

Engagement Strategy Vision Worksheet for Station Leaders

For engagement to take off at your station, the station manager and the content leadership need to be in sync. This exercise is designed to help you create a vision for your engagement strategy for content, starting with discussing where gaps or biases may exist, and setting goals and aspirations.

The discussion will need to be directed by prompts, and should be led by the chief content officer, news director, and/or managing editor. The people at the table should be the heads of your departments: development, news, programming, marketing.

To make this exercise interactive, have different color Post-it notes the staff can use to write answers to the following:

Sample Prompts

WHO WE REACH NOW:

How are we meeting community information needs currently? How do we know we're meeting information needs?

Who is being served by our current content (news reporting, programming, events)?

WHO WE WANT TO REACH:

Who are the audiences, or the communities we want to reach, but don't currently? (Check out our resource: [Source Diversity Audit](#).)

What's stopping us from reaching those communities?

OUR CURRENT ROLE:

What are we really good at covering?

What's our current case to our members, to our major donors, to our current audiences about our value as an institution?

Do the sources in our content reflect our broadcast coverage area?

Engagement Strategy Vision Worksheet for Station Leaders (continued)

Sample Prompts

OUR ASPIRATIONAL ROLE:

To be an essential news source for BIPOC (Black, indigenous, people of color) communities. (What would that look like?)

To be considered trustworthy by new audiences. (How would you measure this?)

To increase our staff diversity by ___ percent. (By when?)

THE PLAN

Narrow down your findings into the buckets outlined below. If using Post-Its, group answers together under these categories.

Who we reach	Who we want to reach	Our current role	Our aspirational role

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ASK YOURSELF

How will we know we have been successful?

The fourth bucket — “our aspirational role” — is where you’ll identify the nuggets that will create your vision.

It’s also important to identify measures for success in the fifth bucket. If you have too many aspirations, choose three to focus on and set a measure for each. The measures can be in the short term and long term, depending on the goal.

