

Strategic Plan Overview

VISION: Increase the impact and share the power of public television

MISSION : Harness the power of television and other media for the public good

SERVICE VALUES

- Quality
- Trust
- Intelligence
- Balance
- Uniqueness
- Engagement
- Variety
- Consistency

INTERNAL VALUES

- Be an irreproachable steward of the public trust
- Seek diversity and excellence in people, ideas and services
- Build and nourish relationships in the community
- Drive results
- Think creatively
- Help each other succeed as colleagues

FOCUS AREA ONE

Deliver the Best in Television

Use the power of television to stimulate hearts and minds to greater possibilities.

Key Strategies:

- Create compelling program services on *tpt2* and *tpt17* that will fortify viewership and audience loyalty.
- Develop new digital television channels that serve the community, appeal to audiences and are worthy of support.
- By providing relevant and engaging television services, inspire financial support.

FOCUS AREA TWO

Tell the Minnesota Story

Produce unique and compelling programs that create a more vibrant and informed community.

Key Strategies:

- Use the *Minnesota Collaborative* to increase the diversity and depth of our local programming by sharing the power of public television with mission-centered partners.
- Build on *Almanac's* twenty year history as *tpt's* premiere program focused on active citizenship.
- Produce rich and lasting programs on Minnesota 's history.
- Pursue grant support for local programs that engage the community.

FOCUS AREA THREE

Be a Leader in National Production

Create national television projects with the power to change lives.

Key Strategies:

- Develop, fund and produce projects of distinction that create a national impact.
- Through support of our national projects, contribute to the financial stability of *tpt*

FOCUS AREA FOUR

Seek New Ways to Serve

Explore new ways to serve needs not met by commercial media.

Key Strategies:

- Explore a content focus on serving the needs and interests of older adults, both regionally and nationally.
- Develop content management skills and explore offering that expertise to other non-profits.
- Grow non-broadcast television production services.
- Pursue state, federal and foundation grants for education services that build on our past successes.

FOCUS AREA FIVE

Focus on the Audience

Know our community and help our community know us.

FOCUS AREA SIX

Fund the Future

Earn increased philanthropic support by demonstrating our relevance.

Key Strategies:

- Build community loyalty, support and advocacy through strategic communications.
- Bring the audience perspective to the formation of **tpt**'s programs and services.
- Provide marketing and communications support to **tpt**'s community efforts.

Key Strategies:

- Build individual relationships that lead to major gifts.
- Increase Corporate/Foundation giving.
- Increase our endowment through planned gifts.
- Explore the feasibility of a capital campaign.

FOCUS AREA SEVEN***Live the Mission and Values*****Create a mission-centered and results-driven culture****Key Strategies:**

- Foster a culture where employees' work is done through our values, mission and vision.
- Focus performance around the strategic plan.
- Create a great place to work.
- Seek diversity and excellence in people, ideas and services.