



People TV, Inc. Strategic Plan | 2015



PEOPLE TV, INC
190 14TH STREET, NW
ATLANTA, GA 30318

<http://www.peopletv.org>

Providing access, education and empowerment!

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I. Executive Summary

People TV, Inc. (PTV) is a not for profit organization operating under section 501c3 of the internal revenue code, located at 190 14th Street, NW, Atlanta, GA, 30318. Currently PTV is governed by a 17 member board of directors (Including 4 mayoral appointees and 3 city council seats). The staff consists of a managing director, a business manager, an operations/production manager, an education/production coordinator, a program coordinator. The staff is augmented with interns and volunteers that work across the organization and play a vital role in the daily operations. The building where PTV is housed is adequate for its current staff and operations, but is not ideal for implementing long-term plans.

Currently PTV is rated as a “Good” non-profit organization using the following non-profit performance rating method:

- **Poor** (The group should rethink its existence)
- **Adequate** (The group is minimally fulfilling its mission and has little or no potential for growth and improvement)
- **Good** (the group is fulfilling its mission, has capable and dedicated leaders, can pay its bills and has good potential for growth and improvement), and
- **Great** (the organization is fulfilling its mission at the highest level possible, has capable and dedicated leaders, is financially stable and its management processes and programs/activities are models).

The capability and dedication of the staff and board are tremendous strengths. That strength coupled with its longevity, allows the organization to be classified as good. There is also tremendous potential for growth, which is strengthened by the organization’s recent investment in planning for that growth as documented by the plan that follows. Successful implementation of the plan will position the organization to move from Good to Great.

II. The Planning Process

Early in 2015 a quorum of the PTV board of directors and staff commissioned a strategic planning process in order to produce a management tool for the board and staff that would guide the organization’s work through 2016 and into 2017. A strategic planning consultant was engaged to facilitate the development of the strategic plan. The planning process began with the consultant meeting with representatives of the board and staff to review and revise the organization’s vision, mission and value statements; and to create a work plan focused specifically in the following areas:

- Governance (Board Development)
- Finance
- Communication

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- Organizational Infrastructure
- Programming
- Education/Training

The planning group engaged in a total of five (5) planning sessions between March 2nd and April 23rd 2015. The results of the planning process are documented in the strategic plan that follows. The plan outlines goals and tasks in the identified areas and provides a timeframe for completing the tasks associated with the goals. The plan concludes with the strategic work plan, a list of prioritized goals in chart form, including responsible parties and proposed completion dates. Detailed contact information for PTV is also provided.

III. Strategic Planning Goals

The **primary goals of this strategic plan** are:

- To develop a planning tool that will guide the organization's work for the next three years.
- To create a plan to build the organization's capacity to aggressively pursue the newly crafted mission.
- To clarify what communities organization serves and intends to serve.
- To move the organization from "**Good**" to "**Great**" within two to three years.

IV. Revised Vision, Mission and Values

Vision

People TV, Inc. is the preferred Multi-Media Platform in the Southeast providing innovative, quality, diverse charitable programming opportunities to Metro-Atlanta residents and beyond, using creative technology and state of the art facilities. It is also the preferred Media Training Hub.

Mission

People TV, Inc. is an Atlanta based, public access, multi-media platform providing a voice for alternative community perspectives through innovative technology, diverse programming and training.

Values

- People TV, Inc. is committed to Freedom of Speech and Freedom of Expression.
- People TV, Inc. is committed to promoting Innovative Content in Programming.
- People TV, Inc. is committed to cultivating diversity among the people it serves as well as a diversity of ideas and programming.

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- People TV, Inc. is committed to nurturing Partnerships with charitable and academic institutions; and with local government and businesses.

V. The Plan

The plan is intentionally structured so that every 6 months beginning in April, 2015 through April 2017, PTV, Inc. will have SMART (Specific, Measurable, Attainable & Assigned, Relevant, Time-Sensitive) goals that it is working toward. This will allow the organization to grow at a manageable pace while also continually boosting staff morale and allowing the board and staff to perform an ongoing evaluation of the way forward.

