



## **AMPERS STRATEGIC PLAN 2013** **Revised 9/13/13**

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### **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