

# **KCCK Strategic Goals FY2007**

## **Category: Institutional Effectiveness**

*Strategic Goal: Increase audience by 10% to 17,000 cume*

### *Success Indicators:*

- Re-design kcck.org.
- Renew Billboard campaign used in 2006, with cable/broadcast TV component (if funds are available)
- Execute ad trades with Des Moines Civic Center, Gallagher/Bluedorn, Great Sounds Promotions, Dubuque/Cedar Falls Jazz Festivals, Bix Festival, to extend reach into Des Moines, Dubuque, Waterloo/CF and Quad Cities.
- Make contact with DM Public Schools, possible partnership
- Begin marketing HD radio.