A. Timeframe: April, 2015 – October, 2015

Governance Goals

1. Perform a board assessment and evaluation
2. Provide board training

Finance Goals

1. Create a diverse funding plan
2. Create avenues for earned income

Communication Goals

1. Create a branding/marketing plan
2. Develop ways to capture what makes PTV special
3. Develop a door to door campaign

Organizational Infrastructure Goals

1. Perform an organizational assessment
2. Perform equipment and programming assessment
3. Create an avenue for continued dialogue between the board and staff

Programming Goals

1. Expand and Strengthen the volunteer program
2. Create a PTV alumni Program

Education/Training Goals

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1. Provide volunteer training
2. Create public education materials detailing the benefits of PTV

B. Timeframe: November, 2015 – April, 2016

Governance Goals

1. Review and Update PTV's policies and procedure handbook
2. Recruit board members to fill gaps identified by the board assessment
3. Complete a board and staff retreat

Finance Goals

1. Secure two new funders based on the funding plan.
2. Create avenues for earned income

Communication Goals

1. Launch new PTV branding/marketing campaign
2. Create a specific marketing strategy for the film community
3. Host a PTV alumni event

Organizational Infrastructure Goals

1. Build the technology infrastructure

Programming Goals

1. Create a business incubator model

Education/Training Goals

1. Provide trainings for the community

C. Timeframe: May, 2016 – October, 2016

Governance Goals

1. Review strategic work plan and revise as necessary
2. Assess the level at which the organization is fulfilling its goals

Finance Goals

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1. Implement one new strategy for yielding earned income
2. Secure two new sponsorships

Communication Goals

1. Implement an aggressive social media campaign

Organizational Infrastructure Goals

1. Create and implement a new electronic file management system

Programming Goals

1. Expand delivery mechanisms for PTV

Education/Training Goals

1. Expand education programs
2. Strengthen existing training Programs

D. Timeframe: November, 2016 – April, 2017

Governance Goals

1. Create quality and technical standards policies for products created at PTV
2. Explore possible facility locations for PTV

Finance Goals

1. Host a major annual fundraising event
2. Secure 2 new funders
3. Secure at least 1 studio rental from the film community

Organizational Infrastructure Goals

1. Purchase new production equipment
2. Purchase new office equipment
3. Hire staff as necessary

Education/Training Goals

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1. Provide two trainings in partnership with area educational institutions
2. Facilitate quarterly staff training opportunities

STRATEGIC WORK PLAN – APRIL, 2015 THROUGH APRIL, 2017

GOVERNANCE	TASKS	WHO?	RESOURCES NEEDED	POSSIBLE BARRIERS	BY WHEN?
1. Perform a board assessment and evaluation	<ul style="list-style-type: none"> • Evaluate the process of the mayor’s appointees and make some recommendations concerning how the appointments happen in a way that best benefits the board • Complete the current board evaluation process. • Use The information gathered from the board assessment to restructure the board by creating board committees • Approve new board member application process 	<ul style="list-style-type: none"> • Executive Committee 	<ul style="list-style-type: none"> • Legal research and interpretation. • Investigative dialogue 	<ul style="list-style-type: none"> • Non-participation • Lack of commitment • Political push-back 	May 30, 2015
2. Provide board training	<ul style="list-style-type: none"> • Engage the board in the PTV Training that the producers go through • Provide basic board training focusing on the role of the board and board responsibilities. 	<ul style="list-style-type: none"> • Executive Committee • Business Mgr. • Managing Director • Education Coordinator 	<ul style="list-style-type: none"> • A condensed PTV training designed for the board • Studio space • Instructor availability • Board availability and enthusiasm 	<ul style="list-style-type: none"> • Board availability and enthusiasm 	Oct. 31, 2015

