Strategic Choices\(^1\) 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
  o Substantial audience engagement across multiple platforms
  o Our coverage reflects the diversity of our community
  o Substantial programming that is locally produced
  o Increase in long-form and accountability journalism

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

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

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

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