



Tools to Think By Round Robins – 2005

One of the goals of our planning work is to develop a common set of tools for us all to use. They are tools that will be helpful as you plan for the future of your station. In addition, our goal is to incorporate these tools, and a common language into the conversations we have as a community of stations.

One *Tool to Think By* was introduced in the conference calls held with the Affinity Groups. A framework to think about how consumers use and interact with media was presented:

A Consumer Tool

Access – How consumers receive media

Find and Evaluate – How they find content and determine its worth

Experience – Where and how viewers consume content; and the methods they use to modify and personalize media experiences

Create – The role consumers play in creating content

At the Round Robins we will introduce two additional tools that we will ask you to use in the small group workshops we have planned.

A Station Activity Tool

The first tool 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.

At the Round Robins, we will ask you what implications each of the four scenarios presented may have on these three components of our business.

A Decision Making Tool

As we use scenario planning to imagine the future in our industry, we need to make decisions on activities to pursue and resources to deploy. The decisions we make today can help us thrive in the future, hinder our ability to adapt to changes, or be inconsequential to our organizations. At the Round Robins, we will ask you to think about decisions you could make today that would be:

No Brainers – Makes sense to do in the next 3 years in all 4 scenarios

No Gainers – Makes sense to stop doing in the next 3 years in all 4 scenarios

No Regrets – Makes sense to do in 1 scenario, but won’t be a resource burden in others

Let us know how useful you think these *Tools to Think By* are for you. If you have other tools that you think would be helpful for us, let us know. Brian Edstrom, bedstrom@tpt.org will be collecting your suggestions and comments.