

QCTV Strategic Plan

2019-2020 Implementation Plan

ACTION RESULTS – September 2020

DIRECTION 1: ENGAGING THE COMMUNITY

Strategies

- A. Develop capacity to market QCTV.**
- B. Leverage community partners for programming.**
- C. Update programming content to engage the community.**

Current Status

- Doing some social media
- Chamber report, court show - community programming
- Have a lot of good community partners in school and business – positive relationships
- Above average engagement in channel viewing
- No marketing position/focus
- Had some programming content for 5 years
- High commitment to election cycle programming

Success Indicators

- Revamped programming line up
- Younger audience know us
- Social media plan well developed
- Social media first
- More, shorter programming
- Community partners reach out to us to get the story out
- “Junior Producers”



First Year Accomplishments!

Presented options for communications support to personnel committee for marketing QCTV (Karen) *Completed. Personnel Committee Spring 2019. Direction to increase Member City CIP grant from \$20,000 to \$40,000 maximizing flexibility for each city. Revisit QCTV communications/marketing position in 2020. COVID-19 Update: Revisit after Q3 fee payments.*

Evaluated new technology and tools for a social media first strategy (John: Jim, Jared) *Completed. Shared with Lexica Communications for Phase I report. See next item.*

Budget (2020) reflects new needs from strategic plan (John: Taylor) *Completed. COVID-19 Update: Technology purchases in response to telework, remote productions, city hall live signal feeds HD.*

QCTV programming review completed with recommendations for revamp, especially shorter content (Katherine: Jim) *Completed. March 2020 presentation document. COVID-19 Update: Not presented to commission in March. Pilot show completed and link sent to commissioners.*

Regular meetings with community and city partners are scheduled (Katherine: Winter) *Completed. City partners, School District Curriculum Committee.*

Social media specific short programming has been piloted (Katherine) *Completed. Launched weekly live information show The Pilot, June 2020. COVID-19 Update: Single talent show, eliminated community co-host.*

IN PROGRESS

Social media plan is developed/revised (Taylor: Lisa, Jim) *Initially addressed. Shared with Lexica Communications for Phase I report. To be addressed comprehensively in 2021.*

Goals developed for frequency of social media postings (Taylor) *Initially addressed. Shared with Lexica Communications for Phase I report. To be addressed comprehensively in 2021.*

Proposed idea to high schools (or others) about “Junior Producers” (Katherine: Leslie) *Two high school students hosted our "At the Half" fall shows. Deferred due to COVID-19 limitations regarding public school.*



DIRECTION 2: COLLABORATING FOR SUCCESS

Strategies

- A. Define core services within legal parameters.**
- B. Promote engagement among staff and commissioners.**
- C. Foster collaborative working relationships between QCTV and city staff.**

Current Status

- Done some specialized training with city staff “boot camp”
- Annual staff/commissioner event
- Two work sessions between staff and commission – 6 regular meetings
- Some level of staff confusion about core services
- Have collaborative relationships with city staff but somewhat disjointed and siloed (with QCTV staff) – is effective though
- Do a city clerks meeting annually
- Have “contact us” and other in-bound emails
- Budget process includes management staff, budget committee and board

Success Indicators

- More shorter programming with or from city staff
- Staff more integrated into budgeting, have a chance to review and comment
- Staff attendance at regular commissioner meetings
- Communications function for both QCTV and member cities
- Core services defined for everyone
- Events for QCTV and city staff
- More staff/community events
- Better attended staff/community events
- Increased communication between city staff and QCTV



First Year Accomplishments!

Presented options for communications for the member cities to the board (Karen) *Completed. Personnel Committee Spring 2019. Direction to increase Member City CIP grant from \$20,000 to \$40,000 maximizing flexibility for each city. Revisit QCTV communications/marketing position in 2020.*

Deployment of timely topic specific video on a trending topic (Katherine: Cory) *Piloted. COVID-19 Topical short-format videos.*

IN PROGRESS

Statistical sharing of social media data from our member cities, mutual tagging (John: Cory, Winter) *Mutual tagging is occurring. Data sharing to be addressed in 2021.*

Demonstrated interpretation of topical social media first with in depth longer program content after (Katherine: Winter) *In development.*

DEFERRED

Core services documentation exists and is reviewed by staff (Taylor: John) *To be completed in 2021.*

New equipment bootcamp happens with city staff (Katherine: Leslie, Cory, Jared) *Deferred due to COVID-19 impact on member cities.*

Communications role has created relationships with key city staff to develop KPIs for future work (Karen: Lisa) *Deferred due to Lexica Communications Phase I report.*



DIRECTION 3: INNOVATING FOR IMPACT

Strategies

- A. Identify community needs and assess engagement.**
- B. Diversify distribution platforms.**
- C. Diversify revenue for sustainability.**

Current Status

- Have subscriber survey and after show surveys and NPS
- Have multiple platforms
- Have community testimonials
- Two main sources of revenue with: Franchise, PEG, equipment grant, Century Link, paid production, service sales
- No advertising programs and no paid productions for profit (board directive)
- Have a history of staff training

Success Indicators

- Social media analytics incorporated into decision making
- Increased viewership in measurable areas
- Areas identified to diversify revenue
- For profit video opportunities identified – beyond existing partnerships
- Subscriber survey and non-subscribers
- Standardized questions about QCTV on member city surveys – compare data
- QCTV attending community events in each city to market QCTV



First Year Accomplishments!

Current analytics recorded as a baseline for comparison in future (Taylor) *Completed. Captured 6 month previous stats for comparison. See third bullet re implementation.*

Next staff training event scheduled (Taylor) *Completed 2019. COVID-19 Update: Revisit for compliance with COVID-19 requirements.*

Identified stats to collect and stats to stop collecting (John) *Completed. Reflected in new quarterly report format in commission packet. COVID-19 Update: Not presented to commission in March.*

Social media platforms review and recommendations for possible new platforms (Taylor: Jared) *Completed. Shared with Lexica Communications for Phase I report.*

IN PROGRESS

[N/A]

DEFERRED

Timing of city surveys identified (Karen: Lisa) *Deferred due to COVID-19 impact on member cities.*

Marketed QCTV at a community event, tabling (Karen: Leslie, Lisa, Winter) *Deferred due to COVID-19 limitations on public events*

Survey questions identified for member city resident survey (Karen) *Deferred due to COVID-19 impact on member cities.*

Conducted an environmental scan to paid production opportunities in North Metro area (Katherine: Leslie, Taylor) *Deferred due to COVID-19 economic impact.*