<p>3. Review and Update PTV's policies and procedures handbook</p>	<ul style="list-style-type: none"> • Assess needed procedure & policy changes • Review producer handbook • Review employee handbook • Review accounting policies 	<ul style="list-style-type: none"> • Executive committee • Business Mgr. • Managing Dir. 	<ul style="list-style-type: none"> • Current and past copies of all PTV policies 	<ul style="list-style-type: none"> • Board availability • Time restraints 	<p>April 30, 2016</p>
<p>4. Recruit board members to fill gaps identified by board assessment</p>	<ul style="list-style-type: none"> • Compile a list of potential board members • Hold an information session for potential board members • Make invitation to potential board members • Assign mentors to new appointees 	<ul style="list-style-type: none"> • Executive committee 	<ul style="list-style-type: none"> • Board skills assessment & needs 	<ul style="list-style-type: none"> • Board availability and enthusiasm 	<p>April 30, 2016</p>
<p>5. Complete a board and staff retreat</p>	<ul style="list-style-type: none"> • Secure retreat venue • Plan retreat agenda • Identify a facilitator • Secure food 	<ul style="list-style-type: none"> • Executive committee • Business Mgr. • Managing Dir. 	<ul style="list-style-type: none"> • Meeting venue • Meeting agenda 	<ul style="list-style-type: none"> • Lack of participation 	<p>April 30, 2016</p>
<p>6. Review strategic work plan and revise as necessary</p>	<ul style="list-style-type: none"> • Create & implement performance measurement process • Identify needed changes based on performance 	<ul style="list-style-type: none"> • Executive committee & strategic planning committee • Managing Dir. 	<ul style="list-style-type: none"> • Comprehensive performance reports • Assess People TV Needs • Financial performance reports 	<ul style="list-style-type: none"> • Board availability and enthusiasm • Time restraints 	<p>Oct. 31, 2016</p>
<p>7. Assess the level at which the org. is fulfilling its goals</p>	<ul style="list-style-type: none"> • Develop and/or adapt an assessment tool • Administer & analyze the findings 	<ul style="list-style-type: none"> • Executive committee • Business Mgr. • Managing Dir. 	<ul style="list-style-type: none"> • Comprehensive performance reports • Financial performance reports 	<ul style="list-style-type: none"> • Board availability and enthusiasm • Time restraints 	<p>Oct. 31, 2016</p>
<p>8. Create quality and technical standards policies for products created at PTV</p>	<ul style="list-style-type: none"> • Develop and/or adapt a technical assessment tool • Administer & analyze the findings 	<ul style="list-style-type: none"> • Executive committee • Business Mgr. • Managing Dir. • Operations Mgr. • Legal consultant 	<ul style="list-style-type: none"> • Comprehensive performance reports & assessment 	<ul style="list-style-type: none"> • Non-participation • Lack of commitment • Time restraints 	<p>April 30, 2017</p>
<p>9. Explore possible facility locations for PTV</p>	<ul style="list-style-type: none"> • Create criteria for an ideal location • Develop a list of possible location based on the criteria • Choose location 	<ul style="list-style-type: none"> • Executive committee • Managing Dir. 	<ul style="list-style-type: none"> • Capital funding • Facility needs assessment • Technology needs assessment 	<ul style="list-style-type: none"> • Board availability and enthusiasm • Time restraints 	<p>April 30, 2017</p>

