



PUBLIC TELEVISION PLANNING PROJECT

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To: All General Managers  
From: Jim Pagliarini, Kate Sandweiss, and Brian Edstrom  
Re: Strategic Planning for 2007  
Date: March 28, 2006

As many of you now prepare for your 2007 Annual Planning Cycle, we would like to share with you some ideas and tools to help you apply the long-term system planning that we have done to your station's annual planning process. Earlier this month at *tpt*, we conducted a staff planning retreat involving the *tpt* Leadership Team and several managers at the station. We took them through a customized version of the December 2006 PowerPoint presentation and exercises that we distributed to the system. This included the Scenario Planning work and Tech Briefing (overview of changes in the media industry) that we incorporated into the Round Robins and Affinity Group calls last fall. We then used the presentation and scenarios as a backdrop against which to test *tpt*'s current Strategic Plan. Our hope is that this retreat pilots a way to connect long-term planning with concrete applications for your next planning cycle that are directly useful to you.

The presentations were well received and small group discussions that followed were quite productive. Most staff members in attendance agreed that it was a good way to begin our next Strategic Planning session. Part of this success came out of splitting the groups up cross-departmentally and assigning small groups to discuss specifically one key element of our station's work. Most participants were intentionally assigned to groups that allowed them to discuss an element of our station's work *other than* what they focus on in their everyday job duties.

Attached you will find a description of the suggested small group exercise, which contains worksheets and handouts to help guide your staff through it, as well as a sample agenda for a half to full day retreat. (You must view the "Description of Exercise" document in "Print Layout" for all handouts to be visible on your computer screen.) Please feel free to adapt this, along with the editable PowerPoint presentation that we sent to the system in December, to suit your specific needs. We have received positive feedback from those who have utilized the December PowerPoint in staff and Board meetings and encourage you to take a look at it if you haven't already. (As a reminder, the PowerPoint and accompanying User's Guide are available on the AGC website under "[Planning Tools for GM's](#)." )

Finally, you may also consider sending a few pre-reading materials to retreat participants to help provide a foundation for some of this work. A few suggestions are included below.

**What Makes Pubcasting “Public” is Engagement**

By Pat Aufderheide and Noelle McAfee  
Current.org, Sept. 19, 2005

**The End of TV As We Know It**

IBM Business Consulting Services, January, 2006

**The Round Robin Tech Briefing**

A PowerPoint created by CPB providing an update of recent technological innovations in the media industry  
(Available on the AGC website under “Other PowerPoint Presentations”)