



December 22, 2005

USER'S GUIDE

Objectives: This PowerPoint presentation is a tool to help you bring your Staff and Board up-to-speed on the AGC Planning Project and corresponding Scenario Planning work. You can use it to begin, or continue, a conversation about changes in the environment in which public television operates. It also provides an opportunity for you to discuss with your Staff and Board how your station will respond to these changes.

Ideally, by presenting the Scenario Planning and Round Robin work at individual stations, a large number of stakeholders within the public television system will gain an understanding of changes affecting our industry and develop a common language for discussing stations' responses. The presentation is suitable for all staff and board members.

How to Use: Feel free to adapt and modify the presentation in any way that is helpful.

In addition to the slides themselves, we've provided a script that you may choose to use. (View the script by clicking on "View", then "Notes Pages".)

We developed the presentation with three basic uses in mind – see below. The noted delivery times are approximate and will depend largely on how much discussion you choose to have with the audience. (The information in the presentations sparks lively conversation so we encourage you to build in discussion time if possible!) Also, we suggest that you have audience comments typed up after each presentation(s) and use them in future station planning efforts.

1. **Wake Up Call:** (30 minutes) A shortened version to bring an audience up to speed on the changes in the industry and their potential impact on public television. Use Slides #1-13. No handouts are necessary.
2. **"Reader's Digest" Version:** (75 minutes) The full presentation can be used with your entire staff, senior management and/or Board to familiarize them with the work done this fall in Affinity Group phone calls and the Round Robins. The highlights include:
 - a. Changes in the industry
 - b. The four scenarios that were discussed at the Round Robins
 - c. Your station's possible responses to changes in the media environmentUse all slides. Hand out the one-page summary of the four scenarios for discussion during Slides # 26-27.

Note: If you break into small groups for discussion, you may want a flip chart and markers for each group and to assign a scribe.

3. **Retreat Version:** (3 hours) The full presentation can be used in a retreat setting with senior staff, spending additional time on the exercises that were done at the Round Robins. This will enable you to dig deeper into planning your station's specific responses. Exercise worksheets and facilitator instruction sheets are posted on the AGC website <http://www.ptv-agc.org/> under "Archives" and "Planning Tools for General Managers."

Use all slides. After slide #25, pause to lead small group discussions. Assign each group the task of discussing one specific scenario. Handout the "Scenario Exercise Worksheet" and the one-page summary of the four scenarios to help facilitate the discussions. After slide # 26, hand out the document labeled "Instruction Sheet (NB, NG, NR)" and the facilitator guide to help lead a second small group discussion on the implications all of the scenarios have for your station. Close the retreat with a full-room discussion surrounding the question asked on slide #27.

For small group discussions we suggest 5 – 8 people per group.

If you have suggestions for other General Managers on how to use this presentation, send them to bedstrom@tpt.org and we'll help you share your ideas.

Equipment Needed:

1. **Slide projector** with remote advancer so that you can stand at the front of the room. Important - You will need to project the presentation in "Slide Show" format in order to properly view several of the slides which are animated.
2. Have at least one **flip chart** available, **markers** and a scribe to record comments while you lead the discussion at the end of the presentation.
3. **Handouts** - see below.

Handouts:

1. **The one page description of the four scenarios** is the final page of this guide. It is useful for audiences to be able to think about all four scenarios at one time when doing the exercises on Slides #26-27.
2. **Round Robin Exercise Worksheets and Facilitator Instructions** are posted on the AGC website <http://www.ptv-agc.org/> under "Archives" and "Planning Tools for General Mangers.
3. **Presentations** may be copied for the audience. To print an easy to use guide with multiple slides per printed page, go to Print options "Print What" select "Handouts".

Scenario Planning: A Snapshot of 4 Futures

All Media Are Local

How is content available?

- A large number of content creators, both amateur and professional, often focus on local, niche communities
- The web allows for easy distribution from all sources
- On-line tools allow content to be easily aggregated or sorted based on the local community it serves
- More video devices work together to allow content to move from place to place
- Big brands are hard to maintain

What do consumers want?

- Information that connects them to their immediate geographic community
- Information that is specific, locally focused and relatively “real time”
- Content that is highly relevant to them

Users want a media experience built around geography

Déjà vu Again

How is content available?

- A limited number of major content creators tailor their basic products to reflect individual communities
- Major markets have diversified their portfolios to provide content across many different platforms over which they have strong control

What do consumers want?

- Information that connects them to their immediate geographic community
- High quality content from trusted big brands
- Major media players with localized capabilities that help make their selection choices
- By and large, consumers are satisfied with “faux local” media content—primarily national content that has been given a local flavor

New Intermediaries

A³: Anytime, Anyplace, Anyone

How is content available?

- Inexpensive, high-quality video technology allows amateurs to easily become authors
- The web allows for easy distribution from all sources
- More video devices work together to allow content to move from place to place
- Digital rights regulation is outpaced by demand and market trends
- Big brands are hard to maintain

What do consumers want?

- Content that matches their niche interests
- Content that is highly relevant to them
- The ability to find what they want, when they want it from a large array of content
- Geographic sensibilities are more important than actual geographic location

Users want a media experience built around something other than geography

Rupert's World

How is content available?

- A limited number of major content creators have diversified their portfolio to provide content across many different platforms to a range of audience segments
- Despite existing video sharing/transfer technology, the big brands have strong control over their contents' rights and can require consumers to access all material directly from them

What do consumers want?

- Content that matches their niche interests
- High quality content from trusted big brands that will curate and guide consumers' selections
- Video on Demand, rather than Digital Video Recorders

Traditional Intermediaries

