Nashville Public Television

STRATEGIC PLAN OVERVIEW
FY2024-FY2026

Nashville PBS

WNPT connects Nashville and beyond with trusted content that reflects, strengthens, and celebrates our community.



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Letter from the NPT Board and President



"Since I was a little kid, I have been fascinated by the way we structure our lives with powerfully resonating stories."

Professor Henry Louis Gates, Jr.

Nashville Public Television (NPT) has been telling our community's stories for over sixty years. We continue that grounded, powerful storytelling today, but now in the context of a rapidly growing Nashville and a swiftly changing media landscape.

As our long-serving board member Richard Warren observed during our final strategic planning session, "We are confronting an existential moment in public television and must address how we will respond to a changing world."

This FY 2024 – 2026 Strategic Plan provides a three-year runway to Nashville Public Television's future and anticipates changes needed well beyond this plan. The vision, focus, and investments we put into place today will enable us to better serve our community's evolving needs in the coming decade.

We also developed this strategic plan to meet the present-day requirements of our audiences and stakeholders. A committee of NPT staff and board members, led by a public-media strategist, gathered input from a variety of sources to inform our strategies. They drew inspiration from a large community survey; ideas shared by members of NPT's Community Advisory Board as well as other employees and board directors; information about regional growth patterns and community needs; and national public-media trends.

We have crafted a plan that engages diverse audiences, platforms, and programming forms and guides our work today as well as our preparations for tomorrow.

KEY POINTS

- **NPT will address lifelong Nashvillians, new residents, and visitors to our region as we help the community bridge "old and new Nashville."**
- **We will continue to serve our core audiences with non-commercial, objective, and trusted broadcast programs while creating content that resonates with the interests, formats, and viewing styles of digital media users.**
- **We will maintain and expand our relationships with community partners and independent producers to generate programming that reflects and celebrates our community.**
- **We will more explicitly leverage our value as a Public Broadcasting Service (PBS) station. The Roper Poll has long ranked PBS as the nation's most trusted media brand and one of our country's most trusted institutions. We are Nashville PBS. Your local PBS station.**
- **We will strengthen our focus on educational services and lifelong learning, the very DNA of public broadcasting.**
- **We will invest in advanced technology to achieve these goals while we also invest in our most valuable resource, our staff. We are creating a workplace of choice that reflects our community and honors our commitments to diversity, equity, inclusion and, most importantly, belonging.**

Continued

Letter from the NPT Board and President

(cont.)

In this overview of our strategic plan, we introduce you to our mission, vision, and values and our six key strategic pillars with their related strategies. Over the next three years, we will roll out these six pillars – **Human Resources, Brand and Marketing, Content and Platforms, Education and Engagement, Financial Sustainability, and Infrastructure, with the following annual focus:**

FY24: Educational Initiatives, Digital Services, Human Resources, and Development

FY25: Brand and Audience Development and Infrastructure

FY26: Refining and Consolidating our New Direction

We are proud to share this strategic plan with you. You are an essential part of our NPT family and we are forever grateful for your ongoing support of this treasured and valuable Nashville organization.



Becky Magura
NPT President & CEO



John Weisenseel
NPT Chair 2023



Jeff Gregg
NPT Past Chair 2023



"Often when you think you're at the end of something, you're at the beginning of something else."

Fred Rogers

NPT 2024 - 2026 Strategic Plan Mission, Vision, and Values

Mission

NPT connects Nashville and beyond with trusted content that reflects, strengthens, and celebrates our community.

Vision

NPT cultivates meaningful connections through experiential engagement and programming that inspire a vibrant, inclusive community.

Values

We hold ourselves to the highest ethical standards, consistently striving for accuracy and fairness in our programming and services.

We prioritize treating everyone with dignity, creating a welcoming and accessible environment that values every individual.

We thrive on innovation and work collaboratively to push the boundaries of what is possible.

We are committed to continuously improving our work and services, driven by our passion for growth and development.

We aim to eliminate systemic barriers with our unwavering commitment to prioritize equity, creating a fair and just world for all.

We cherish Nashville and beyond, actively embracing our community's diversity in everything we do.



Key Pillars

I **Human Resources**

II **Brand and Marketing**

III **Content and Platforms**

IV **Education and Engagement**

V **Financial Sustainability**

VI **Infrastructure: Technology and Facilities**

I Human Resources

Our culture drives our success, influences our reputation, and shapes our community service. NPT's culture will reflect our mission, vision, and values by fostering teamwork, leadership excellence, professional development, and employee well-being through our internal communication strategies, collaborative interdepartmental relationships, engagement initiatives, and commitment to inclusiveness.



I Human Resources

Strategies

1.1 STAFFING

Enact strategic priorities by hiring additional staff, increasing staff diversity, instituting competitive compensation packages, and building procedures that support the full employee life cycle. Determine currently unsupported strategic needs, develop a plan to attract right-fit candidates, and recruit candidate slates that reflect and protect fair-hiring practices and legal compliance requirements. Communicate core values and culture throughout the hiring process, from job postings and related external communications through the screening and hiring process and onboarding experience. Develop and implement an inclusive onboarding experience that feeds into an ongoing professional development program that supports all employees throughout their life cycle.

1.2 CULTURE AND ENGAGEMENT

Encourage unity and growth by socializing core values, actively fostering community, and establishing a cadence of accountability that supports NPT's mission and vision. Inaugurate employee surveys to solicit staff feedback and gauge employee satisfaction, use survey data to create action plans that mitigate issues and communicate leadership receptivity, establish "Fireside Chats" and bi-annual rallies to catalyze communication and inclusivity, generate professional development opportunities and celebrate individual achievements.

1.3 DIVERSITY, EQUITY, AND INCLUSION

Celebrate staff diversity and actively incorporate it into NPT culture through professional development opportunities that encourage inclusivity and growth, invited guest speakers, social mixers and internal networking events, a Culture Champions program that encourages staff volunteerism and community outreach, and an internal calendar and snapshot board spotlighting multicultural holidays, events, and achievements.

1.4 HUMAN CAPITAL AND SUCCESSION PLANNING

Develop a systematic succession planning process that identifies the skills, capabilities, and successors required to meet organizational needs and strategic goals. Implement succession planning by instituting onboarding, cross-training, professional development, and mentorship procedures that support and grow successor skills and leadership excellence in alignment with those needs and goals while integrating a habit of intra- and interdepartmental teamwork. Establish periodic reviews of staff and program performance to gauge efficacy and remove roadblocks that might cause unnecessary labor and capital costs.

II Brand and Marketing

Our branding and marketing express our mission, vision, and values and help us foster relationships with new audiences while building stronger, more meaningful connections with current audiences. We will work to increase our brand awareness within our community as we engage more diverse audiences through multiple marketing platforms that enable greater reach and interactivity.

We will more explicitly leverage our unique heritage in our branding too. For over 60 years, our locally produced programming has celebrated the rich culture of Music City. Nashville is an integral part of our brand. We want to emphasize that connection as we grow along with our dynamic region.

