

## Data Sources for Use in Strategic Planning

### General Background Resources

Resource	Location
<ul style="list-style-type: none"><li>• <b>Websites</b><ul style="list-style-type: none"><li>○ DEI <a href="http://www.DEIworksite.org">http://www.DEIworksite.org</a></li><li>○ Major Giving Initiative (MGI) <a href="http://www.majorgivingnow.org/">http://www.majorgivingnow.org/</a></li><li>○ National Center for Media Engagement <a href="http://mediaengage.org/">http://mediaengage.org/</a></li><li>○ Board Source <a href="http://www.boardsource.org/">http://www.boardsource.org/</a></li><li>○ Affinity Group Coalition Planning Project (AGC) - Archives <a href="http://www.ptv-agc.org/archive.htm">http://www.ptv-agc.org/archive.htm</a></li><li>○ Corporate Support Performance Initiative (CSPI) <a href="http://cspi.pbs.org/">http://cspi.pbs.org/</a></li><li>○ Stations Resource Group Online <a href="http://www.srg.org">http://www.srg.org</a></li></ul></li><li>• “<i>Planning Tools and Provocations</i>”, AGC Planning Project report <a href="http://www.majorgivingnow.org/downloads/pdf/AGC_Final%20Report.pdf">http://www.majorgivingnow.org/downloads/pdf/AGC_Final%20Report.pdf</a></li><li>• <u>Good to Great and the Social Sector</u>, Jim Collins <a href="http://www.iimcollins.com">http://www.iimcollins.com</a></li></ul>	

**Station Documents to Review:** Helpful for making data-based decisions in the following areas:

#### ***Environmental Trends***

- Competitive Data – Information on other local media outlets
- Trend of station metrics vs. comparative metrics from other stations
- Pertinent regional and local information re: growth; demographics; business; and cultural shifts
- Changes in technology and how audience accesses content
- Changes in funding environment

#### ***Current Strategies and Audience***

- Community Input on needs from station and feedback on station. Gather input from community listening sessions; online surveys; input from partner organizations and donors; audience feedback; etc.
- Current mission, vision, values statements – if available
- Existing station strategic and/or work plans
- Key station measurements (May vary, but these have been helpful to many stations.)
  - Membership numbers, \$
  - Revenue and Expense trends
  - Audience #'s, Cum's
- Station website
- Other station metrics

- Program guide
- Coverage map

### ***Case Strategy***

- Current mission, vision, values statements – if available
- Recent grant applications
- Reports from previous work with consultants
- Station By-laws and other relevant governing documents

### ***Content and Service Strategy***

- Program guide
- Station website
- Existing station strategic and/or work plans
- Community Input on station
- Recent Annual Reports
- Recent grant applications

### ***Financial Strategy***

- System reports
- Station Financial statements, including Annual Financial Report

### ***Organizational Strategy***

- Station By-laws and other relevant governing documents
- Names and positions of staff members and organization chart
- Names and positions of Board members
- New Employee Handbook
- New Board Member Handbook
- Succession Plans
- Employee Training Plans

### ***Brand Strategy***

- Program guide
- Station website
- Recent grant applications
- Donor or Membership Solicitation Letters
- Print and On-air Station Promotions