KBBI’s Strategic Plan:

KBBI’s Mission
We provide news, information, and entertainment to foster community engagement.

KBBI’s Vision
We will be a public media leader in Alaska providing programming that strengthens the cultural, civic, and social fabric of our community.

We will build KBBI’s future on the strong foundation of a dedicated community, who established the station and continue to support it with enthusiasm, and our talented, skilled, resourceful staff and volunteers.

KBBI’s Goal Areas
To make our vision reality, we will focus on four areas. They are of equal weight and priority, and they are interdependent.

1. CONTENT
   Provide excellent news, information, and entertainment programming. KBBI’s content—local, state, national, and international—will be trustworthy, relevant, and timely.

2. AUDIENCE
   Expand and diversify our audience. We will strengthen KBBI’s relationship with its core audience and develop relationships with those not currently engaged with KBBI.

3. COLLABORATION
   Play a lead role in strengthening the southern Kenai Peninsula’s public radio network through the alignment of internal constituents (Board of Directors, Community Advisory Board, other volunteers, and staff), sound management, strategic partnerships and shared services.

4. REVENUE
   Increase net revenue to ensure KBBI’s sustainability. We will seek deeper commitment from individuals, increased business support and grant funding, and stronger collaboration with other Alaska stations. We will be entrepreneurial and manage costs carefully.