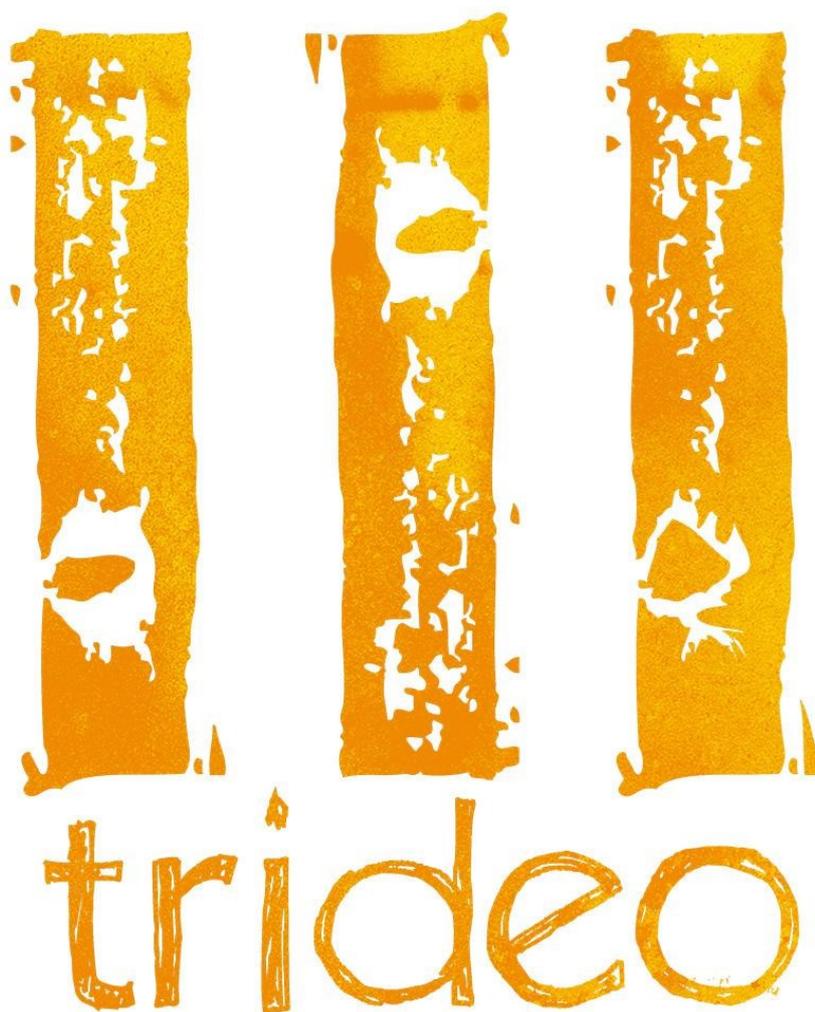

STICHTING TRIDEO ANNUAL PLAN 2020



Chapter 1: Long-term goals

1.1 Goal Setting

Pope Francis has made a call to look after the people at the edges of our societies and be church in these places.

It is an invitation to transform an inward-looking community into a missionary church that is inviting to people who are searching.

Stichting Trideo wants to translate this call to the way of communications. Transforming inward communications to a form of communications that is reaching out to those who live outside the church's traditional view.

In the same way that Jesus encountered people along the side of the road, who were asking for healing; explanation; comfort or friendship, Stichting Trideo wants to start with the questions that live among the audience. What are they looking for? What do they need? Stichting Trideo wants to make programmes that help, explain, connect, and inspire based on those questions.

On top of that, Stichting Trideo wants to take people who themselves are already involved in the church to the peripheries of society in the conviction that the community of the church will be inspired once again by serving those who are searching for meaning.

1.2. Vision

Stichting Trideo believes that media can play a crucial role connecting people to each other and to God. Therefore, Trideo wants to contribute by making the translation of people's questions and the richness of our faith.

1.3. Mission

Stichting Trideo makes personal, accessible, and attractive media productions for adolescents and young adults connecting the world of the Catholic faith with today's world. Stichting Trideo wants to be effective by listening to the questions, interests and needs of this audience. It is therefore necessary to be present on the platforms they use, especially the popular social media channels. In addition to that, Trideo wants to offer a follow-up and more in-depth programming for those who want to learn more about the faith.

Trideo wants to motivate Catholics to reach out to young people and the world outside by pointing the camera to their world and their needs.

1.4. Audience

Stichting Trideo's primary audience are the generation of adolescents and young adults growing up in the digital era and who are looking for friendship, help and inspiration. The traditional world of the faith is extremely far removed from their experience.

