

# KBRP STRATEGIC PLAN 2012-2015



## KBRP Mission

The Bisbee Radio Project Inc. is an independent, non-profit, non-commercial, low power, public access community media center dedicated to creating an awareness of local interests and socially responsible programming. The Bisbee Radio Project Inc., through its cooperative structure, aims to entertain and enrich listeners with a broad mix of education, culture, art, humanities, and music.

The Bisbee Radio Project, Inc. accomplishes this mission by providing radio and media education and training to the Bisbee community with a particular emphasis to underserved constituencies. KBRP provides a high quality radio service that is focused on serving the interests of the Bisbee community to include news, information, cultural, and entertainment programming designed to reflect the personalities, interests, and spirit of Bisbee's location near the U.S. Mexico border.

## Overall Goals for 2012-2015

1. Expand signal to include main transmitter relocation and increase other delivery options
2. Increase local programming to reflect mission principles
3. Diversify operational income and create long-term development opportunities
4. Coordinate active volunteer training program and market to entire community
5. Heighten station visibility and access through marketing and community relations

## Priorities For 2012-2015

1. Expand signal to include main transmitter relocation and other delivery options
  - a. Present completed RF study to secure new location for main transmitter broadcast
  - b. Organize capital campaign to raise necessary funds for transmitter relocation
  - c. Initiate communication and complete documentation with required parties for signal relocation
2. Increase local programming to reflect mission principles
  - a. Improve on-air sound through listener feedback, training and performance evaluations
  - b. Expand systems for volunteer coordination and integration to expand program offerings
  - c. Continue to develop public training opportunities to create new program collaborations
3. Diversify operational income and create long-term development opportunities
  - a. Identify new operational revenue streams outside of membership, underwriting, and grants
  - b. Create long-term development opportunities to include major/planned gifts and a permanent endowment
  - c. Establish community advisory board to help reach new constituencies and increase community support
  - d. Develop an annual fundraising calendar (grants, underwriting and member renewals, and events)
4. Coordinate active volunteer training program and market to entire community
  - a. Expand volunteer training program to include community trainings at satellite locations
  - b. Work with local organizations to create collaborations that will infuse station with new volunteers
  - c. Promote participation in local, independent media to the entire community through innovative means
5. Heighten station visibility and access through marketing and community relations
  - a. Investigate alternative or additional locations for the station that provide more access and visibility
  - b. Develop a comprehensive marketing plan that details budget through implementation
  - c. Identify cross-promotional opportunities with organizations that include new on-air and web ideas