

SCATV Vision and Strategy Map

Vision: Somerville Community Access Television is a leading public access media center that enables a vibrant and diverse community to express its creativity, explain its ideas, share its cultures, and foster the individual's right to freedom of speech. SCATV supports and creates community-driven media through education, production resources, and distribution on cable television and the Web.

Who do we serve?

Community

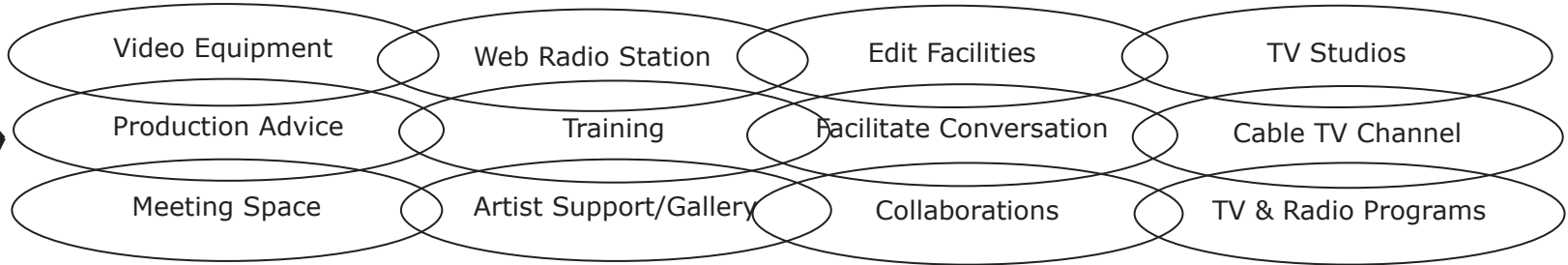
Producers

Viewers

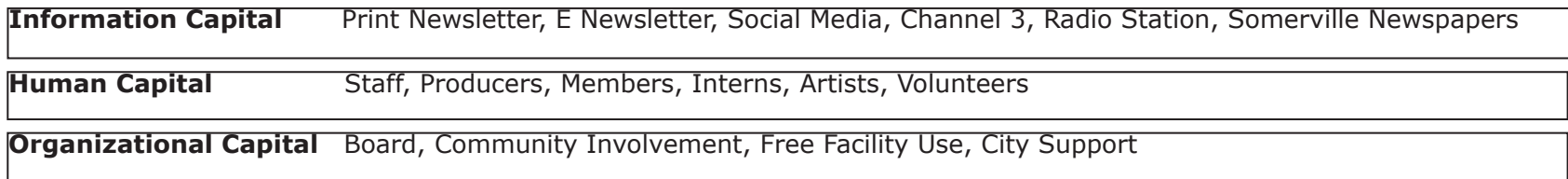
To achieve our vision, how should we appear to others?



What should we offer and excel at?



Resources



Financial Inputs



Organizational Goals

