



AMPERS STRATEGIC PLAN 2013

Revised 9/13/13

AMPERS MISSION STATEMENT:

Ampers will strengthen its member stations and help them to better serve their communities by generating revenue, developing and sharing programming, and advocating at the state and national level.

ORGANIZATIONAL GUIDING PRINCIPLES:

- Trust
- Cooperation
- Sharing
- Community service

DEVELOPMENT GOAL:

Ampers will generate funding through a variety of sources

Strategy One: Identify and pursue revenue from corporate, private and non-profit entities.

Tactic 1: Monitor and approach other public broadcasting underwriters

Tactic 2: Utilize stations' relationships to secure regional underwriting and grants

Tactic 3: Utilize Ampers' lobbyist's relationships to identify and help secure funding from corporations, foundations, and government sources

Tactic 4: Pursue funding and support for shared programming

Strategy Two: Seek and secure financial support from state, federal, and other governmental resources.

Tactic 1: Prepare and present legislative testimony and reports

Tactic 2: Work closely with Ampers lobbyist to maximize grant dollars

Tactic 3: Identify and pursue additional state and federal funding sources

Tactic 4: Monitor compliance of grants

Strategy Three: Develop proposals for submission to granting organizations, foundations, and state and federal agencies.

Tactic 1: Utilizes station's relationships to leverage funding from foundations and other granting organizations

Tactic 2: Pursue grant dollars to continue and expand Ampers'-produced programming

PROGRAMMING GOAL:

Ampers will engage in revenue generating strategic partnerships to advance program content, development and distribution.

Strategy One: Develop partnerships to create program content for revenue generation.

- Tactic 1: Maintain, pursue and create partnerships with organizations and agencies that can provide strong content for programming
- Tactic 2: Continue to pursue state and federal funding for Ampers shared program content.
- Tactic 3: Engage project producers to assist in generation of program content

Strategy Two: Research, develop and implement a program model to attract collaborators for program production and/or distribution.

- Tactic 1: Identify appropriate non-profit and government partners that have strong content for potential programs.
- Tactic 2: Engage project producers to assist in generating program ideas, content, and potential funding sources

Strategy Three: Ensure technological infrastructure supports all methods of program distribution.

- Tactic 1: Research and utilize the most effective and efficient distribution methods for Ampers
- Tactic 2: Deliver Ampers programs in multi-media platforms

COMMUNITY ENGAGEMENT AND ADVOCACY GOAL:

Ampers will advocate for its member stations to the legislature, media, and general public.

Strategy One: Build and maintain relationships with local, state, and national decision makers.

- Tactic 1: Work to ensure Ampers has impactful representation at the legislature
- Tactic 2: Maximize communications between Ampers and its lobbyist
- Tactic 3: Ensure stations are creating and maintaining relationship with key decision- makers

Strategy Two: Increase brand awareness and understanding of Ampers.

- Tactic 1: Identify and sponsor community events, projects, and public service opportunities
- Tactic 2: Establish and maintain an Ampers brand

Strategy Three: Engage general public to advocate on behalf of Ampers.

- Tactic 1: Work closely with stations to engage the general public.
- Tactic 2: Work with stations to create advocacy messages