

# Scenario Planning Exercise

**1. Set-up:** Participants are at tables with 5-8 people per table. Each table is assigned one of the 4 scenarios.

**2. Goals** (participants at each table discuss and agree on the following):

- Brief description of scenario
- Most valuable role local station can play in the scenario -- from consumer's perspective
- Most important business for local station according to the Create, Add Value, Distribute tool described below
- Activities the local station should pursue in each of three areas described below

**3. Definitions:** In this exercise we will use a tool that attempts to categorize, in a very simple way, stations' work in providing value to the people we serve. Most of public television stations' "content-related" business can be put into these folders. Whether explicit or not, we have built strategies and applied resources to these areas:

- **Create** – Public television stations produce local and national television shows and web content. We also play a role as *investors* in content creation through the NPS, as an example.
- **Add Value** – We acquire content, and our programmers schedule it at times when we think it will be best for viewers. We organize information about our content in program guides. We create educational and outreach materials around our children's programming.
- **Distribute** – We distribute our content through the WEB, transmitters, and translators.

**4. Materials for each table:**

- Flip chart, markers, tape
- Worksheets for each participant

**5. Timing:**

- Explain exercise & Create, Add Value, Distribute tool (10 minutes)
- Individuals fill out exercise on paper worksheets (5 minutes)
- Table discussion with scribe capturing comments on flip chart (45 minutes)
- Room discussion (35 minutes) – each group reports out 5 minutes; facilitator asks follow-up questions

# Exercise Directions

1. Each participant should fill-in the worksheet individually
2. Table discussion to create group answer to these questions:
  - What is a one-sentence overview of this scenario?
  - From the consumers' point of view, what is the most valuable role that the local public television station will play in this scenario?
  - Which of the three aspects of our business (create, add value or distribute) is most important to the local station in this scenario? Why?



- For each major aspect of the business, what specific activities will the station engage in?
3. Group spokesperson will present one-sentence overview, role of local public television station and top business aspect

## Facilitator Questions

- Why is that the most important business in this scenario?
- If you had to allocate a percentage of effort to each of the three – how much would the top business receive?
- How does your staff or skill set or other resources need to change in this world?
- How do revenues change in this world?
- What are the top activities within that business? How are they different than today?

# Exercise Worksheet

**One-Sentence Summary:**

**Local Station Role:**

**Activities in  
each Area:**

**Create Content**

**Add Value  
to Content**

**Distribute Content**

1. \_\_\_\_\_

1. \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

2. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

3. \_\_\_\_\_

3. \_\_\_\_\_