



P.E.G. Commission
MONTHLY
MEETING

9/9/19
6:00 PM
Conference Room at High School

Agenda Items

Call to Order
Roll Call
Pledge to the Flag
Approval of Agenda
Approval of past minutes
Correspondence

Director's Report

OLD BUSINESS

1. Strategic Plan/Blueprinting Session Followup
2. Commission Member Recruitment

NEW BUSINESS

1. None

**Manistee PEG Commission
August 5, 2019
Meeting Minutes**

- 1. Call to Order**
Meeting was called to order at 6:04 pm by Barry Lind

Present: Lind, Shelly Memberto, Tom Stege
Absent: Mike Tillotson
Also Present: Heather Pefley
- 2. Approval of Agenda**
Motion by Memberto, support by Stege to approve agenda as presented. M/C
- 3. Approval of Minutes**
Motion by Stege, support by Memberto to approve the minutes of the June 3rd meeting. M/C
- 4. Public Comment: None**
- 5. Correspondence: None**
- 6. Financial Report**
The June and July Financial reports were reviewed. Motion by Stege, support by Memberto to approve the financial reports as presented. M/C
- 7. Directors Report**
The Director's written report was reviewed.
- 8. Old Business**
 - a. PEG Operations Overview**
Lind updated the commission on how the station operates, what is currently programed and then gave a tour of the station facilities and equipment to commission members.
 - b. Strategic Plan/Blueprint Report**
The report was included in the commission packet, but the commissioners felt they needed more time to review and plan to discuss at the next meeting.
- 9. New Business: None**
- 10.** There being no further business to conduct the meeting was adjourned at 6:35 pm.
- 11.** Next meeting Monday, September 9th, 6:00 pm at the Manistee High School Conference Room

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CLIENT
P.E.G. Commission
(Public Education Government)

BLUEPRINT COMPILED BY
Rightside Design Group



07-01-19

FORWARD

P.E.G. approached the Rightside Design Group to facilitate a two part discussion regarding the future direction and strategic positioning of P.E.G. within the region. The following Blueprint is an overview of findings based on the discussion, research and recommendations.

VISION

The Vision of P.E.G. is to serve as a publicly accessible repository of source information about governmental action/decisions, local events, and community activities for use by others.

"ELEVATOR VISION" (short version for casual conversation)

P.E.G. provides a library of original content for the general public to access in the areas of government and community activities.

MISSION

Through the use of relevant platforms, the Mission of P.E.G. is to improve the foundation of transparency in government by providing access to public meetings to the general public, stimulate community dialogue, and to engage residents in regional issues and activities.

"ELEVATOR MISSION" (short version for casual conversation)

P.E.G. provides unedited, unfiltered, original content to be consumed by the general public through a variety of relevant content platforms.

SWOT

Strengths, Weaknesses, Opportunities, Threats. This portion of the Blueprint process, facilitated discussion with stakeholders regarding the direction of the organization. Onsite discussion, and prior facilitated discussion items were included as part of these findings.

S strengths

- We provide transparency through raw information unlike any other media outlet.
- We have platforms we can currently utilize (website, cable channels)

W weaknesses

- Limited/Unknown Audience
- Lack of Communication Regarding PEG in Community
- Lack of Evolution in Product
- Outdated Equipment
- Financial Support Uncertain
- Floundering Commission
- Unclear Goals
- Discouraged Staff

O opportunities

- Create Relevance Through Sharing of Resources
- Realign Product with Consumer Consumption
- Potential Partnerships
 - DDA
 - CVB
 - Schools
 - Visual Arts Program – Brian Veine
 - Sports – Student Engagement for Coverage
 - Social Media

T threats

- Lack of Local Awareness
- Outdated Role
- Volunteer Fatigue
- Threat to Program Discontinuation
- Funding isn't directly controlled by P.E.G.'s actions



The SWOT discussion with the stakeholder group identified many areas of concern and challenge faced by the organization. One of the most notable challenges is the lack of engaged board/leadership. Since the funding sources are minimal and uncertain, the PEG commission MUST have a highly active and engaged board of directors in order to begin working through the Blueprint recommendations in order to begin to create sustainability and audience for the product offered by PEG.

