



PUBLIC TELEVISION PLANNING PROJECT
JIM PAGLIARINI, PROJECT DIRECTOR
KATE SANDWEISS, SR. PLANNING ASSOCIATE
BRIAN EDSTROM, PLANNING ASSOCIATE

BREAK-OUT FACILITATOR'S GUIDE

ROUND ROBIN: "No Brainers, No Gainers, No Regrets" Exercise

GOALS OF EXERCISE

- 1. Practice and verify the usefulness of these terms and processes for individual station planning.** (Participants do individual work.)
- 2. Brainstorm with peers about the implications for the future of your station.** (Facilitator guides 20 minute discussion, collects and writes participants' ideas on flip chart.)

At each table:

- This facilitator guide;
- Flip chart;
- Markers and tape;
- 4 page worksheet for each person – includes basic instructions;
- 1 page description of all four scenarios for each person.

TABLE DISCUSSIONS

QUESTION: "Your station intends to thrive no matter which of the four scenarios occurs. Over the next 3 years, what are the 'No Brainers', 'No Gainers', 'No Regrets' you will undertake to strengthen and position your station for that future?"

INDIVIDUAL WORK (5 minutes)

- 1. Participants work independently to begin answering (on attached worksheet) the question for their own station.**

*****FACILITATOR NOTE: Stick to 5 minutes (or less if people are finished.)**



PUBLIC TELEVISION PLANNING PROJECT
JIM PAGLIARINI, PROJECT DIRECTOR
KATE SANDWEISS, SR. PLANNING ASSOCIATE
BRIAN EDSTROM, PLANNING ASSOCIATE

- **Suggestion:** Place all the “No Brainers” ideas on the Worksheet Page marked “No Brainers”; “No Gainers” on the “No Gainers” page, etc.

FACILITATOR GUIDES DISCUSSION, WRITES RESULTS (20 min.)

- 4. Facilitator stands at flipchart. Asks for significant “No Brainers”, “No Gainers” and “No Regrets”.**
 - Facilitate short discussion and questions then write responses on flip chart.

DISCUSSION QUESTIONS (if needed)

- **“How do the actions you identified as “No Brainers”, “No Gainers” and “No Regrets” differ from what our station had already planned to do?”**
- **“Did the discussion of the four scenarios help you think differently about our station’s future?”**
- **“Are there existing models for the actions we need to undertake? *Within Public Television? Among other media organizations? In other businesses?*”**
- **What “warning signs” will help us determine which of these scenarios is coming true?**