaningless unless it is relevant to the publics we serve.