

100-Word Exercise

SMART GOALS: Specific, Measurable, Achievable, Relevant, Time-bound

KTNA

KTNA's Blue Tarp Project will be a collaborative program with community partners based on telling stories of local people to elevate local voice and to preserve Susitna Valley's evolving history. The project team will include 4-6 trained interviewers and 1-2 producers and editors. Over the summer we'll develop a 'proof of concept' episode to pursue 3-4 sponsors and 1-2 grants to fund the project and podcast development. In the fall a live staged storytelling event featuring 3 live interviews will launch the on-air season and podcast. A dedicated project team and editorial board will serve as a model for future collaborative programs.

KWSO

KWSO's "Effective Connections" project is building robust collaborations with Health, Mental Health & Prevention partners. Focusing on 6 community events, this year, KWSO will create enhanced content and leverage all platforms to better publicize happenings as well as purposefully increase information dissemination and content focused on health education and local resources. Focus groups with partners will identify issues for emphasis, strategies for data collection and creation of a template for integrating media into health education work. Measurement will include insights from partners as well as feedback from the community.

KZUM

KZUM will invigorate local public affairs content by featuring voices through stories that reflect Lincoln's successes, challenges and diversity. Our Podcast Partners program will develop four steady shows by July. We will add five new Sonic IDs per month through recording at summer events. And we will partner with one other nonprofit to create four monthly broadcast programs in the languages of local immigrant populations by September. With the goal of creating templates for ongoing local content, success will be measured in part by how sustainable each one of these efforts prove to be by the end of the year.

WERU

The goal of WERU's Community Counts Initiative, "Share the Air!", is to develop and implement a plan for expanding engagement with the people of our listening community. The plan will provide a road map for recruiting and cultivating a new generation of behind-the-scenes volunteers, volunteer programmers, listeners, members and ultimately station leaders and lead donors.

“Share the Air!” will include: audience research that engages a new generation of listeners and volunteers; two events designed to reach a younger demographic; outreach at non-station events that appeal to a younger demographic; new partnerships with other community organizations (for events and programming) to engage with a broader constituency; a new local music showcase program; individualized and small group conversations with potential new volunteers and listeners; a new mobile app; and rebranded station marketing.

WMMT

WMMT will launch an ongoing series that amplifies voices of those incarcerated in our listening area, expanding relevancy to communities affected by the penal system. There will be an additional educational component for folks unaware of that experience and reality. In April we will seek funding from three foundations and the first episode will air 4/15/19. We will collaboratively increase ownership, vision, and production by incarcerated folks through continued relationship building. We will send quarterly surveys to folks on the inside to ensure ongoing guidance, feedback, and collaboration with those directly impacted. This will help achieve our mission: being a voice by and for our communities.

WNCU

WNCU’s purpose of this initiative is to broaden our service and presence in the community and to engage a younger demographic. The theme of this initiative is J.A.M.M. (Jazz and Much More). We aim to create a platform for jazz preservation and to advance other genres to engage younger generations (54 and younger). It is our goal to offer programming content that is inclusive and represents our community. We will host six listening pop-ups and attend six local events to collect data using our online programming survey and produce 50 sonic ids for broadcast using local voices to add new, diverse voices that reflect our community by December 2019.

WTIP

WTIP’s Wavelengths Initiative will engage youth in our area to participate in making local radio, through spoken word, musical performances and content creation, with the intent of broadening our listener demographic. The priority development of a school-age youth community advisory board (YCAB) will incorporate a new level of membership diversity. Based on the YCAB experience and recommendations, WTIP will work to identify relevant, new content and share the work of young radio performers and programmers. Youth engagement will be showcased at the Radio Waves Music Festival in September, and progress measured through increased participation in monthly School News features, throughout the year.

WXPR

WXPR's We Live Up Here series aims to better represent those in our listening area. Utilizing community storytellers for the last year is our proof of concept. This year we are expanding to include a listener question component. We will secure funding through grants and gifts. Impact will be measured through public input, pledge drives, and listener surveys. This project aligns well with our mission to be an authentic independent voice of our community. In the next year, we will produce at least 10 feature stories from community contributors and answer one listener question a month.