



New Program Development Matrix Analysis

Version 7

Program: _____ **Sample Program Concept** _____ **Date:** 5/5/2009

<u>Category and Factor</u>	<u>Possible Points</u>	<u>Low</u> <u>Medium</u> <u>High</u> *	<u>TOTAL</u>	<u>Category Total</u>	<u>%</u>
MISSION					
Match with Corporate Priorities	15	M	7.5	10	50%
Public Service Imperative	5	M	2.5		
	20				

Note: Click on Strategies or Criteria below for details.

Strategies	Criteria
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LIKELIHOOD OF SUCCESS

Funding Potential	15	M	7.5	60	75%
Marketability	10	H	10		
Inside Champion	15	H	15		
Potential Audience	10	M	5		
Station Carriage Anticipated	15	M	7.5		
Track Record of Team	15	H	15		
	80				

CORPORATE RISK

Corporate Risk	-15	L	0	5	-17%
Cost	-10	L	0		
Drain on Core Resources	-15	L	0		
Op. for Surplus Revenue Generation	10	M	5		
	-30				

OTHER FACTORS

Morale or Training Benefit	5	L	0	10	33%
Partnership	5	L	0		
Positive Media Attention	10	H	10		
Other	10		0		
	30				

TOTAL	100		85		85%
TOTAL w/o Cost/Risk/Drain	115		80		70%

* Calculation is done as follows: Multiply Total Possible Points x

100% if High, meaning Full Value.

50% if Medium, meaning Half Value or Half Risk.

0% if Low, meaning No Value or Risk.

November 2, 2013