

WOW FM 100.7 Strategic Plan

2020 - 2023

VISION

To actively involve, inform and entertain our communities

Strategic Objectives

1. Strengthen station resilience to meet new challenges to radio broadcasting
2. Expand the involvement and participation of the local community in the station
3. Strengthen the station's governance capabilities

1. Strengthen station resilience to meet new challenges to radio broadcasting

Strategy	Actions
Strengthen the financial base of station	Maintain strict management of financial systems and audited accounts
	Maintain healthy reserves, but invest to expand station's activities when necessary
	Specify annual budget line items for marketing and promotion
	Seek to reduce expenditures where possible through contra-deals and other means
Pursue diverse fundraising activities	Seek to expand membership through publicity, inducements and other means
	Research other categories of listener financial support
	Apply annually for CBF and other Government grants
	Seek to expand sponsorship and member discounts with local businesses
	Conduct station fundraising events
	Introduce sponsorship commissions for leads and arrangements
	Seek and support networking opportunities
	Attend forums of national relevance - CBAA, NEMBC and other
Expand marketing activities	Provide regular newsletters to members and stakeholders
	Publicise station through digital channels e.g. website and <u>social media</u>
	Create and distribute station promotional materials
	Establish Marketing Committee to oversee marketing strategies
Seek to expand the size and loyalty of the audience	Research and estimate audience demographics
	Seek to improve the quality of on-air programs
	Establish a Program Committee to regularly review on-air programs

Maintain and improve technical broadcast facilities	Seek regular member and listener feedback on on-air programs, and use data to evaluate programs
	Schedule like programs at times that maximise listening flows
	Continue to maintain and improve studio equipment
	Seek funds for Outside Broadcast equipment and van
	Introduce a studio talkback delay system
Establish a Technical Committee to ensure spread of knowledge of station technical systems	

2. Expand the involvement and participation of the local community in the station

Strategy	Actions
Actively seek and train more radio broadcasters	Create publicity materials that highlight career opportunities through volunteer broadcasting
	Highlight in publicity the availability of the provision of quality training
	Reach out and meet with community organisations and NGOs whose members and clients can benefit from radio broadcasting
	Provide public information on ways in which a person can broadcast and selection criteria Policy used to assess a potential broadcaster
	Publicise on air seeking program ideas from people
	Invite people into the station for tours and information sessions
	Participate in local events
Actively seek volunteers in non-broadcasting activities	Create publicity materials that highlight career opportunities through volunteer broadcasting

	Reach out and meet with community organisations whose members can benefit from volunteering
Encourage the participation of ethnic communities in broadcasting	Research composition and sizes of ethnic communities in local area
	Actively seek contacts and meetings with ethnic community organisations
	Invite ethnic communities into the station for tours and information sessions
	Participate in ethnic community events, providing information and broadcasting opportunities
Encourage the participation of young people in broadcasting	Open up spaces in the program schedule where young people can broadcast
	Publicise on air seeking program ideas from young people
Provide high quality training in radio broadcasting	Establish a Training Committee and conduct train the trainer sessions
	Seek assistance from other training orgs eg CMTO for training and resources
	Offer and publicise regular training opportunities
	Extend training to meet the opportunities offered by digital platforms

3. Strengthen the station's governance capabilities

Strategy	Actions
Build a strong and inclusive station culture	Actively support broadcasters with feedback, mentoring, advice and training
	Conduct regular internal station social events
	Establish systems to acknowledge work of volunteers
	Invite station members to participate in station Committees
Maintain governance standards	Work as a united Board acknowledging the contributions and strengths of each member

	Provide induction for new members regarding Board member rights and responsibilities
	Assign Portfolio roles to Board members
	Form Committees around each member's Portfolio
	Seek independent external advice in Governance matters where necessary
Ensure open communication	Ensure all Board members are informed of meetings, agendas, documents and minutes
	Regularly and openly communicate management decisions and Policies to all station members
Review regularly Constitution and station Policies	Regularly review Constitution to ensure it meets the station's objectives
	Ensure all station Policies are in written form and publicly available on station website
	Regularly review and extend station policies in line with the station's objectives
	Allow broad participation of station members in review processes
Address generational change	Invite, encourage and mentor younger people to participate in station management and governance roles