



## Expanded Phase I Deliverables

**Goal Appraisal.** How do your local programming goals compare to other stations? TRAC will survey all participating stations asking about local programming goals and top local programming success stories. We will compare and contrast station responses in a summary report that will look at hours of programming, audiences served and types of goals. We will briefly review the success story findings as they will be covered in more detail under the Success Story Analysis.

Delivery: First Quarter 2012

**Local Programming Assessment.** Do your local programming efforts match others in the system? There are four areas that can influence local programming success - the programs themselves, the station, market attributes and “beyond program” elements. We will examine system-wide program characteristics such as program types, program length, or broadcast hours and compare across stations. The impact of station-level features like license type or duopolies will be studied. In addition, TRAC will use proprietary data and a collection of third party information to take unique and comprehensive look at market attributes. The fourth area will examine how a station connects the program content to the audience, measuring via questionnaire elements such as letters and telephone calls, underwriter comments, web traffic, and online companion material. We will use these four areas to assign stations to similarly performing peer groups that can be used to identify under- and over-performing local programs. Studying these areas will allow stations to benchmark against their peers and use their meager local programming resources wisely.

Delivery: First Quarter 2012

**Success Story Analysis.** What are the qualities associated with local programming success? The analysis will take a bird’s eye view of stations’ successful local programming efforts. We will report on the genres of programs described as successful and the kinds of reasons stations used to describe their success. This will help us identify the most prevalent program models leading to positive community outcomes. From the above two deliverables, we will focus on how successful local programming differs from typical local programming. Why are we doing this? There is no need to use valuable station resources to re-invent program models that have worked at other markets or some instances, stations did not even know such program formats existed. . This will be the first time a national set of local programming success stories will have been collected in one dataset. Our focus is on how successful local broadcast programming greatly enhances the station’s use of social media, outreach and community improvement projects.

Delivery: Second Quarter 2012

## Expanded Phase II Deliverables

**Case Study Depth Analysis.** TRAC will write in-depth case studies of local programming genres that are successful from a consensus of station managers. The studies besides examining program specific issues, will focus on “beyond program” elements such as: identifying underwriting, cultivating partnerships, and examining related business model issues (i.e., how do programs sustain themselves). The primary goal in this section will be to develop blueprints so the case study findings can be replicated at other stations.

Delivery: Third and Fourth Quarters 2012

**Viewer Review Panel.** Viewer panels can be efficient and powerful tools for public television stations. Membership lists and on-air can be used to efficiently drive viewers to participate and when used properly, viewer feedback will lead to successful programming efforts. TRAC will recruit online viewer panels from on-air and station membership rolls. Then we will identify the most salient elements of successful productions for testing and refinement. Each participating station will be able to test content with the viewer panels. The Resource Optimization Panel will have three distinct advantages – low costs, ease of implementation across markets, and the flexibility to test a wide variety of public media questions.

Delivery: First Quarter 2013

**Dissemination Workshops.** Local Programming Initiative outcomes will be presented and discussed at add-ons to PBS, NETA and any other relevant industry meetings.

Delivery: Fourth Quarter 2012 & First Quarter 2013