

# KCHU STRATEGIC PLAN

**VISION:**            **A fully engaged, supportive community receiving optimum benefit from public radio.**

**VALUES:**           **Diversity  
Integrity  
Reliability**

**MISSION:**        **To provide information and entertainment to our communities.**

## **LONG TERM GOAL:**

To re-organize and update TRI organization and procedures to better address present circumstances and keep abreast of changes to come.

## **FIVE-YEAR GOAL 2021-2026**

Incrementally integrate TRI into the 21st century

- increase relevance of KCHU in listening area
- local programming to audiences

## **SHORT TERM GOALS AND OBJECTIVES: FY2024-2026**

### **1. Evaluate success of a two-person management team.**

#### **Objectives:**

- Balance expectations of staff and board
- Adjust budget to afford training

### **2. Implement financial stability plan that includes expanding membership and fundraising options through digital media and continued to reach local broadcast audience and streaming outreach.**

#### **Objectives:**

- Increase board training for each of these areas
- Pursue underwriting options.
- Increase sustaining membership by 25%.
- Events committee will create a plan for Community events (live or digital), their publicity, and possibly membership recruitment. Examples include those in McCarthy, Kennicott, Zoom for Wrangle Mountain Center etc.
- Contact donors whose membership renewal has lapsed.
- Research issues that inhibit online fundraising. Investigate technical support as an in-kind donation.
- Initiate participating in PickClickGive. PSA's should be limited for best audience acceptance.
- Fund raising committee will be trained to hold raffles. Then it shall investigate holding raffles—online or on air. Needed are set up and prize(s). Legal requirements must be adhered to.

### **3. Expand membership of the Community Advisory Board and keep it active.**

#### **Objectives:**

- Encourage CAB chair John Odden to meet with CAB, update membership, seek to diversify it in terms of reflecting overall population [and ensure mandatory quarterly meetings].
- KCHU will air PSA's that promote interest in volunteering
- Listeners who complain about programming should be referred to contact/volunteer for CAB.

4. Develop and distribute a listener survey to identify when and how people of various age groups and communities are listening and what they want to hear.

5. Complete a comprehensive Operations manual and make it available in the station.

**Objectives:**

- Identify personnel who are familiar with the station onsite to image equipment and add narrative. An interactive document is valuable.
- Seek a grant to fund this project, perhaps using the Foraker group.

6. Increase Board of Directors participation in fundraising, membership, and community events.

**Objectives:**

- Implement an event participation quota. For example, each member commits to one/year. Establish system to keep track with reminders as needed including under committee reports.
- Continue formulating plans.

7. Continue actively working toward increased local programming.

**Objectives:**

- Improve recruitment of members, board members, and volunteers from Valdez.
- Tap other entities and develop programming, podcasting with reporting, school groups, and volunteer music or non music shows.
- Propose cooperating agreements with regional news organizations like the Copper River Record, The Cordova Times, etc.
- Produce local stories to be read by authors and stories read by volunteers for a “family hour”
- Train volunteers.
- Tap locals to produce station ID’s.

8. Maintain and review Diversity Plan annually per CPB requirements and publish on website.

9. Maintain and review Conflict of Interest Plan annually per CPB requirements and publish on website.

10. Improve and document continued efficiency through regional and statewide networking, communication, and collaboration.
  - ie., how do other stations in the state do their operations manual
  - Facilitate KCHU staff attendance at Alaska Journalism conference
  - Quarterly communication with news directors across the state
  - Document via email reports to Bergstrom
  - Rely on other stations to supplement areas KCHU is not covering.
  
11. Install FM antenna in Valdez coverage only to broadcast local meetings and repeat AM signal.

**Objectives:**

  - Locate funding possibly from city of Valdez and other grant sources
  
12. Update equipment in the office and field.