

## Community Television Staff Feedback On Strategic Planning Committee Recommendations

At the January 28<sup>th</sup> staff meeting, Community Television staff read and discussed the recommendations of the Strategic Planning Committee. Present were staff members Kathy D'Angelo, Alie Welch, Helen Giffrow, Ron Holman, Craig Jutson, Craig Goldstein, Jeff Dinnell, Ryan Mulligan, Danette Devares, and Jack Hanson.

First and foremost, staff wanted to thank the committee for the tremendous amount of work that went into the recommendations. They appreciate the work that went into this. What follows is the feedback from staff recorded at the meeting.

### **Mission Statement**

The staff was unanimous in feeling that they like the old mission as is. Particularly important to the group is the phrase “strengthen the spirit of community and enrich individual lives”. They felt that adding “the internet” after “fostering communication through television” would take care of our new emphasis on internet related communication. That would be the only change they’d be in favor of.

Several staff members also expressed that they felt that having a tag line is extremely important. A tag line would be that short statement we could use to easily express what Community TV is all about.

### **Who will we focus on serving in the next 3-5 years?**

Where is “serving the underrepresented?” Staff felt that needed to be retained. This would include groups that are traditionally underrepresented in the media. In addition to this, the group suggested adding “and other community groups” after “Non-profit organizations”.

### **Unique Niche and Value**

Staff thought that “production equipment” should be added to the bullet reading “We provide high quality, low-cost training and studio space. It was also suggested that another bullet point to mention would be “Hub of local content on the internet” since that’s something we’re working toward.

### **Goal 1:**

Suggestions:

- Several staff members didn’t like the term “stakeholders”. Suggested it be changed to “community”. Stakeholders implies that we are only open to those who pay us.
- Add “annual campaign fundraising” to strategy 1.4.

- Change “Partner with community organizations to put their resources on the air” to “on the channels”.

### **Goal 2:**

Suggestions:

- Add “producer’s included” to goal 2.5 “Make CTV more visible in the community”. Feeling was that we are not as visible to potential producers as we could be.
- Change strategy 2.6 to “Increase our efforts to serve the viewers of our programs.” Saying “shift our focus” implies that we will be excluding producers and that it is no longer that important to serve them when in fact it is a key part of our service to the community.
- Change strategy 2.7 to “Ensure and maintain schedules that are predictable, clear, and consistent.” Using the word “create’ implies that schedules are not already predictable, clear, and consistent. Staff felt that they already were so the statement as originally worded is misleading and unclear.

### **Goal 3:**

Suggestions:

- Using the word “stakeholders” under strategy 3.1 implies exclusion based on financial contribution. Drop it.
- Under strategy 3.2 e, say “Continue to develop” instead of “create” since we are already creating programming that highlights student accomplishments.

### **Goal 4:**

Suggestions:

- Use the word “well” before “known” so it’s consistent with the wording of Goal 2.
- Delete 4.2 a. ii. Archiving programming on the internet is the same as making programs available on demand via the internet, which is covered by 4.2 a. i.
- Add social networking as an example under 4.2 b.
- Change 4.2 c. to “Explore using online program submission” since this not technically feasible for us yet and there are many variables involved (ex. difference between web video and broadcast video).

### **Goal 6:**

Feedback:

- All the task forces that the recommendations call for could involve extra staff time that will impact the budget.

- Felt that “reallocating resources to self-preserve as an organization” should be an important aspect of our approach to strengthening the organization.
- Need to add 6.7 “Invest in professional development and training for staff.” This is important and should be included.