

**2022-25 4-year Strategic Plan
Wallingford Public Access Association, Inc.**

Fund-Raising: Donor Development | **Build Reserves for Sustainable Future**
 Friend-Raising: Collaborations | Inclusion, Equity & Diversity & Youth Programs
 Awareness-Raising: Information Literacy | Advocacy with Storytelling
 Barn-Raising: Governance, Brand and Green, Safe Public Space

Vision: a strong framework for local connection with increased awareness and accessibility for future media makers

Strengths	Challenges
<ul style="list-style-type: none"> • Award winning status among peer organizations • 14 years of Successful Strategic Governance • 46 years as community TV, 28 years as a nonprofit • Ownership of 4,000 sq ft in-town public space • Integrated HD Cable Cast System • Strong User Policy Documentation • Solid record of compliance & metrics for core obligation: TV • History of commitment to process optimization and innovation since 2005 • Simplified governance (change from member organization); Restated Articles of Inc. 2016 • Committed volunteers: Tech advisors Building • Brand assets Logo, Mascot, Hashtags • Collaborations local media, nonprofits, theater • Evidence of diversity and inclusion and mission-centric outcomes • Solid scaffolding for evolving Best Practices (annual report in video) and anchor annual events (Community Media Day/Annual celebration of voices/volunteers) 	<ul style="list-style-type: none"> • Uncommon Community Access model – difficult to explain • Too few committed (trained) volunteers • Board of Directors is not self-perpetuating • Outreach plan is fragmented (Outcomes are underwhelming for all initiatives, storytelling, 3-Minute Movie) • Cost of silo-ed P.E.G. Model unique to Wlfd • Funding threats (Lack of diversity and depth in funding sources.) • Lack of effective use of our tools for telling our own story • Collaborations unbalanced w/unclear responsibilities for all stakeholders • Democratic values, Free Speech and Transparency are challenging to storify • Too Few Independent Producers • Last studio technology update 2015
Obstacles	Opportunities
<ul style="list-style-type: none"> • Lack of support from town officials • Limited community commitment • Staffing Sustainability (Heavy reliance on full-time volunteer) • Funding Levels/Unstable (Decreases cable cord cutting, FCC impact certainty/ predictability) • Built in operating cost increases esp. Insurance • Keeping current with technology (obsolescence is faster (5 years) and trends to licensing versus purchase) 	<ul style="list-style-type: none"> • Experience with fundraising GreatGive and FB provides data for better strategic deployment for future donor solicitation • Increase in available technology tools which increase affordability of operations solution • Leveraging social media contacts • Internship and Summer Youth Programs • More organizations open to collaborations • New local leadership

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Mission Statement

To empower the people of Wallingford to meet their own communication needs, as they define them, by facilitating digital media creation and managing its public Distribution.

Use of WPAA-TV digital media tools and **studioW** stage can help inform, connect and build community through the production of ideas, opinions, stories, news, information and/or performance.

Community Access Principles

- Enhancing First Amendment rights by enabling informed Free Speech and transparency in government;
- Supporting the development of hyper-local stories consistent with Narrowcast Distribution;
- Valuing inclusion by providing for the dissemination of diverse views to inform and enable collaboration;
- Fostering global awareness, and
- Being an alternative to commercial programming.

Organization Goals

- To operate a community-based media center inclusive of a television studio with community meeting, performance space and gallery
- To provide free access to tools and stage for creating and distributing media
- To foster awareness of the First Amendment (Free Speech)
- To sustain Community Access TV resources on behalf of the people of Wallingford
- To enable transparency in government, locally and globally

Long Term Objective

To increase awareness, value and relevance within the community of Wallingford with local stories.

Key Strategies

Fund Raising

Cultivate the GiveGreat Funding platform and focus on one fund raising push annually.

Retain Target funding goal of \$40,000 from non cable fee sources

Seek Project-based funding expanding our connections to larger community with collaborative service to our communities of interest esp. future media makers

Friend Raising

Create more community connection opportunities.

Expand 1 on 1 engagement with ambassadors at town events

Awareness Raising

Use our tools & stage to improve information literacy within our community with a focus on both local and advocacy stories

Barn Raising

Pursue long-term investments in all infrastructure capabilities.

Major Goals

Identification and promotion of ways that use our tools & stage can be a showcase LOCAL interest, talents and ideas.

Strategic Action

All: Keep commitment to tasks to be identified

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		Strategy	Action
Funds Raising		Grow Donors Grow Fund Sources Grow Reserves	Convert friends to donors Write Project Grants -Team Hercules Youth Continue volunteer admin to enable building of reserves
Friend Raising		Events attendance as ambassadors Creation of Connection Opportunitites Continue Artist collaborations	Attend public gatherings including Sports events with baby cameras Publish opportunities in Park & Rec and like community bulletins Increase Events Notices including what is playing on TV Create a showcase list Budget for paid Marketing that has measurable interaction (Wallingford Mag) such as Search & Find/Subscribe etc.
Awareness Raising		Publish #CivicLiteracy #InformationLiteracy Information Stories About Us	Maintain BeTheMedia Posts Target Minimum: Weekly Produce Our Own Stories
Barn Raising		Build Capacity Improve Budget Process Identify ways to minimize building costs	Increase training programs for storytelling, 3-Minute Movie and TV making Add mentors & coaches to staffing plan Revise Budget Documents Research options and funding for green upgrades