

KBOO Board of Directors Goals 2007-2008

Our goals serve as a focus for the entire station: board, staff, committees and volunteers. Over the next one to three years, where should KBOO focus to maximize the station's potential for success?

1 Improve Financial Stability through increased listenership/membership, new and enhanced funding streams, greater visibility, greater community connections and improved programming/content.

- A Outreach** Increase visibility, community connections and fundraising while more effectively promoting KBOO.
- B Website** Improve functionality and community connection throughout site. Optimize technologies to serve our listeners/viewers. *Listening to KBOO content leads user to a richer, interactive website experience.*
- C Development** New and enhanced revenue streams. These may include lapsed member recruitment, fundraising events, underwriting increases, major donor relations, Friends of KBOO Youth, bequests recruitment, product sales, non-listener members and grants

2 Improve Programming.

Increase listenership to better serve programming charter and increase membership with quality programs and improved scheduling while reflecting our core values.

3 Engage in Strategic Planning.

Define our organizational purpose in a changing media landscape, set clear goals for the entire station and provide resources to effectively meet those goals. We shall involve our greater community in order to get more input, participation and ownership in developing and revising the planning process. We will work towards a mission statement and vision statement that position KBOO for the future without sacrificing our values.

4 Develop effective decision-making processes that are inclusive of our diverse community members. Develop clarity of roles for board, staff and committees. Improve effectiveness of committees. What role do committees play and how can they be most effective? Board and Station Manager shall explore effective organizational techniques.

KBOO Departmental Objectives 2007-2008

PROGRAMMING OBJECTIVES

- 1 Create consistently compelling radio:** Use programs that work well as a model to improve or replace programs that are not compelling or meet mission. We may incorporate: evaluations, consulting community representatives, feedback from program committee, surveys, community meetings, programmer meetings, feedback and classes for programmers.
- 2 Make our programming decisions more flexible and proactive:** Recruitment. Contracts, block reviews and/or renewals. Develop ability to experiment.
- 3 Improve blocks and strips** to better reach audience.
- 4 Address most pressing program issues** during the coming months while gathering research and community participation for further changes summer 2008.
- 5 Aim for our historical level of 70,000 listeners** (FM or streaming) along with increased file downloading.

OUTREACH OBJECTIVES

- 1 Change cosponsorships** to better promote KBOO and better utilize employee and volunteer time.
- 2 Promote KBOO** through programmers and programming department.
- 3 Increase visibility:** Press relations, live broadcasts, banners, logos and speeches.
- 4 Advertising campaign:** Beginning 1st half of 2008. May include print, outdoor and web.
- 5 Raise funds and increase awareness with multiple events for the 40th Anniversary** and monthly and quarterly events in FY09. These may include concerts, dinners and major-donor events.
- 6 Numerical goals for fundraising** for FY09.

DEVELOPMENT OBJECTIVES

- 1 Major donor campaign:** Beginning January 2008. Include individual letters, calls and meetings and events.
- 2 Lapsed member recruitment** (may include commission basis).
- 3 Advertising campaign:** Beginning 1st half of 2008. May include print, outdoor and web.
- 4 Implement e-mail communications** with members, for program and station updates and fundraising. Link to website content.
- 5 Greater volunteer utilization** by Coordinator and Assistant to allow time for more fundraising.
- 6 Capital campaign** for FY09.
- 7 Develop additional funding streams.**
May include KBOO food or beverage, events, grants, web opportunities, etc.
- 8 Numerical goals for fundraising** for FY09.

WEBSITE OBJECTIVES

- 1 Accessibility** Improve program schedule, file searching and community calendar so that users can easily find what they need; add portals for specific areas.
- 2 Interactivity** DJ top picks for concerts, songs and albums; more information regarding on-air guests; listener forums and/or blogs more accessible and interconnected; audience knows what's on the air, playlists, text log for public affairs and "on-air now" feature.
- 3 Digital Audio** New webstream. iTunes integration. Explore idea of second stream with separate content, web-only programs and supplemental files or text.
- 4 Empower volunteers** Training, volunteer trainers, and site accessibility.
- 5 Fundraising** Improved membership pages with connections to membership (e.g., beginning or end of audio files). Research member-only content, pay-per-use options, onsite advertising. Utilize other fundraising sites such as Public Radio Exchange.
- 6 Promotions** Work with Outreach and Membership to promote KBOO and website through on-air promotion, social networking integration, e-mail, and non-digital media.
- 7 Setting objectives** Develop numerical goals for web streaming, downloads and podcasts for FY09.

KBOO CORE VALUES

COMMUNITY:

Local, accessible, empowering. welcoming, inclusive, participatory, involved

PROGRESSIVE PERSPECTIVE:

Questioning, vital, uncensored, controversial, activist resource, educational, journalistic integrity, reflecting justice, peace, sustainability and democracy

EMOTIONAL MATURITY:

Respectful, honest, fair, positive, peaceful, non-violent, engaging, open

DIVERSITY:

Valuing, embracing, bridging, listening, understanding, giving voice

LEADERSHIP:

Bold, exploring, independent, cutting edge, responsible, excellence

CREATIVITY:

Eclectic, traditional to experimental, idiosyncratic, innovative, iconoclastic, evolving, compelling