FINANCE	TASKS	WHO?	RESOURCES NEEDED	POSSIBLE BARRIERS	BY WHEN?
<p>1. Create a diverse funding plan</p>	<ul style="list-style-type: none"> • Develop a fundraising calendar • Identify grants • Identify potential sponsors & corporate partners • Create automated donation program (Revenue Streams) • Identify nonprofit Partners for joint fundraising ventures • Develop a social media fundraising campaign (Crowd Sourcing) • Produce on-air fundraising PSAs • Produce on-air fundraising marathons & telethons • Renew City of Atlanta Contract 	<ul style="list-style-type: none"> • Board of Directors (Development Committee) • Business Mgr. • Managing Director 	<ul style="list-style-type: none"> • Grant Research tools (software) • Bank Merchant accounts • Sponsorship package • Grant Writer 	<ul style="list-style-type: none"> • Non-participation • Lack of commitment • Development Committee formation • Clear fundraising vision and implementation. 	<p>July 3, 2015</p>
<p>2. Create avenues for earned income</p>	<ul style="list-style-type: none"> • Market PTV to the film community for studio rental • Market PTV as a source to provide video dubbing services • Market PTV for in-house production services 	<ul style="list-style-type: none"> • Board of Directors (Development Committee) • Business Mgr. • Managing Director • Operations Manager 	<ul style="list-style-type: none"> • Listing with Georgia Film Commission • Marketing materials • Dubbing equipment • Production equipment for internal projects – Cameras, tripods, etc. 	<ul style="list-style-type: none"> • Non-participation • Lack of commitment • Lack of equipment & resources • Clear vision and implementation. 	<p>Aug. 31, 2015</p>
<p>3. Secure two new funders based on the funding plan</p>	<ul style="list-style-type: none"> • Submit a minimum of 6 grant requests 	<ul style="list-style-type: none"> • Board of Directors (Development Committee) • Managing Director • Business Mgr. 	<ul style="list-style-type: none"> • Grant Research tools (software) • Sponsorship package • Grant Writer 	<ul style="list-style-type: none"> • Clear vision & implementation • Time Restraints 	<p>April 30, 2016</p>
<p>4. Implement one new strategy for yielding earned income</p>	<ul style="list-style-type: none"> • Identify banking and investment options 	<ul style="list-style-type: none"> • Board of Directors (Development Committee) • Managing Dir. • Business Mgr. 	<ul style="list-style-type: none"> • Financial analysis • Financial advisement 	<ul style="list-style-type: none"> • Clear vision & implementation • Time Restraints 	<p>Oct. 31, 2016</p>

<p>5. Secure two new sponsorships</p>	<ul style="list-style-type: none"> • Identify specific programs that would be ideal for sponsorship • Develop a pitch for the potential sponsors. • Approach a minimum of 6 potential sponsors. 	<ul style="list-style-type: none"> • Board of Directors (Development Committee) • Managing Dir. • Business Mgr. 	<ul style="list-style-type: none"> • Sponsorship package • Marketing Materials 	<ul style="list-style-type: none"> • Clear vision & implementation • Time Restraints 	<p>Oct. 31, 2016</p>
<p>6. Host a major annual fundraising event</p>	<ul style="list-style-type: none"> • Identify venue • Secure sponsorships • Convene a planning committee • Market the event broadly 	<ul style="list-style-type: none"> • Board of Directors (Development Committee) • Managing Dir. • Business Mgr. 	<ul style="list-style-type: none"> • Marketing Materials • Social media campaign • Volunteer/Intern Team 	<ul style="list-style-type: none"> • Time Restraints 	<p>April 30, 2017</p>
<p>7. Secure two new funders</p>	<ul style="list-style-type: none"> • Submit 6 or more grant requests 	<ul style="list-style-type: none"> • Board of Directors (Development Committee) • Managing Dir. • Business Mgr. 	<ul style="list-style-type: none"> • Sponsorship package • Marketing Materials 	<ul style="list-style-type: none"> • Time Restraints 	<p>April 30, 2017</p>
<p>8. Secure at least 1 studio rental from the film community</p>	<ul style="list-style-type: none"> • Marketing plan • Identify potential customers 	<ul style="list-style-type: none"> • Managing Dir • Business Mgr. 	<ul style="list-style-type: none"> • Marketing Materials 	<ul style="list-style-type: none"> • Time Restraints & Resources 	<p>April 30, 2017</p>
<p>COMMUNICATION</p>	<p>TASKS</p>	<p>WHO?</p>	<p>RESOURCES NEEDED</p>	<p>POSSIBLE BARRIERS</p>	<p>BY WHEN?</p>
<p>1. Create a Branding/Marketing plan</p>	<ul style="list-style-type: none"> • Convert existing logo to a transparent file • Develop marketing materials that coincide with website and all social media utilizing existing logo • Create PTV promos and teasers for broadcast • Promote PTV events and new thru press release distribution to main stream media • Upgrade PTV channel identity with new graphics, bulletin board, etc. 	<ul style="list-style-type: none"> • Board of Directors (Development Committee) • Business Mgr. • Managing Director • Operations Manager • Programming Coordinator • Education Coordinator 	<ul style="list-style-type: none"> • Media design software • Graphic designer • Editing software • Interns/Volunteers 	<ul style="list-style-type: none"> • Non-participation • Lack of commitment • Lack of equipment & resources • Clear vision and implementation • Lack of skilled personnel 	<p>June 1, 2015</p>

