

2005-2006

Strategic Goal: Provide appropriate return to Kirkwood's continuing investment in KCCK

Action Steps	Action Leader	Jul-05	Aug-05	Sep-05	Oct-05	Nov-05	Dec-05	Jan-06	Feb-06	Mar-06	Apr-06	May-06	Jun-06
Develop, schedule and air Kirkwood Focus Program	Dennis	X	X	X	X	X	X						
Utilize KCC faculty & other experts in news & feature programming where appropriate	George	X	X	X	X	X	X	X	X	X	X	X	X
Support KCC initiatives on-air (where appropriate & legal) and in other KCCK communications	Dennis, George	X	X	X	X	X	X	X	X	X	X	X	X
Track & report coverage of KCC news items on KCCK	George			X			X			X			X
Identify & communicate with KCC stakeholders outside of traditional PR/marketing dept. connections	Dennis, George, Scott	X	X	X	X								
Track and report value of KCC on-air announcements & sponsorships	Dennis, Scott			X			X			X			X

Personnel:

Success Indicators:

Kirkwood Focus program on-air by 12/05

By year's end, have news stories on each major college division

Return, in value of on-air promotion and sponsorships, an amount equal to

KCC's allocation to KCCK

Category: Stakeholder Service

