

GETTING THE MOST FROM Our 2009 Pipeline Videoconference on the Economy

1. **Organize a station viewing event by gathering colleagues to view the videoconference with you.**
 - Identify your station's community engagement team and encourage its members to attend. If your station does not have an engagement team, begin developing one! Include people you count on for support to make things happen, those who understand the possibilities for community engagement and people you really want to have involved. Remember: community engagement involves professionals at all levels of a station. Consider including colleagues from development, audience services, communication/marketing, production, programming and executive departments.

2. **Print the Videoconference agenda and PowerPoint slides posted above.**
 - Viewing with the agenda in hand will allow you to take easy notes and follow along with the thematic breakdown of the broadcast.

3. **Prior to viewing the Videoconference, present to your co-workers:**
 - A description of the people and organizations in your community your station has engaged with in the past.

 - Your current plans for community engagement.

 - Your aspirations for having greater impact.

4. **Grab a copy of your station's strategic plan. Use it as a resource to see how the initiatives in the videoconference might fit with your strategic plan.**

5. **As you are viewing, think about:**
 - Which projects and initiatives fit your station strategies? What could work in your community?

 - What targeted audiences come to mind?

 - Several of the projects highlighted in the Videoconference strive to serve specific communities. How could these examples translate to your community? Are different groups in your community being affected by the economy in different ways?

 - Who are possible stakeholders and partners?

- **Think about:** Childcare Centers, Corporations, Hospitals & Health Organizations, Libraries & Museums, Local & National Government Offices, Commercial Media, Other Public Radio Stations, Other Public Television Stations, Religious Organizations, Schools, Service and Civic Organizations, United Way, Colleges/Universities, Youth Organizations.
6. **Following the Videoconference, discuss with your colleagues which efforts resonated with them and why.**
 7. **Set up a meeting with your General Manager to discuss ideas. Schedule a follow-up meeting with colleagues who watched with you, as well as others you want to be part of the picture.**
 8. **Unsure how connected your station is to its community? Check out the National Center for Media Engagement's [Gauging Your Connectivity](#) diagnostic tool.**