

KCHU Strategic Plan 2015

Long Term Goal: To make public radio available to anyone in the Prince William Sound and Copper River regions through the most appropriate technology.

Short Term Goals FY2016-2017:

- 1. Move Tolsona Ridge transmitter to Randy Struck's property.**
- 2. Create a financial stability and contingency plan which includes expanding and maintaining the local fundraising base through underwriting and grants.**
- 3. Develop a larger and more active Community Advisory Board with its own email address.**
- 4. Review and update station Operations and Accounting manuals, and ensure copy availability at station.**
- 5. Increase station visibility in listener communities through repeated station I.D. on-air, station "branding" to unify KCHU look across communities, and active BOD presence on written communications and in personal meetings.**
- 6. Continue working toward increased local programming.**
- 7. Implement Diversity Plan per CPB requirements and publish on website.**
- 8. Improve efficiency through regional and statewide networking, communication, and collaboration.**