<p>2. Develop a way to capture what makes PTV special</p>	<ul style="list-style-type: none"> • Develop marketing packet that will educate Atlanta community on the benefits of PTV • Develop initiatives to promote PTV's mission • Develop educational and promotional public service announcements for and about People TV, public access television and the first amendment for cablecast on People TV, Inc. targeting a cross section of communities, children, young adults, non-English speaking residents, and seniors. • Increase coverage of local issues not traditionally covered in mainstream media through partnership with community based organizations. • Research citizen journalism and other models used by community television stations across the country. 	<ul style="list-style-type: none"> • Board of Directors (Development Committee) • Business Mgr. • Managing Director • Operations Manager • Programming Coordinator • Education Coordinator 	<ul style="list-style-type: none"> • Media design software • Graphic designer • Editing software • Interns/Volunteers 	<ul style="list-style-type: none"> • Non-participation • Lack of commitment • Lack of equipment & resources • Clear vision and implementation • Lack of skilled personnel 	<p>June 1, 2015</p>
<p>3. Develop a door to door campaigns</p>	<ul style="list-style-type: none"> • Use all available platforms to promote People TV as a 501c3 not for profit organization (website, social media, channel) • Implement capital campaign for equipment/facilities improvements. • Recruit volunteer corps willing and committed to support People TV 	<ul style="list-style-type: none"> • Board of Directors (Development Committee) • Business Mgr. • Managing Director 	<ul style="list-style-type: none"> • Fundraising solicitation material • Interns/Volunteers • Marketing Materials • Social media campaign 	<ul style="list-style-type: none"> • Non-participation • Lack of commitment • Lack of equipment & resources • Clear vision and implementation 	<p>July 1, 2015</p>

	fundraising programs.				
4. Launch new PTV branding/marketing campaign	<ul style="list-style-type: none"> • Develop timeline for launch • Identify target demographic • Develop implementation strategy 	<ul style="list-style-type: none"> • Communications committee • Business Mgr. • Managing Director 	<ul style="list-style-type: none"> • Press Releases • Media contact lists • Ability to print color copies of marketing materials • Interns/Volunteers 	<ul style="list-style-type: none"> • Non-participation • Lack of commitment • Lack of equipment & resources • Clear vision and implementation • Lack of skilled personnel • Time restraints 	April 30, 2016
5. Create a specific marketing strategy for the film community	<ul style="list-style-type: none"> • Identify service to provide to film community • Identify audience • Create marketing material 	<ul style="list-style-type: none"> • Communications committee • Business Mgr. • Managing Director 	<ul style="list-style-type: none"> • Press Releases • Media contact lists • Ability to print color copies of marketing materials • Interns/Volunteers 	<ul style="list-style-type: none"> • Clear vision and implementation • Time restraints 	April 30, 2016
6. Host a PTV alumni event	<ul style="list-style-type: none"> • Identify a venue • Identify and contact alumni • Plan event 	<ul style="list-style-type: none"> • Executive committee • Business Mgr. • Managing Director 	<ul style="list-style-type: none"> • Press Releases • Media contact lists • Ability to print color copies of marketing materials • Interns/Volunteers 	<ul style="list-style-type: none"> • Clear vision and implementation • Time restraints 	April 30, 2016
7. Implement an aggressive social media campaign	<ul style="list-style-type: none"> • Identify social media applications • Identify objectives 	<ul style="list-style-type: none"> • Communications committee • Business Mgr. • Managing Dir. 	<ul style="list-style-type: none"> • Social Media knowledge • Marketing materials • Interns/Volunteers • Internet/Wi-Fi 	<ul style="list-style-type: none"> • Lack of equipment & resources • Clear vision and implementation • Time Restraints 	Oct. 31, 2016
ORGANIZATIONAL INFRASTRUCTURE	TASKS	WHO?	RESOURCES NEEDED	POSSIBLE BARRIERS	BY WHEN?
1. Perform an organizational assessment	<ul style="list-style-type: none"> • Define the roles and assess the capacity of the board and staff • Develop and implement performance evaluation processes for Center staff. • Host annual awards program to reward quality and success. 	<ul style="list-style-type: none"> • Board of Directors (HR Committee) • Managing Director 	<ul style="list-style-type: none"> • Job descriptions 	<ul style="list-style-type: none"> • Non-participation • Lack of commitment • Lack of equipment & resources • Clear vision and implementation 	June 1, 2015

