



Planning and Evaluation Tracking

College Year: 2009-10

Division of: Communication and Marketing

Person Responsible: Ellen Green

Department of: KACV-TV

Person Responsible: Linda Pitner

Purpose Statement: to provide quality public media services that educate, inform, inspire and connect the people of the Texas Panhandle. As a trusted media destination, KACV-TV tells the stories of our region and encourages exploration of our world.

Goal Statements	Objectives/Outcomes (including assessment tools and standards)	Results	Use of Results (including improvements and revisions)
1. Increase station revenue from local sources.	1. After instituting a promotional campaign and revised membership/pledge strategy, station revenues will increase by 5%.	1.	1.
2. Increase viewership.	2. A. After instituting a promotional campaign using radio, print, and online media, kacv.org will receive a 10% increase in the number of hits over a 12-month period. 2.B. After instituting a promotional campaign using online search marketing (Google) targeted at viewers 25-54 years of age, potential viewers will visit kacv's website for information resulting in a	2.	2.

10% increase in website activity over a 12 month period.

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revised 8/1/05