2MCE-FM Strategic Plan

Mission
2MCE-FM communicates the views, needs, interests and aspirations of the communities it serves through its operation as a community radio broadcaster.

AIMS OF 2MCE-FM

- To provide access to training, production facilities and airtime for individuals and community groups within its service area and to students and staff of the University.
- To encourage innovation and diversity in the form and content of its programming.
- To provide a forum for the expression of views that enhance the diversity of choice available through local media.
- To provide a balance of community, student and educational programming while ensuring minimum duplication of program content with that provided by other broadcast media in its service area.
- To promote the University by providing a community radio service.
- To provide production, presentation and transmission facilities equal to contemporary industry standards.
- To achieve recognition as a centre of excellence in training and the provision of practical experience for those who wish to enter the broadcast industry.
- To maximise its financial self sufficiency as a non profit community enterprise.
- To ensure that ethical practices and procedures are followed in all aspects of the operation of 2MCE-FM.
- To abide by the Community Broadcasting Codes of Practice, the Broadcasting Services Act, 1992 and other relevant legislation.
Stakeholders

- Central West NSW community, including Wiradjuri community
- Charles Sturt University
- 2MCE Subscribers
- 2MCE Sponsors
- 2MCE Volunteer Station Workers
- Community Broadcasting Association of Australia
- Community Broadcast Foundation
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Stakeholders (I)

AIMS – What we’ll do

• Promote the University by providing a community radio service
• Increase engagement between students and 2MCE
• Communicate with volunteers to ensure they are kept informed of changes to operations, systems and legislation and build a positive culture
• Provide access to training, production facilities and airtime for individuals and community groups within its service area and to students and staff of the University
• Encourage innovation and diversity in the form and content of its programming

ACTIONS – How we’ll do it

• Inclusion of CSU Media Releases in The Talking Newspaper Hour
• Volunteer bulletin
• Increase social media interactions
• Fully engage CSU Bathurst staff to record 2MCE announcements
• Develop a package of 2MCE activities to meet student internship requirements
• Use Orientation Week as an opportunity to promote 2MCE and opportunities
• Students to be given orientation to 2MCE in a first-year core subject and be encouraged to apply for volunteer training and opportunities to submit a proposal for a show of six months duration.
• SCCI to investigate the development of more structured opportunities for most specialisations throughout the degree, with a particular focus on Journalism, Radio, and Media Practice and a secondary focus on Theatre Media.
• Investigate the potential for students to develop voice skills through being rostered on Talking Newspapers

ACHIEVEMENTS – How we’ll show we’ve done it

• CSU Media Releases relevant to the local community read in The Talking Newspaper Hour
• Weekly volunteer bulletin used to share information to and between Station Workers, 2MCE management and CSU.
• Increase in Faculty staff used in Community Service Announcements, Station IDs, Acknowledgment of Country
• Students participating in Talking Newspaper as volunteers/structured opportunity
• Engagement with community via social media
• ‘Template’ programs to provide opportunity for all students

Items in italics are recommendations from the 2017 Review of the relationship between 2MCE, NRN and SCCI, Charles Sturt University not already included in the aims of 2MCE.
*commenced | ^completed
### AIMS – What we’ll do

- Provide a forum for the expression of views that enhance the diversity of choice available through local media
- Develop attractive subscriber enticement
- Broadcast no less than two Local News bulletins on weekdays
- Develop systemic approach to volunteer recruitment and activities, including off-air activities

### ACTIONS – How we’ll do it

- Investigate production of Local News Broadcasts, through employment of Local News Supervisor and student cadets.
- SCCI to consider developing a public-facing online version of Local News to undertaken as part of coursework*
- Develop ‘block and flow’ programming with particular types of programs scheduled for consistent times during the week^*
- Call for community feedback*
- Investigate ways for students to be involved in making the ads and packages either through scripting, reading or both
- SCCI and/or 2MCE to consider the development of a weekly CAFF program and allowing program participation and development to count toward internship
- Develop subscriber package, including online subscriptions.
- CSU Students/Staff not required to pay 2MCE subscriptions to access studios for academic related recordings