<p>2. Perform equipment and programming assessment</p>	<ul style="list-style-type: none"> Assess equipment and maintenance needs Assess needed equipment & technology upgrades 	<ul style="list-style-type: none"> Business Mgr. Managing Director Operations Manager Programming Coordinator Education Coordinator 	<ul style="list-style-type: none"> Broadcast equipment engineer Routine maintenance schedule & reports 	<ul style="list-style-type: none"> Non-participation Lack of commitment Lack of resources Clear vision and implementation 	<p>Oct. 31, 2015</p>
<p>3. Create an avenue for continued dialogue between the board and staff.</p>	<ul style="list-style-type: none"> Identify staff and board availability for regularly meetings 	<ul style="list-style-type: none"> Executive committee Managing Director 	<ul style="list-style-type: none"> Meeting Venue Adequate notification process 	<ul style="list-style-type: none"> Non-participation Lack of commitment Clear vision and implementation 	<p>Oct. 31, 2015</p>
<p>4. Create and implement a new electronic file management system</p>	<ul style="list-style-type: none"> Identify process to convert file to electronic medium 	<ul style="list-style-type: none"> Managing Director Business Mgr. 	<ul style="list-style-type: none"> Ability to scan documents to pdf file. Adequate server storage space 	<ul style="list-style-type: none"> Lack of server storage space Clear vision and implementation Time restraints 	<p>Oct. 31, 2016</p>
<p>5. Build technology infrastructure</p>	<ul style="list-style-type: none"> Assess technical and technological obstacles (electronic file management, IT, etc.) Develop quality and technical standards/policies Utilize the Internet and other communications technologies, such as video streaming and social media Evaluate uploading Capability to accept digital media online instead of in person or mail delivery of programming. Partner with local colleges in recruitment of professors and students in development and delivery of technology and media curriculum programs. 	<ul style="list-style-type: none"> Board of Directors (Operations Committee) Managing Director Business Mgr. Operations Manager Programming Coordinator Education Coordinator 	<ul style="list-style-type: none"> Network server Remote network access Ability to stream broadcast without the need for Flash 	<ul style="list-style-type: none"> Non-participation Lack of commitment Lack of equipment & resources Clear vision and implementation 	<p>April 30, 2016</p>

6. Purchase new production equipment	<ul style="list-style-type: none"> Identify needs Secure funding 	<ul style="list-style-type: none"> Managing Director Business Mgr. Operations Mgr. Programming Coordinator 	<ul style="list-style-type: none"> Equipment specs Equipment vendor Equipment quotes 	<ul style="list-style-type: none"> Time restraints 	April 30, 2017
7. Purchase new office equipment	<ul style="list-style-type: none"> Identify needs Secure funding 	<ul style="list-style-type: none"> Managing Director Business Mgr. 	<ul style="list-style-type: none"> Equipment vendor Equipment quotes 	<ul style="list-style-type: none"> Time restraints 	April 30, 2017
8. Hire staff as necessary	<ul style="list-style-type: none"> Identify needs Secure funding 	<ul style="list-style-type: none"> Managing Director 	<ul style="list-style-type: none"> Job descriptions Job postings Avenue to distribute job postings 	<ul style="list-style-type: none"> Time Restraints 	
PROGRAMMING	TASKS	WHO?	RESOURCES NEEDED	POSSIBLE BARRIERS	BY WHEN?
1. Expand and strengthen the volunteer program	<ul style="list-style-type: none"> Augment staff with volunteers and interns through such programs as AmeriCorps, Hands on Atlanta and Governor's internship office Develop a volunteer/intern recruitment and training plan to support staff in all aspects of the center's operations and programs. Adopt and implement feedback mechanisms for Center to evaluate service delivery 	<ul style="list-style-type: none"> HR committee Managing Director Business Mgr. 	<ul style="list-style-type: none"> Volunteer/intern job descriptions Volunteer/intern packets 	<ul style="list-style-type: none"> Non-participation Lack of commitment 	Oct. 31, 2015
2. Create an alumni program	<ul style="list-style-type: none"> Expand engagement of producers in the decision making and planning process for PTV and public access television in Atlanta Assist producers in organizing public access producers council as a cohesive and collaborative group that can effectively represent their interests to the 	<ul style="list-style-type: none"> Board of directors Business Mgr. Managing Director Operations Manager Programming Coordinator Education Coordinator 	<ul style="list-style-type: none"> Marketing materials Producer distribution lists Volunteer/interns 	<ul style="list-style-type: none"> Non-participation, lack of commitment Lack of equipment & resources Clear vision and implementation 	Oct. 31, 2015

