

KOSU-FM RADIO STATION

Mission

KOSU-FM provides quality programming from Oklahoma State University to significant audiences.

Vision

KOSU-FM will:

- Be a leader in extending Oklahoma State University's influence;
- Be a vital source of information, ideas, and cultural experiences that enrich people's lives through lifelong learning;
- Strengthen the image of the university through regional and national repute whose very name, "KOSU - Oklahoma's Public Radio," is synonymous with quality programming;
- Provide students a model learning environment under the guidance of nationally recognized broadcast professionals; and
- Produce, acquire, and broadcast award winning programming that meets the highest standards of public service in journalism and cultural expression.

Core Values

Excellence – We seek excellence in all our endeavors, and we are committed to continuous improvement.

Intellectual Freedom – We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.

Integrity – We are committed to the principles of truth and honesty, and we will be equitable, ethical, and professional.

Service – We believe that serving others is a noble and worthy endeavor.

Diversity – We respect others and value diversity of opinion, freedom of expression, and other ethnic and cultural backgrounds.

Stewardship of Resources – We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.

Goals, Critical Success Factors, and Objectives with Strategies

Goal One: Develop an effective and mutually rewarding partnership with the listening audience and Oklahoma State University.

Critical Success Factors:

- 400 on-air identifiers per week.
- Biannually collect and catalog listener comments
- 30 student development hours per week during academic year
- Annually program/event co-sponsorship with each campus

Objectives:

Objective 1.1: Facilitate an effective and mutually rewarding partnership with OSU, identifying KOSU as “Listener Supported Service of Oklahoma State University”.

Strategies:

- Recruit student interns for news, production, and development efforts.
- Cooperate with system affiliates and departments to promote and support campus and community cultural events.
- Continue to exploit the trademark “Oklahoma’s Pubic Radio” while identifying KOSU as part of OSU.

Objective 1.2: Create a listener based development advisory group to enhance the KOSU relationship with the listening audience.

Strategies:

- Identify leaders in the greater listening community who can provide feedback and support of underwriting and major gift efforts and are willing to meet on a semi-regular basis to brainstorm and help facilitate relationship building of prospects.
- Identify KOSU listeners who can provide assistance with other contacts in communities served through a less formal relationship than an advisory group where their purpose is to increase awareness of partnership opportunities and information sharing with non-profits statewide and to cultivate prospects for membership to the board.

Goal Two: Expand into new audience areas throughout the state with current broadcast technologies and the proposed High-Definition Broadcasting technical format.

Critical Success Factors:

- 14 million hours time spent listening annually
- 75,000 cumulative weekly audience size
- 2,400 quarter hour listenership

Objectives:

Objective 2.1: Successfully purchase an existing station in one or more major metropolitan areas in Oklahoma.

Strategies:

- Develop a business plan that supports expansion into additional markets.
- Develop funding mechanisms to pay for expansion into additional markets.
- Seek and receive approval for expansion from the Federal Communications Commission.
- Develop and execute an awareness campaign to promote expansion.

Objective 2.2: Replace analog broadcasting transmission equipment with High Definition Radio equipment.

Strategies:

- Respond to recommendations by the Federal Communications Commission when announced.
- Raise funds for equipment purchases.
- Create and execute an awareness campaign for the new technology.
- Increase Engineering staff by .50 FTE.

Goal Three: Enhance the quality of programming through innovation.

Critical Success Factors/Assessments:

- Professional peer recognition of program quality (awards)
- \$275,000 listener financial support annually
- \$130,000 support for feature programs annually

Objectives:

Objective 3.1: Offer listeners the means to enrich their lives by delivering information on matters of local, state, national, and international concern, as well as cultural achievements of the past and present.

Strategies:

- Provide significant local programming that resonates with interests, values and beliefs of a diversified Oklahoma population.
- Develop partnerships with other news resources in the state to cross promote among different media.
- Develop on-air strategies to promote local programming product.
- Double news staff.
- Double production staff.

Objective 3.2: Continue efforts to access and utilize the internet and Web.

Strategies:

- Make the Web site a “value-added” service in conjunction with the broadcasting of programming on KOSU.
- Develop partnerships with Web content providers.

Objective 3.3: Continue staff development.

Strategies:

- Provide resources for training and improvement.
- Encourage participation in state, regional, and national professional organizations.

Goal Four: Increase available resources to provide quality programming.

Critical Success Factors/Assessments:

- 50 diversified funding sources
- Increase restricted grant dollars applications by 10
- \$275,000 annually in listener contributions
- \$150,000 annually in business contributions
- \$30,000 annually in major gifts
- Obtain new membership software

Objectives:

Objective 4.1: Increase listener contributions through on-air pledge drives.

Strategies:

- Continue to exploit and maximize efforts of the coordinated Fall & Spring pledge drives.
- Develop and launch a KOSU awareness campaign in present listening area.
- Continue telemarketing solicitation for renewals, past and lapsed contributors.
- Double development staff.
- Create membership staff position.

Objective 4.2: Increase listener contributions through on-line pledging.

Strategies:

- Drive listeners to the KOSU Web site through on-air promotion.
- Maintain a “secure” pledge site on-line.
- Expand the planned giving program.

Objective 4.3: Planned giving campaign.

Strategies:

- Continue to coordinate efforts with Oklahoma State University Foundation (OSUF) to enhance current and future awareness campaigns.

Objective 4.4: Launch Major Giving Program.

Strategies:

- Mine the membership database for major gift prospects.
- Utilize OSUF resources to identify and research prospects.
- Create “value-added” benefits for participation in program.

Goal Five: Maintain professional associations and certifications.

Critical Success Factors/Assessments:

- Surpass the minimum criteria required for CPB funding and NPR membership
- Operate within the legal guidelines of the Federal Communications Commission

Objectives:

Objective 5.1: Maintain qualifications to receive annual funding from the Corporation for Public Broadcasting.

Strategies:

- Operate KOSU 24 hours per day, 365 days per year.
- The broadcast schedule will be devoted primarily to quality programming that serves demonstrated community needs of an educational, informational and cultural nature within its primary signal area where such programming will be intended for a general audience.
- Make certain the licensee complies in full with the Communications Act of 1934.
- Provide annual audited financial reports to maintain status as “CPB qualified”.

Objective 5.2: Maintain qualifications to be a member of the National Public Radio Network of stations and maintain affiliation with the Public Radio International Network.

Strategies:

- Maintain the required minimum of five full-time professional staff.
- Operate KOSU 24 hours per day, 365 days per year.
- The broadcast schedule will be devoted primarily to quality programming that serves demonstrated community needs of an educational, informational and cultural nature within its primary signal area where such programming will be intended for a general audience.
- Make certain the licensee complies in full with the Communications Act of 1934.
- Provide annual audited financial reports to maintain status as “CPB qualified”.

Objective 5.3: Maintain compliance with the Federal Communications Commission’s Broadcast Equal Employment Opportunity Rules and Reporting Filing Requirements for diversity.

Strategies:

- Disseminate widely notice of position openings.
- Create website location for position openings.
- Provide student employment opportunities and participate in career fairs.