



DRAFT: A Spectrum of Community Engagement Strategies

This framework will help you think about the ways you engage your community as a public broadcast entity. Where you and your station fall on the spectrum is not likely to be *clean-cut*. Use the tool to locate your general position, gain insight into your current practices and consider new ways to strengthen your local impact.

	OVERVIEW	ENGAGEMENT CHARACTERISTICS	INTERNAL INDICATORS	EXTERNAL INDICATORS
To be a SERVICE TO Community	Station uses the broad reach of public broadcasting to first and foremost, serve community on-air and online. Community engagement to targeted audiences is seen as beneficial, value-added component for the station. The station works to promote new and local resources in cooperation with select partners.	<ul style="list-style-type: none"> • Station strategy is to use programs as a springboard to engagement as a value-added service. Efforts have short-term timelines with start and end dates. Station localizes national content and disseminates resources. • Stakeholders are informed and resources are shared with partners. • Communications include promoting events or series of events and proof of performance spots or materials to inform viewers or listeners. • Outcomes include increased participant knowledge and awareness. Evaluated primarily by general feedback. 	<ul style="list-style-type: none"> • Station Culture recognizes the value of efforts and management is informed about community engagement. Promotion department supports effort. Projects are in response to opportunities. • Station Commitment includes designated staff to work on community engagement and work is primarily grant supported. • Station Practices are motivated by program content available to implement locally. • Board is informed about engagement work. 	<ul style="list-style-type: none"> • Community Interaction is often one-way with station viewed as a trusted media source open to feedback. • Partnerships typically involve station as a resource provider and promoter of efforts with numerous partners. Station often participates as a media partner. • Results in more informed participants, measured by general feedback. Evaluated by counting resources handed out or accessed and feedback surveys collected. • Public Perceives that station is a source for quality broadcast content and services.
To be an ACTIVE PARTNER WITH Community	Station cultivates strategic partners to address community issues that are supported through national and, often additional, local broadcasts. Community engagement efforts complement content delivery platforms. Partnerships are collaborations, sharing responsibilities and assets.	<ul style="list-style-type: none"> • Station strategy is program focused and project based with engagement efforts extended through partner organizations and targeted activities. Station offers a combination of national and locally produced content, created through collaboration with partners. • Stakeholders and partners are invested in the engagement. • Communications are increased through co-marketing with partners, which extends reach and increases participation and relevance with new audiences. • Outcomes are increased awareness as measured by activity outputs. Evaluation is more comprehensive, asking “what happened because of this work?” 	<ul style="list-style-type: none"> • Station Culture supports community engagement as an important common practice accomplished with minimal resources. Management and multiple departments support community engagement initiatives. • Station Commitment includes a designated staff with an internal team to support efforts. Core budget supports staff with outside grants funding activities. • Station Practices are driven by grant and partner opportunities. • Board is invested and endorses community engagement work. 	<ul style="list-style-type: none"> • Community Interaction is built as the station convenes initiatives and efforts with partners. Station is viewed as a trusted partner and media source. • Partnerships are defined with stations leading initiatives and asking a select group of partners to be actively involved in community engagement efforts and a viable partner to address community issues. • Results in better informed citizens with increased awareness. Measured through targeted pre and post surveys, <i>My Source</i> testimonials and anecdotal data. • Public Perceives that station offers resources beyond broadcast capabilities, with content seen as an important asset.
To be EMBEDDED IN Community	Station and community come together to focus on aspirations or issues of the community. Station acts as a catalytic convener, bringing stakeholders together and undertaking strategic efforts to increase civic health. An interactive relationship with selected partners.	<ul style="list-style-type: none"> • Engagement is integrated into station strategies and content is informed through community dialogue. • Stakeholders and partners are involved in improving the civic health of the community. • A collaborative communications strategy is in place with message continuity across platforms. • Outcomes are measured and established through ongoing and continued benchmark assessment. 	<ul style="list-style-type: none"> • Station Culture integrates community engagement across departments and throughout station mission and vision. Initiatives are focused on targeted issues and defined communities. • Station Commitment includes dedicated staff member with main focus to advance community engagement work and lead cross-departmental teams. Core budget dedicated for community engagement work. • Station Practices are aspiration driven to create change and impact community issues. • Board is involved with community engagement work throughout life of initiatives to help impact the work. 	<ul style="list-style-type: none"> • Community Interaction is an ongoing dialogue with citizens and leads to a deeper understanding of community issues and aspirations through listening sessions, community conversations and leadership summits. • Partnerships are strategic, sustained and clearly defined built on long-lasting relationships and ongoing reciprocal critique. • Results in outcomes that effect learning and awareness, attitudes and behaviors. Evaluation is ongoing and can include an outside evaluator to assess impact. • Public Perceives that station is a boundary spanning organization and impacts the civic health of the community.