

Important Background Elements for the Case

- Goals and objectives from the station's strategic plan.
- Programs and services, including not just television programs, but the outreach and community networking the station provides and the problems that these services help the community address. *Use people stories wherever possible.*
- Evidence of your impact on the community, including audience numbers, awards, letters, testimonials, etc. (Take care that audience numbers and other facts are kept current.)
- Description of facilities, including not just your offices and studios, but transmitters and translators, microwave links, etc.
- Governance, including membership on governing boards, friends groups, foundation boards, advisory groups, information about how their members are selected, and—particularly for institutional licensees—how additional public input is obtained and implemented.
- Staffing, including biographical information on members of the management team and other key players, an organizational chart, and areas of special expertise and peer recognition.
- Financial information, including the station's annual report, audited financial statements, current operating budget, and snapshots of the station's finances, such as a one-sheet containing revenue and expense pie charts.
- Important legal documents, including the IRS letter of determination for non profit status, board by-laws, and any operating agreements between the station and its licensee that may be important to be able to show donors.
- Station history, focusing on its accomplishments and service.