IMMEDIATE ACTION NEEDED: Fill vacant board seats with energetic members who are willing to volunteer hours towards the mission and vision of PEG.

DIRECTION

With recent board turn-over, and the need to gain a focused direction for those who are serving on the PEG Commission board, an in-depth discussion was had in regards to the focus and direction of the organization. The following is the summary of these discussions, findings, and industry standards that will drive the organizational structure moving forward.

Create sustainability for the PEG Commission

Sustainability can be created in two ways. One is through the board/staff make-up, the other through funding sources. Currently, the board is not filled, and finding board members who will be ACTIVE VOLUNTEERS for the organization should be a top priority. In addition, the funding sources for PEG continue to shrink (especially through the fee generated from Charter Communications for paid cable subscribers). Because of this, additional funding sources need to be looked at through collaborations and partnerships.

Identify audiences of PEG content

Before a solid plan can be developed regarding the content needs and potential partners, the PEG commission must identify the audiences for the content that it is delivering through its media channels. Discussion with the stakeholders revealed the following targeted audience/interest groups:

- Interest Group: Government Activities -- People looking to learn, review, and engage with government councils, commissions and boards. (Demographic Estimates: Age 50+ : Inability to go to meetings physically, but are still wanting to be active and informed.)
- Interest Group: Media Outlets -- Reporters and media outlets looking to review content to produce condensed story/feature for local/regional print, radio, TV messaging. (Demographic Estimates: media outlet/staff reporters)
- Interest Group: K-12 School Activities -- People who are interested in viewing sporting, live performances, exhibits through the area's K-12 school district who do not have the means to physically attend, or who has a schedule conflict that can be viewed at a later date/time. (Demographic Estimates: Family of students who are participating in the activity/event)
- Interest Group: Community Event Participants -- People who are interested in community events & activities (Demographic Estimates: Age 50+ : Inability to physically attend)

Identify content/media outlets to display PEG content

Once the PEG Commission adopts the audiences and has identified all desired interest groups. These groups should be discussed individually in order to understand the consumption of content and what medium will maximize reach and effectiveness. Once mediums are identified (use of existing, or new) a management plan should be created in order to ensure sustainability and understand costs associated with the maintenance of these platforms (staff & volunteer time).

DIRECTION CONT'D

Identify key collaborators are area partners

Financial sustainability is not only through key collaborators and partnerships, but it also provides outreach and audience to those who can potentially use the service PEG is providing. During discussions with stakeholder, it was identified that key collaborators and area partners are essential to potential funding along with users of the product. A target list of current and prospective collaborators are outlined below:

- County, City, Township Government Entities
- DDAs
- Educational Entities (K-12, Secondary)
- Community Events & Public Organizations (CVB, Chamber, Service Groups)
- Foundations
- Applicable private businesses

Key collaborations and area partners are identified on a varied tier basis.

Tier 1 partners are engaging with PEG in order to provide RAW content to its desired consumers. These are PAID partnerships with an allocation of funds being dedicated to PEG in order to provide a desired outcome. Tier 1 partners should go through an "Audience Identification & Medium" discussion with PEG members in order to understand, WHO (interest group) is their desired target, and WHAT medium do they wish to reach their target on (TV, Web, etc.)

Tier 2 partners are partnering with PEG to provide ACCESS to content opportunities that fit into a targeted interest group identified by the PEG Commission. These partners DO NOT provide financial aid to PEG, but the access, allows the PEG Commission to provide content to their desired interest groups. These partners should be identified and approached to through an Audience Identification & Medium" discussion with PEG members in order to understand, WHO (interest group) is their desired target, and WHAT medium do they wish to reach their target on (TV, Web, etc.) Since these are NOT paid partners, PEG should try to adjust the content delivery inside an existing content medium.

Media Partners are those in the region that use the PEG content to filter summary content to their desired interest groups. A stronger relationship with these partners will allow the summary content to be generated based on the original RAW content captured by PEG.

