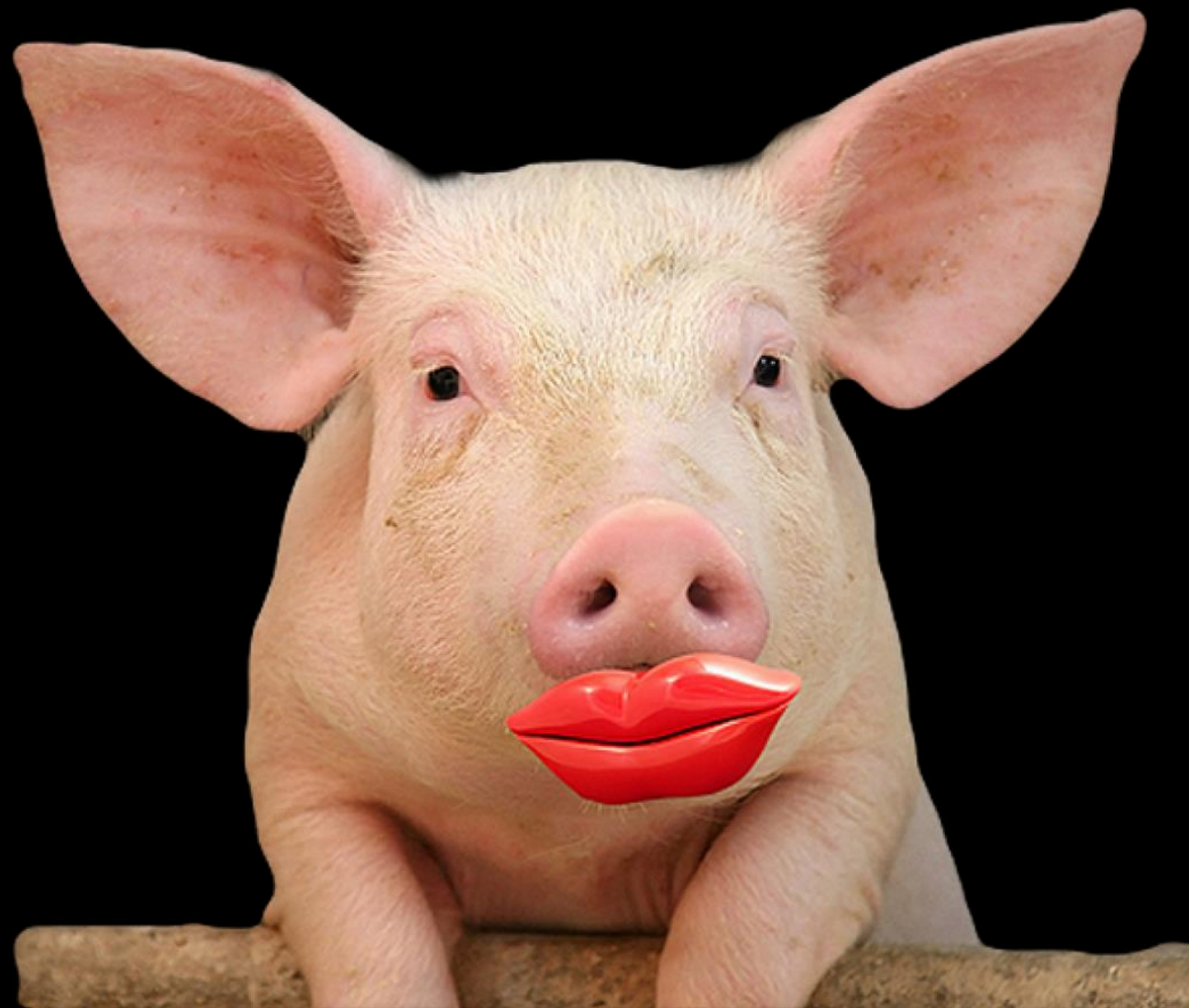


# Plan & Pivot

*PCTV General Manager Megan Hutton*

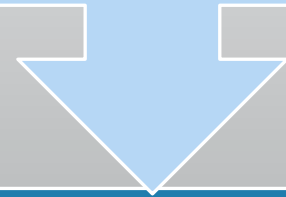


Your channel  
*is a business.*  
Successful  
businesses plan  
and pivot.

- IMPROVE PROCESSES
  - Seek training like Lean Six Sigma
  - Be honest. Get real. Where are your problems?
  - Listen to each other.
- PLAN YOUR TIME
  - How long does it really take to load the van?
  - Arrive early 30-45 min before the shoot starts
- EDIT & ELIMINATE WASTE
  - Surplus old equipment
  - Clean house every January

# Identify A Problem

Spelling errors on graphics  
Late changes in the edit  
Lack of direction or theme



Extra edit time  
Frustrated staff

Pivot:  
All our focus  
is on  
pre-production

Backtime  
from the  
deadline

Before you film  
anything...  
meet with your clients,  
brainstorm with staff

What's  
your  
beginning  
& ending?

Transitions  
& reveals

Bullet  
point  
what you  
need

# Inside Pierce County Pickleball

- Not a lot to go on: promote pickleball at Sprinker
- The County Executive knows local sports guy Chris Egan – getting approval from King5
- Odyr was released from hospital that morning
- We needed a fourth player
- We needed transitions – rivalry was planned, vintage family video was not

# City of Puyallup Public Safety Bond educational video

- The city's attorney requires a review of the script and wants to cut the good stuff
- How do you make the case for something that doesn't exist
- This is the third bond attempt – messaging (and numbers) keep changing

# Sprinker Outdoor Improvement Project

- How do you make a groundbreaking interesting?
- Unlike a ribbon cutting, there's nothing to show yet
- How to get the sound you need when the speech from the podium is not good





# Questions?

Megan Hutton, PCTV General Manager

[megan.hutton@piercecountywa.gov](mailto:megan.hutton@piercecountywa.gov)

(253) 341-5184 cell