



# Strategic Plan 2011-13

## KBCS Mission

As the only community radio station in the Seattle area, KBCS aspires to be the radio station of choice for adventurous listeners who are passionate about music, curious about our world, and who value social justice.

To accomplish our mission, we produce and broadcast quality programming that supports more inclusive interdependent communities. KBCS is a non-commercial, listener-supported source for local, national, and international music and information that draws from and reflects the diversity of our region. Operated as a public service by Bellevue College, KBCS trains and provides opportunities for community members to participate in all aspects of radio.

## Overall Goals for 2011-13

1. Grow broadcast and online audience listening and loyalty
2. Develop an effective marketing program
3. Diversify and expand annual funding
4. Plan and initiate signal upgrade (transmitter move) to Cougar Mountain

## Priorities for 2011-13

1. Grow broadcast and online audience and loyalty
  - a. Complete comprehensive review of listener feedback and audience ratings; evaluate effectiveness of current programming
  - b. Create improved listener feedback systems and methods of compiling and incorporating feedback
  - c. Improve on-air sound through listener feedback, training, and performance evaluations
  - d. Continually expand listener awareness of KBCS programming through cross promotion and other available tools
  - e. Increase web traffic and improve web user experience
2. Develop an effective marketing program
  - a. Create a comprehensive marketing plan and budget, as well as a team responsible for implementation of that plan
3. Diversify and expand annual funding
  - a. Develop effective pledge drive marketing campaign with special broadcast and online programming before and during drive
  - b. Create annual development calendar (grants, membership renewals, events)
  - c. Plan and set new goals, strategies and incentives for underwriting revenue based on national benchmarks
  - d. Establish advisory council to grow community support, social effectiveness, outreach, and listener relevance
  - e. Establish major giving program
4. Plan and initiate signal upgrade (transmitter move) to Cougar Mountain
  - a. Develop engineering plan
  - b. Develop fundraising plan (including communication and marketing)