	<p>board of directors and serve as a self-governing body and provide input on Center policies</p> <ul style="list-style-type: none"> • Host regular producer meetings to foster a culture of collaboration and community between board of directors, staff, producers and volunteers. • Develop a forum or portal for community to connect with producers. • Provide producers, volunteers and visitors with a platform to connect with board of directors for suggestions, complaints, and inquiries outside of regularly scheduled board meetings. • Distribute monthly e-blasts regarding PTV news & events 				
<p>3. Create a business incubator model</p>	<ul style="list-style-type: none"> • Compile “best practices “ for PTV • Assess the interest for incubator services within the local area. • Evaluate PTV’s readiness to incubate 	<ul style="list-style-type: none"> • Operations committee • Managing Director • Business Mgr. 	<ul style="list-style-type: none"> • Research facility needs • Public surveys 	<ul style="list-style-type: none"> • Non-participation • Lack of commitment • Clear vision & implementation 	<p>April 30, 2016</p>
<p>4. Expand delivery mechanisms for PTV programming</p>	<ul style="list-style-type: none"> • Find new streaming solution that doesn’t require flash to view. • Utilize YouTube/Video for on-demand viewing • Curate programming from alternative sources such as non-profit 	<ul style="list-style-type: none"> • Board of Directors (Operations Committee) • Managing Director • Business Mgr. • Programming Coordinator • Operations Manager 	<ul style="list-style-type: none"> • Research streaming options • Producer surveys to access needs of producers • Assess utilization of facility 	<ul style="list-style-type: none"> • Limited staffing resources • Non-participation • Lack of commitment • Clear vision and implementation 	<p>Sept. 1, 2016</p>

	<p>organizations, artists, students and independent video producers.</p> <ul style="list-style-type: none"> • Create programming for special audiences and events. • Adopt programming submission guidelines to accept non-traditional run times such as video shorts and town hall meetings. • Increase local arts based programming. 				
EDUCATION/ TRAINING	TASKS	WHO?	RESOURCES NEEDED	POSSIBLE BARRIERS	BY WHEN?
1. Provide volunteer training	<ul style="list-style-type: none"> • Develop training program • Identify volunteer needs and roles 	<ul style="list-style-type: none"> • HR & Development Committee • Business Mgr. • Managing Director 	<ul style="list-style-type: none"> • Job Descriptions • Volunteer training packet/manual 	<ul style="list-style-type: none"> • Time restraints 	Oct. 31, 2015
2. Create public education materials detailing the benefits of PTV	<ul style="list-style-type: none"> • Assess existing workshop feasibility 	<ul style="list-style-type: none"> • HR & Development Committee • Business Mgr. • Managing Dir. • Education Coor. 	<ul style="list-style-type: none"> • Student surveys • Workshop enrollment reports • Orientation attendance reports 	<ul style="list-style-type: none"> • Time restraints • Lack of commitment 	Oct. 31, 2015
3. Provide 2 trainings for the community	<ul style="list-style-type: none"> • Develop informational and skills based trainings for the community • Create a community training schedule 	<ul style="list-style-type: none"> • HR & Development Committee • Education Coor • Business Mgr. • Managing Dir. 	<ul style="list-style-type: none"> • Training space at People TV • Marketing materials • Additional instructors 	<ul style="list-style-type: none"> • Limited staffing resources • Lack of equipment & space • Lack of commitment • Clear vision and implementation • Time restraints 	April 30, 2016
4. Expand education programs	<ul style="list-style-type: none"> • Partner with the education system (tech schools, high schools, etc.) to provide training • Evaluate traditional workshop offerings and curriculum and adopt and modify training to 	<ul style="list-style-type: none"> • Operations committee • Managing Director • Business Mgr. • Education Coordinator • Programming Coordinator • Operations Manager 	<ul style="list-style-type: none"> • Current production software • Research partnerships with education institutions • Workshop surveys/feedback • Accessible training production equipment • Training space that will not deny 	<ul style="list-style-type: none"> • Limited staffing resources • Lack of training equipment & space • Non-participation • Lack of commitment • Clear vision and implementation 	Oct. 1, 2016