For a visual representation of the content partner tiers, content mediums, and consumption, see figure 1 on page 6.

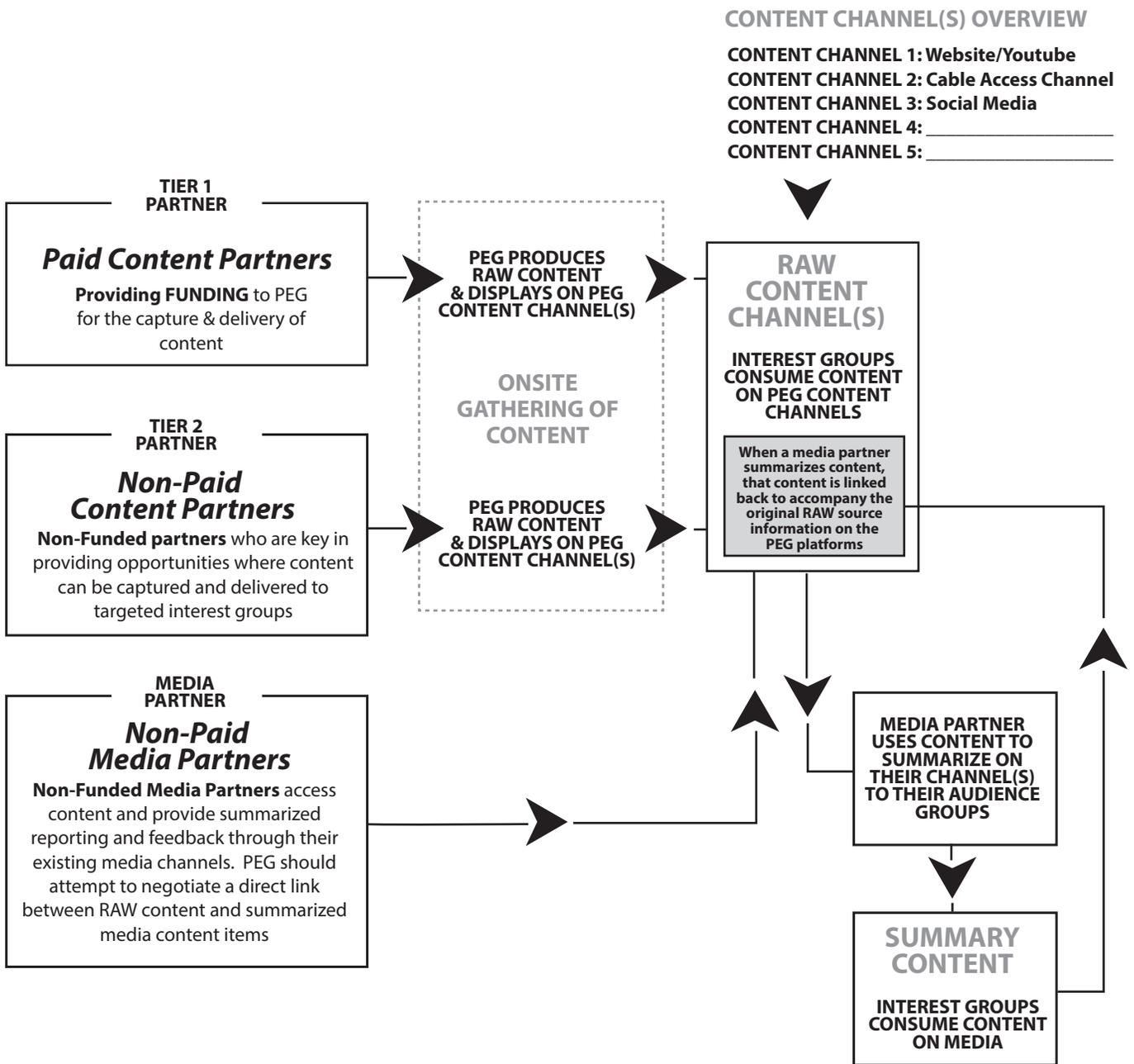
Reorganize resources based on AUDIENCE, CONTENT OUTLETS, & PARTNERSHIPS

In order to sustain long term success, reorganization may be required in order to serve the audiences, content outlets and partners that have been identified by the PEG Commission in the prior directional steps. Once these have been identified, a comprehensive plan should be constructed that will address the financial need, staffing, and physical resources required in order to serve the desired groups based on the mission and vision of PEG.

