Strategic Choices for TPR

**Mission:** What is our purpose?
TPR’s mission is to engage, inspire and inform, to empower our community to make life better.

**Customer/Audience Focus:** Who do we serve?
People seeking news, information, or community engagement. Audiences for live performances. Music lovers. Employees, Volunteers & Board.

**Winning Proposition**
What will we do differently or better than anyone else?
- We produce quality local focus of news and cultural offerings and tell compelling stories.
- We curate a broad array of quality content.
- We provide real, reliable, independent, professional journalism that people trust.
- We provide an environment that welcomes and includes diverse voices through community conversations.

**Practical Vision:**
What do we want to see in place in 5 years as a result of our actions?
We are a successful multimedia producer/Financially sustainable/Recognized as the most beloved listening source in the region/We are a community hub of programming, activities and dialogue that lifts our community/We provide a robust news coverage of and for our communities/We are the most trusted source of news and cultural information to our audience/We have established a significant Spanish speaking audience by meeting their needs/We have nationally recognized programming/We are the workplace of choice

**Key Strategies:**
What are those few things that will make the biggest difference?
- Develop, curate and distribute programming that appeals to our audiences
- Build affinity amongst diverse populations in our communities
- Ensure financial stability
- Grow and develop staff
- Build smart collaborations

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Indicators of Success 2025
What are our markers of success? What are we aiming for? How will we know when we get there?

➢ Develop, curate and distribute programming that appeals to our audiences
  - Substantial audience engagement across multiple platforms
  - Our coverage reflects the diversity of our community
  - Substantial programming that is locally produced
  - Increase in long-form and accountability journalism

➢ Build affinity amongst diverse populations in our communities
  - Membership reflects our community
  - Increased engagement with diverse audience
  - Strong collaborations with community organizations

➢ Ensure financial stability
  - Adequate endowment cushion to allow for risk taking
  - Broad base of financial support not as reliant on membership
  - Debt free
  - Membership has grown by 30% and has a strong sustainer base

➢ Grow and develop staff
  - Provide staff opportunity to grow and develop with education & training
  - Increase diversity amongst staff
  - Maintain strong employee retention

➢ Build smart collaborations
  - Identify/ begin working with organizations to assist with boosting Spanish language/cultural programming
  - Attract younger audiences through collaborations with educational entities
  - Further development of relationships with affinity groups such as Links, Inc.
  - At least 2 TPR produced programs are carried by stations across the nation
  - Vibrant & diverse community leverage of the Alverez and Performance Studio
  - Regular pickup of reporting for state & national news
  - Increased attendance by diverse audiences at TPR events
  - Increased diversity on TPR staff
  - Content and delivery to engage diverse populations
  - Additional revenue streams through podcasts and digital platforms
  - Additional revenue in facility rental & professional production services to others
  - Offer competitive salaries
  - “Top Places to Work” recognition
  - Staff is rewarded & encouraged for initiative and innovation
  - Leverage involving the Alameda Theatre
  - Outreach to adult educational organizations
  - Locate & develop relationships with organizations in areas of expansion e.g. South Texas & Hill Country
  - Collaborations with other news organizations
  - Collaborations with other cultural organizations