



## **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.