

## **MISSION**

*Arizona Public Media (AZPM) educates, informs, and inspires by bringing people and ideas together.*

## **VISION**

*AZPM envisions a community in which ideas abound, knowledge is sought, and learning never ends.*

## **VALUES**

### **Accountability**

AZPM is dedicated to uncompromising journalistic values and accountability in all it does. AZPM staff, volunteers, and students are committed to meeting the needs and exceeding the expectations of its audiences and colleagues with honesty, integrity, and respect.

### **Growth**

Long-term success comes through innovation. AZPM accepts reasonable risks in its strategic investments to leverage content across multiple platforms.

### **Ideas**

As an operating unit of the University of Arizona, AZPM promotes lifelong learning. AZPM encourages individual contributions, values the open exchange of knowledge and ideas, and respects diversity of opinion.

### **Impact**

AZPM sets challenging goals and achieves measurable results. Strategic decisions will be guided by what best serves audiences.

### **Quality**

High quality production and the best use of technology are expected. AZPM is committed to using its financial, technical, and human capital to create and deliver exceptional services to the community.

## **STRATEGIC INTENT**

*AZPM remains committed to being a trusted source of information that promotes thoughtful conversation and community collaboration.*

AZPM will achieve this strategic intent through focused efforts in three key areas:

### **Audience Development**

### **Community Engagement**

### **Sustainability and Accountability**

## Audience Development

**Attract and grow audiences through acquisition and production of distinctive content across all media platforms, providing lifelong learning opportunities for residents of Southern Arizona and audiences beyond.**

- a. Provide high-quality programming in pivotal genres, including Arts & Culture; Educational Children's Programming; History; Lifestyle & Entertainment; News & Public Affairs; and Science, Nature & the Environment.
- b. Develop projects that address the needs and interests of the community and that have the potential for distribution beyond Southern Arizona.
- c. Provide enriching experiences through public forums, screenings and other community events focusing on important issues.
- d. Design program schedules to attract new and retain existing audiences.
- e. Gauge audience responsiveness through regular quantitative and qualitative research.

## Community Engagement

**Increase visibility in the community and extend AZPM's reach through collaborations with business, educational, cultural, public service, and governmental partners.**

### Brand Evolution/Development

- a. Channel Differentiation: Establish AZPM as the source of compelling local content for Southern Arizona through the integration of local channel brands (*PBS 6*, *NPR 89.1*, etc.) with parent AZPM brand.
- b. Institutional: Communicate the scope of AZPM's services to current and prospective partners, reinforcing the value of an AZPM partnership.
- c. Web/Online: Promote azpm.org as a regular destination for in-depth news and information and distinctive content.

### Engagement

- a. Businesses: Advance the AZPM brand by creating and nurturing partnerships with the business community.
- b. Pre-K-12 Education: Promote AZPM's educational content, tools, and assets in collaboration with local K-12 educators.
- c. UA/Higher Education: Further the relationship with the University of Arizona through mutually-beneficial projects.
- d. Public Media System: Share content and create opportunities to advance the AZPM brand.
- e. Community: Engage the community through a wide array of public events and activities.

### Research

- a. Conduct audience research to inform data-driven decision-making.

## Sustainability & Accountability

**Optimize existing and potential revenue sources to support AZPM's mission. Ensure that resources are used effectively to earn the continued confidence of supporters.**

### Financial

Develop and maintain revenue streams sufficient to operate an innovative and responsive public media enterprise.

- a. Steward current supporters.
- b. Increase revenue.
- c. Practice sound fiscal management.

### Organizational

Create opportunities for staff, students and volunteers to develop greater ownership, commitment and trust. Encourage and strengthen the contributions of stakeholders.

- a. Attract and retain a skilled, flexible workforce.
- b. Encourage and reward leadership, productivity, innovation, and mentorship at all levels.
- c. Deploy staff, volunteers, student employees and academic interns effectively.
- d. Increase workforce diversity to better reflect communities served.
- e. Communicate to AZPM's workforce the importance of serving as ambassadors and advocates in the community.

### Technical

Employ innovative, robust and flexible technologies to deliver programs and services to audiences on all platforms.

- a. Develop, maintain and employ cost-effective and reliable content distribution systems.
- b. Provide improved service to current audiences while expanding coverage to unserved or underserved audiences, including those who have special needs.
- c. Improve the development, production and presentation of original content through the use of innovative, new and/or emerging technologies.