In addition, assessment of success MUST be considered as part of this plan development. All goals and objectives outlined in order to serve a desired interest group must be outlined at the onset of work. This will guide and direct decision making in order to achieve success. (Example: If a goal is to work with local schools on broadcasting local performances. Once the content medium has been selected for displaying the RAW content to the desired audience, what is considered "success" by the PEG Commission? Is it the number of views on the video? The fact that it is presented? Other? See Figure 2 for an example worksheet that can be used for each content project by PEG.

DIRECTION CONT'D

Figure 1:
USER EXPERIENCE DIAGRAM/USER INTERACTION CHART



DIRECTION CONT'D

Figure 2:
CONTENT CAPTURE WORKSHEET

PEG Partner that this capture is for? _____

CIRCLE ONE

TIER 1
PARTNER

TIER 2
PARTNER

MEDIA
PARTNER

Who is their desired audience/interest group they are hoping to target with this capture?

What PEG produced RAW content channels will this be displayed on? Circle all that apply.

Website Youtube Channel Social Media Cable Access Channel Partner Web

Other: _____

What will determine success for the content parter by working with PEG to deliver this content capture?

Viewing of content _____ number of times

Making content available through _____ channels

Picked up by local media outlet and promoted to their channels: _____

Other: _____

How will content be marketed to targeted interest groups? (List funding allocation and content channel(s))

DIRECTION CONT'D

Develop a marketing plan and integrate content channels for maximum exposure

Once content is captured, there may be the necessary requirement to pay to promote and “broadcast” to targeted audiences based on the content, partner, targeted audience, etc. This can come through the form of paid social media promotions, digital advertising, etc. Even if no paid advertisement of a content capture will take place, if the content is of value to the targeted interest groups, some general placement plan or standard operating procedure should be put in place so content can be made available through the content channels.

Identify additional funding sources outside of paid partners

Once the PEG Commission has identified key partnerships, and is providing quality content with quantifiable results. The opportunity to find “underwriting” partners that will contribute to the organization based on the proven results and content development should be explored. These partners can consist of private individuals, fundraising efforts towards targeted projects and content areas, or through grants from local and regional Foundations.

OBJECTIVES + CHECKLIST

In order to provide focused direction, the following objectives are recommended to be reviewed and implemented by the PEG commission. These objectives are directly based on the discussion and feedback with stakeholders and industry trends. The objectives listed here are ordered in the sequence they would be accomplished in order to achieve and promote the vision and mission of the organization.

Fill necessary board seats with working volunteers looking to support the mission and vision of PEG

Identify targeted audience groups (who IS currently consuming content, who SHOULD be consuming content produced by PEG?)

Identify content channels to be managed and maintained directly by PEG. Are there other content channels that PEG can supply content for but not manage?

Identify partnerships (paid and non-paid) and how they integrate with the mission and vision of the PEG Commission

NOTE: Because of the integrative nature of these objectives, they should be discussed alongside one another, as discussion will touch on all points outlined here.

Begin outreach and discussions with identified partners (existing and prospective). Open discussion with these partners to discuss goals, objectives, areas of growth, target audiences, etc.

Reorganize the management structure and content channels based on the desires of partnerships and identified audience groups. This could include asset development, new equipment purchase, hire staff, etc.

Put systems in place for content capture and set goals for content captures with clearly identified objectives to measure success for the content creators, and consumers.

Create marketing and promotional strategy for content captures on the content channels. This could include paid promotions if required by the partners or is required to reach the desired audience/interest groups

Identify additional funding sources outside of paid partnership opportunities

Review worksheet and direction lists once/year

END OF
BLUEPRINT
