

*Survive*  
 Or  
**THRIVE**

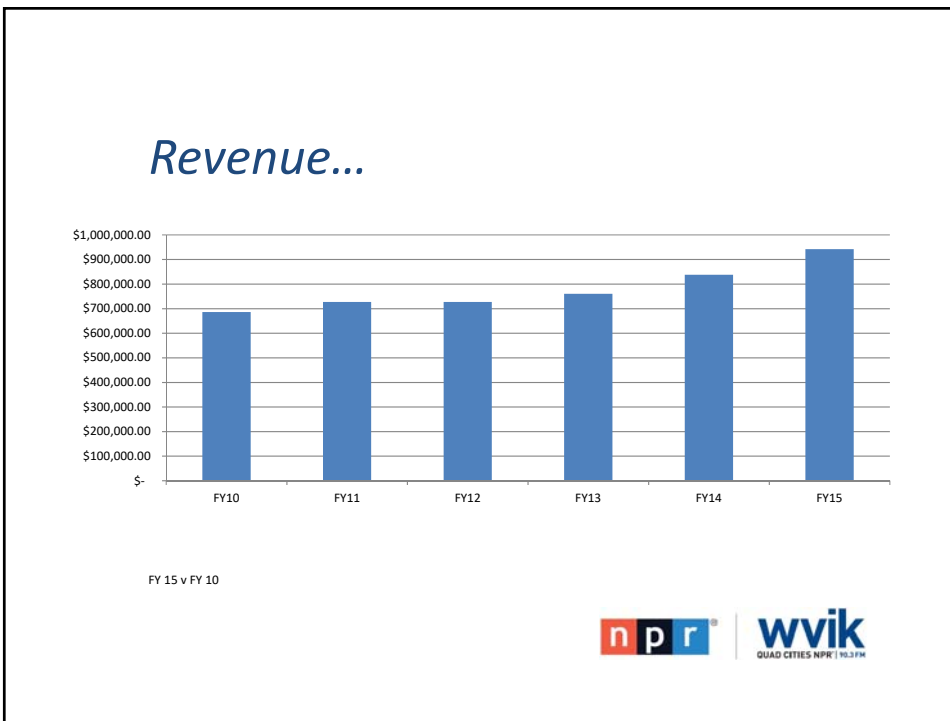
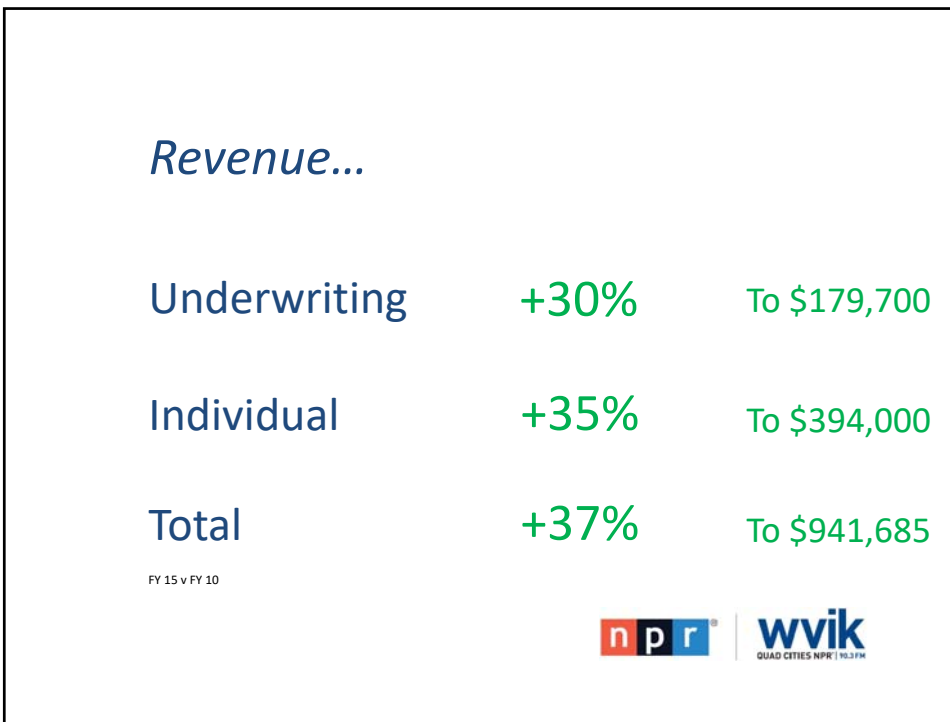


*Listening...*

	<u>Cume</u>	<u>AQH</u>	<u>LH</u>
Overall	+15%	+12.5%	+11%
ME	+27%	+36%	+34%

3Book Average Sp15/Fa15/Sp16 v 3 Book Average Sp 09/Fa09/Sp10 - Persons 12+  
 Overall= M-Su 6am-Mid ME= M-F 5a-9a ©Nielsen





*How...*

Strategic Plan

Capital Campaign

Benchmarks

Marketing and Development Plan

Execution, Status Checks, Revisions



*How...*

Strategic Plan

- Told us to grow audience.
- Told us to grow revenues.
- Told us to grow staff.
- Told us to go HD.
- Completed and Updated.



*How...*

## Strategic Plan

- Tells us to raise profile.
- Tells us to strengthen financial base.
- Tells us to improve donor management.
- Tells us to increase distribution channels.



*How...*

## Marketing and Development Plan

- Told us to revitalize brand.
- Told us to more effectively link to NPR.
- Tells us to enhance programming.
- Told us to focus on fund development.
- Told us to create a family of brands.



## *So we...*

- Revitalized our brand as Quad Cities NPR.
- Instituted MEGS guidelines.
- Subscribed to AudiGraphics.
- Hired a FT Corporate Support Manager.
- Hired a Director of Individual Giving.



## *So we...*

- Raised \$750K and put in an HD transmitter.
- Instituted a sustainer program.
- Initiated partnerships.
- Joined a Regional News Collaborative.
- Implemented NPR Digital tools.



So...

- We're still running deficits.
- FY 20 is balanced budget date.
- Benchmarks say \$300K still out there.
- We will get it.
- We will have fun.

