

# KCCK Department Action Plan Status Report FY2008

Prepared: 8/31/2008

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## I. Strategic Measure: Increase donor engagement with KCCK through resource development

- a. **Goal:** Pledge Drives -- \$190,000.  
**Outcome:** \$156,506
- b. **Goal:** Corporate Underwriting & Sponsorship -- \$40,000  
**Outcome:** \$42,633
- c. **Goal:** Program Grants totaling \$30,000  
**Outcome:** \$30,000
- d. **Goal:** Special Events totaling \$8,000  
**Outcome:** \$8,000 (approx)
- e. **Goal:** Earned income of \$285,000  
**Outcome:** \$239,439 (\$285,933 if you count the PTFP equipment grant)
- f. **Goal:** Merge KCCK Raisers Edge into Foundation database  
**Outcome:** On hold, pending further research by Resource Development office and KCCK.

### Comments:

Operating without a development director for the last six months of the year made it nearly impossible to meet our overall goal. However, by decreasing expenses, we managed to finish the year in the black. With the most seasoned development director we have ever had now on board, we have a better chance to meet income goals (although the flood may impact our ability to raise funds)

## II. Strategic Measure: Increase audience engagement with KCCK through technology upgrades.

- a. **Goal:** Complete HD Radio upgrade, replace Iowa City translator  
**Outcome:** Equipment backordered. Installation estimate 9/30/08.

### Comments:

This has been a very frustrating project, as some of the equipment has been on order for months, but we hope to have everything working by the end of the calendar year.

## III. Strategic Measure: Increase community engagement with KCCK through outreach and education programs.

- a. **Goal:** Maintain Jazz Under The Stars audience and sponsor involvement (3.6). Add 1 major sponsor.  
**Outcome:** 2 sponsors lost, but 1 convinced to return.

- b. **Goal:** Conduct 15 Schoolhouse Jazz presentations in CR, Marion and Iowa City elementary schools. Receive evaluations from all schools. (2.2)  
**Outcome:** 12 schools served, total student population: 2,843
- c. **Goal:** Establish Corridor Jazz Project (CJP) for 8 Corridor High Schools. (2.2)  
**Outcome:** Corridor Jazz Project successfully launched.
- d. **Goal:** Conduct Jazz To The World & Taste of Jazz Under The Stars special events (3.6)  
**Outcome:** Jazz To The World and Taste of Jazz Under the Stars events held.

**Comments**

Our jazz education programs have grown and are very successful. The high school jazz band directors have been particularly excited about what we are doing with middle school and high school musicians.

**IV. Strategic Measure: Increase community engagement with KCKK through marketing and promotion**

- a. **Goal:** Conduct re-design of KCKK.ORG. Improve online playlist, concert calendar, podcast sections.  
**Outcome:** Website re-design completed.
- b. **Goal:** Conduct spring cable ad campaign if funds are available. (5.0)  
**Outcome:** No funds available.
- c. **Goal:** Maintain weekly audience of 16,000  
**Outcome:** Weekly audience is 15,000 (average of Fall 2007, Spring 2008 Arbitron surveys)
- d. **Goal:** Execute ad/sponsor trades with Gallagher-Bluedorn, Des Moines Civic Center, Great Sounds Promotions, Dubuque/Cedar Falls Jazz Fests, Bix Festival (3.6)  
**Outcome:** Trade executed with Great Sounds, contacts made with Gallagher—Bludorn, Bix Festival.
- e. **Goal:** Broadcast Iowa City Jazz Festival, broadcast airs on KIOS (Omaha) and KCKK. Offer to Iowa Public Radio, KDPS (Des Moines) as well. (3.6)  
**Outcome:** Broadcast held July 4-6.

**Comments:**

Nothing additional.

**V. Strategic Measure: Increase Kirkwood engagement with KCKK by matching KCC \$225,000 investment with an equal value in involvement and exposure.**

- a. **Goal:** Maintain on-air exposure of KCC institutional, credit, non-credit & Fine Arts programs. 21,000 occurrences (3.6)  
**Outcome:** On-air promotion schedule totaled 1,644 announcements in FY2008. Value \$26,784
- b. **Goal:** Provide KCC exposure at 50 KCKK-involved events, reaching audience of 36,000. (3.6)

**Outcome:** Estimated audience of 41,243 at 39 events.

- c. **Goal:** Provide KCC exposure on all KCCK purchased advertising and promotion, \$15,000 value. (3.6)

**Outcome:** No purchased advertising in FY2008

- d. **Goal:** Increase KCC presence at Jazz Under The Stars. (3.6)

**Outcome:** planning to host KCC alumni event in 2009.

**Comments:**

We think KCCK continues to have tremendous value as a Kirkwood resource for the community.