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	<p>improve outcomes and meet training needs of Atlanta communities.</p> <ul style="list-style-type: none"> • Research workforce development programs in other public access centers and develop strategies to implement professional level training in television production. • Develop continuing education curriculum for experienced producers to improve production skills and overall programming quality. • Recruit professors/students from local colleges/universities to host media and technology workshops at People TV. • Develop and implement an advance training program for volunteers to staff in-house production crew with pay for hire program including editors, camera, and production assistants. • Expand training/workshop offerings to include more consumer accessible media such as PC based editing, YouTube, cell phone videos, Face book and other social media technologies. • Host a speakers' forum with 		<p>access to existing producers.</p> <ul style="list-style-type: none"> • Assess utilization of facility • Additional instructors 		
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	<p>industry professionals and organizations to lecture producers and members.</p> <ul style="list-style-type: none"> • Create video on demand tutorial library to supplement workshop training. • Expand training workshops to include special audiences such as youth, persons living with disabilities and communities for whom English is a 2nd language. 				
<p>5. Strengthen existing training programs</p>	<ul style="list-style-type: none"> • Recruit instructors • Develop production training opportunities across multiple platforms • Develop training programs on production soft skills such as marketing, sponsorship and social media to keep producers sharp • Ensure training opportunities take into consideration millennial and GEN Y as well as seniors 	<ul style="list-style-type: none"> • Board of Directors (Operations Committee) • Managing Director • Business Mgr. • Education Coordinator • Operations Manager 	<ul style="list-style-type: none"> • Current production software • Workshop surveys/feedback • Accessible training production equipment • Training space that will not deny access to existing producers. • Assess utilization of facility • Additional instructors 	<ul style="list-style-type: none"> • Limited staffing resources • Lack of training equipment & space • Non-participation • Lack of commitment • Clear vision and implementation 	<p>Oct. 1, 2016</p>
<p>6. Provide two trainings in partnership with area educational institutions</p>	<ul style="list-style-type: none"> • Identify education partners • Develop partnership agreement • Develop trainings 	<ul style="list-style-type: none"> • HR & Development Committee • Business Mgr. • Education Coord. • Managing Dir. 	<ul style="list-style-type: none"> • Training space at People TV • Marketing materials • Additional instructors 	<ul style="list-style-type: none"> • Limited staffing resources • Lack of equipment & space • Lack of commitment • Clear vision & implementation • Time restraints 	<p>April 30, 2017</p>
<p>7. Facilitate quarterly staff training opportunities</p>	<ul style="list-style-type: none"> • Identify staff training needs • Identify and arrange for training opportunities 	<ul style="list-style-type: none"> • Managing Director • Staff 	<ul style="list-style-type: none"> • Additional funding • Part-time temp staff to fill in when needed 	<ul style="list-style-type: none"> • Lack of funding • Limited staffing • Time restraints 	<p>April 30, 2017</p>

People TV, Inc. Contact Information

People TV Inc. Is located at:

190 14th Street NW

Atlanta, GA 30318

404-873-6712

questions@peopletv.org

Teddy Lewis

Managing Director

404-873-6712, x201

tlewis@peopletv.org

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