

**2005-2006**

**Strategic Goal: Increase audience by 10%**

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
evaluate effectiveness of spring 05 cable advertising campaign	Dennis, Scott	X		X									
Initiate cash/trade agreements with arts organizations in DM, DBQ, QC to promote online listening	Dennis		X	X									
Increase use of "Iowa's Jazz Station" slogan	Dennis, air staff	X	X	X	X	X	X	X	X	X	X	X	X

**Personnel:**

**Success Indicators:**

Cume increases to 17,000

Online listening increases to 2000 unique visitors each month (current estimate: 1558)

Category: Institutional Effectiveness