The most important secondary audience are those who are already involved in the Church. They are usually somewhat older. They think it is important to share the values of the faith to the younger generations and are ambassadors and sponsors.

1.5. Topic Choice

Stichting Trideo focuses on three kinds of topics:

1. Topics that connect our primary audience to fields of interest and provide answers to questions they might have.
2. In-depth topics that serve as an aid to those who want to dig in deeper.
3. Topics that help to connect the churchgoing, secondary audience to become missionaries in the periphery of society.

Chapter 2: Goals for 2020

2.1. Ambitions

2.1.1. Strengthening the 'Father Roderick' YouTube channel

The most effective way to reach adolescents and young adults is through YouTube using personal branding. 'Father Roderick' grows with approximately 1000 new subscribers per month and produces a lot of engagement. We want to expand this channel from 27.000 subscribers to 50.000 subscribers at the end of this year using targeted management techniques such as posting content on a regular basis and by optimizing these productions to the YouTube algorithm.

2.1.2. Changing the Dutch channel 'Katholiek Vandaag' into a quality channel that offers in-depth productions

Instead of a channel posting weekly news updates targeting a churchgoing audience, 'Katholiek Vandaag' needs to change into a channel that publishes 'evergreen' series and courses that go in-depth. The channel needs to become self-sufficient by cooperation with select partners.

2.1.3. Changing KRO-NCRV's programme '*Roderick Zoekt Licht*'

Currently, RZL is a television programme with a magazine format. Its episodes are a collection of wide-ranging topics. In a new format, each season will have a more continuous way of storytelling focusing on the search for light and positivity in both The Netherlands and abroad. The goals of the format change are the increase in quality (both visually and content-wise) and a better cost-efficient way of producing the show, limiting the time investment recording the show to 2 months per year.

2.1.4. Cross-media inspirational programme for young people

In cooperation with KRO-NCRV, Stichting Trideo want to develop an experimental ecumenical inspirational programme targeted to young people. The programme focuses on finding meaningfulness in modern-day, main-stream youth culture.

2.2. Production Goals

In 2020, Stichting Trideo want to reach their audiences with four types of programmes.

Category 1, primary audience: low-threshold programmes making a connection to popular fields of interest and can reach large numbers of young people. In particular:

- Videos by Father Roderick distributed via YouTube (in English)
- Podcasts by Father Roderick (in English)

Category 2, primary and secondary audience: in-depth programmes that stay relevant for a long time ('evergreen' content).

- 'Evergreen' videos answering frequently asked questions (catechesis)
- Video documentaries, LEGO videos and stories that make a connection to important religious moments throughout the year.

Category 3, secondary audience: programmes that motivate a churchgoing audience to get involved into Stichting Trideo's mission.

- Programmes for Katholiek Vandaag's donors and ambassadors.
- A weekly podcast episode for Father Roderick's donors and fans distributed via Patreon.
- Newsletters and social media campaigns tailored to this audience.

Category 4, primary and secondary audience: Programmes for NPO (Dutch national public broadcasting company).

- Thirty television episodes for KRO-NCRV with the title '*Roderick Zoekt Licht*'.
- Thirty internet episodes for KRO-NCRV with the title '*Roderick Zoekt Licht Online*'
- In combination with these two points, a cross-media ecumenical programme for KRO-NCRV focusing on meaningfulness inside the mainstream youth pop culture.

2.3. Strategic goals

- Expansion of the international reach on YouTube with low-threshold content targeted at the primary audience. With this, higher revenue can be expected through advertisements and donations.
- Making 'Katholiek Vandaag' budget neutral as quality channel in cooperation with partners.
- Finding a more efficient way to produce '*Roderick Zoekt Licht*'. The goal is to improve quality and to lower the team's workload.

- Production of a programme for young people for KRO-NCRV. In this way it is possible to contribute more broadly to the public broadcasting system and thus to society on the terrain of inspiration and meaningfulness.

2.4. Organisational Goals

- Hiring employees instead of expensive free-lancers. This way, the productivity for YouTube will be increased. Specifically: a PR and marketing manager and a dedicated editor to support Father Roderick Vonhögen.
- Moving to a cheaper accommodation to lower overhead costs and to improve work conditions.

2.4. Financial Goals

- Using tools for donor and community management to increase donations.
- Increasing advertisement revenue via YouTube
- Finding partners and investors for the bigger productions.
- Increasing the number of international donors.