

# People TV Strategic Planning

***Second Session: February 17, 2007***

## **Conference Room of the Atlanta Community Food Bank**

The Board of Directors and staff managers of People TV convened at about 11:00 a.m. Five (?) members of the Board of Directors were present. All staff managers were present. The session was facilitated by Dr. Tom Myers, RODC, People TV's organization consultant.

Several of the flip charts from the first strategic planning session were hung on the walls of the room to remind participants about what has already been planned. Some copies of the reports about previous strategic planning, including the new Outcomes, Mission, and Goals, were also passed out.

Tom began the session by asking Charlotte to report on the latest information about legislation that could affect People TV. Her report sparked a broad discussion about what to do about the possible effects of the legislation and other matters, with some parts of the discussion becoming detailed.

The agenda for the day called for the Board to begin its Environmental Assessment as part of its strategic planning. The first part of the Environmental Assessment, according to the Strategic Planning Model is a SWOT Analysis that looks at the organization's internal Strengths and Weaknesses and external Opportunities and Threats. The group listed:

### ***Strengths***

- Knowledge about relevant technologies:
  - Public access (Hardware and Software)
  - Digital technology learning (including content creation)
- Diplomacy
- Community participation
- Equipment for Video-On-Demand (VOD) and streaming
- Local focus
- Diversity of producers

- Diversity of programming and content
- Being an independent nonprofit
- Being adaptable
- Being a successful incumbent who meets future programming requirements

### ***Weaknesses***

- Only one major funder (Comcast -> City of Atlanta)
- Lack of marketing of People TV
  - Lack of cultural diversity
- Diversity of Producers' concerns, etc.
- Programming is not always a match to the mores of all of the community
- Insufficient marketing of the LOAF (no lottery, obscenity, advertising, or fund-raising allowed) restrictions
- Huge uncertainty about studio location
- Beneficial to move to another location
- Insufficiently digital:
  - Equipment
  - Training

### ***Opportunities***

- DOT funds for moving
- Comcast must pay for connection to the head end until 2010
- Work with Atlanta government to create mutual advantages
- Funds can be raised:
  - Fundraising (Corporate sponsorships)
  - Grants
- PTV will soon have digital output

## ***Threats***

- Lack of large public constituency
- Consequences of Producer Agreement violations
- HB227

## **Consultant's Comments**

The Board made substantial progress during its second strategic planning session. Many members now understand a lot more about the organization, the challenges it faces, and some possible solutions to its problems.

I urge the Board to schedule a third weekend session to complete the Environmental Assessment. The next and last part of the Environmental Assessment is the Stakeholder Analysis with four questions to answer:

- Who are the stakeholders?
- What is their stake?
- How can they help us?
- How can they hinder us?

The final activity is to operationalize the Strategies in the Goals by creating Objectives and authorizing resources for achieving them:

- Major Objectives: Usually two years or longer
- Minor Objectives: Usually year by year Sub-Objectives of the Major Objectives

I ask that the Board consider strategic planning meeting dates at its March 2007 regular meeting of the Board of Directors.