

CHAPTER 11: Conclusion

KBOO is a community treasure that enjoys broad support from a community that has supported the organization since its inception nearly fifty years ago. This strategic planning process has been important because it represents an opportunity for KBOO to reinvent itself to be well positioned for the next fifty years. While some things in radio have changed over the first half-century, many things remain the same. Namely, the organization's presence as a community-based radio station will evolve to include a broader range of media, and yet KBOO's proud and unique commitment to its founding principles will endure. Indeed, KBOO has become the much-loved community resource that it is today because of its independent spirit.

This strategic plan represents a significant effort with a clear pathway for success. The organization has laid out a clear and achievable timeline for accomplishing a broad range of goals that span across all aspects of the organization. From strengthening its internal infrastructure to improving its community outreach and visibility, KBOO is well positioned to reemerge from this strategic planning process with a renewed commitment to serving as a singular source for independent media, in Oregon and around the world.

