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Positioning Your Station and RTLL as Essential Community Resources

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Positioning Your Station as an Essential Community Resource

- Positioning Strategy:
 1. Describe your station in a way that connects your mission to community needs.
 2. Deliver on your promise through mission-related programming and related services.
 3. Promote your impact in a consistent way through every vehicle available.



Positioning Your Station as an Essential Community Resource

- **Mission** is why you exist. It is not what you do, but the greater purpose that the organization serves. It concerns what the organization is today.
- **Vision** is what an organization can become in the future and, equally important, how the organization will affect its community when it succeeds in realizing that vision.
- **Values** are the beliefs and practices that guide the organization's work in the community.



Positioning Your Station as an Essential Community Resource

- I. Ask MGI's *Mission, Vision, Values* questions from the community's point of view.



Positioning Your Station as an Essential Community Resource

- Mission
 - Why do you matter?
- Vision
 - How will you help us?
- Values
 - Why should we care?



Positioning Your Station as an Essential Community Resource

- II. Develop a mission statement and positioning strategy to provide compelling answers to their questions.

“WPTV is a community catalyst for cultural enrichment, civic engagement and personal growth.”



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III. Develop a matrix that links all of your activities to key mission elements.



Positioning Your Station as an Essential Community Resource

MISSION/ FUNCTION	CULTURE	CIVIC ENGAGEMENT	EDUCATION (personal growth)
NATIONAL PROGRAMMING	<ul style="list-style-type: none"> ▪ Masterpiece Theatre ▪ Great Performances ▪ Sound Stage 	<ul style="list-style-type: none"> ▪ NewsHour ▪ Frontline ▪ Charlie Rose 	<ul style="list-style-type: none"> ▪ NOVA ▪ American Masters ▪ Sesame Street
LOCAL PROGRAMMING	<ul style="list-style-type: none"> ▪ The Desert Speaks ▪ Applause ▪ Cleveland Orchestra in Performance 	<ul style="list-style-type: none"> ▪ Arizona Illustrated ▪ Chicago Tonight ▪ City Club Forum 	<ul style="list-style-type: none"> ▪ Taste of the Coast ▪ West Side Market Story
DIRECT SERVICES	<ul style="list-style-type: none"> ▪ Andre Rieu Live ▪ Wine & Food Classic ▪ Arts Portal 	<ul style="list-style-type: none"> ▪ Town Hall Meetings ▪ NCO Leadership Summit ▪ KUAT Interactive 	<ul style="list-style-type: none"> ▪ Ready to Lead in Literacy ▪ Kids Club ▪ Program Club



Positioning Your Station as an Essential Community Resource

IV. Create a Promotional Plan

1. Identify key themes. (value propositions regarding individual & community impact)
2. Articulate theme-related messages. (evidence supporting impact claims)
3. Identify vehicles. (interstitials, pledge breaks, program guide, events, etc.)
4. Create promotional plan & schedule.



Positioning Your **Program** as an
Essential **Station/Community** Resource

Demonstrate Value To:

1. Direct Supervisors
2. General Managers
3. Outside Partners



Positioning Your **Program** as an
Essential **Station/Community** Resource

How are they different:

1. External Vehicles?
2. Internal Vehicles?



Positioning Your **Program** as an Essential **Station/Community** Resource

Audience	Themes	Messages	Vehicles
Direct Supervisor	RTLL does (what?) for the department.	1. 2. 3.	1' 2' 3'
General Manager	RTLL does (what?) for the station.	1. 2. 3.	1' 2' 3'
Outside Partners	RTLL does (what?) for our partners.	1. 2. 3.	1' 2' 3'