### ACHIEVEMENTS – How we’ll show we’ve done it

- Regular Local News broadcasts produced by student cadets
- 2MCE.org includes student work, 2MCE, podcasts, radio schedule as well as student work
- Consistent programming throughout the week
- Student created announcement content
- Off air volunteer proposal developed and promoted
- CSU Online Shop for all subscriber options and 2MCE merchandise
- Comprehensive subscriber package
- Increase in student usage of the studios
# 2MCE-FM Strategic Plan

## Finance

### AIMS – What we'll do
- Maximise 2MCE-FM's financial self-sufficiency as a non profit community enterprise

### ACTIONS – How we'll do it
- Assess feasibility of part-time sales officer: leading to increased business sponsors and subscriber discounts
- Develop attractive subscriber packager including ‘welcome email’, subscriber card, on air promotions, sponsor discounts
- Assess and update sponsorship packages which are appropriate to the market, including sponsor discounts to subscribers
- At the close of each year, review the annual business raffle and consider changes in price, availability and sponsorship packages offered
- Investigate CBAA, CBF and other forms of external funding

### ACHIEVEMENTS – How we'll show we've done it
- Subscriber package developed, operationalised
- Sponsorship packages competitive to market and include attractive subscriber deals
- Review of Annual Business Raffle undertaken and implemented
- Grant applications submitted and successful
AIMS – What we’ll do

• Provide production, presentation and transmission facilities equal to contemporary industry standards
• Achieve recognition as a centre of excellence in training and the provision of practical experience for those who wish to enter the broadcast industry
• Enable student access for assessment purposes
• Develop a risk management plan for the entity, including physical and human resources.

ACTIONS – How we’ll do it

• Investigate and prepare a report on dedicated technical support, succession planning, and risk
• Seek DIT commitment to ensure 2MCE transmission is not disrupted
• Increase studio security, issue CSU Partner cards for volunteers, install swipe access points on all doors*
• Improve IT security through providing Station Workers with individual CSU logins with limited network access*
• Standard Operation Procedures for all 2MCE technical tasks*
• Resolve Oberon issue*
• Resolve 800mHz issue through consultation with Technical Team*
• Digitise all CD library, especially production sounds/sound effects*

ACHIEVEMENTS – How we’ll show we’ve done it

• Risk management report in place
• DIT/2MCE agreement in place
• Partner cards issued to all presenters
• Card access doors installed
• Use of individual logins by all presenters who need it
• Operational procedures written
• Oberon issue resolved and implemented/closed
• CD Library, production library digitised, with procedures in place for volunteers to digitise personal music libraries
### Governance and Operations

#### AIMS – What we’ll do

- Re-clarify the mission for 2MCE and relationship status with Charles Sturt University
- Develop policy articulating 2MCE’s commitment to training, innovation and diversity, media choice, promotion of CSU
- Ensure that ethical practices and procedures are followed in all aspects of the operation of 2MCE-FM
- Achieve greater diversity in on-air presenters: gender, cultural background, Languages Other Than English (LOTE) programming
- Abide by the Community Broadcasting Codes of Practice, the Broadcasting Services Act, 1992 and other relevant legislation

#### ACTIONS – How we’ll do it

- Re-clarify the mission statement for 2MCE
- Ensure meetings of 2MCE-FM Board, Programming, Training and Sponsorship sub-committees are robust and action items enacted*
- Review record keeping practices and use current CSU systems to ensure transparency, accuracy and accountability*
- Train 2MCE staff in current CSU archiving and record keeping practices*
- Develop application form for off-air station workers^*
- Code of Conduct signed by all station workers^*
- Welcome/Acknowledgement of Country announcements, on-air calls for volunteer station workers^*
- Clean and beautify studio buildings, create meeting/working space for station workers*
- Provide all station workers with updated training on the Community Broadcasting Codes of Practice, the Broadcasting Services Act, 1992 and other relevant legislation

#### ACHIEVEMENTS – How we’ll show we’ve done it

- Updated mission statement and commitment to aims of 2MCE.
- Robust governance procedures
- Greater diversity on air
- Accessible and rigorous records
- Inclusion of Code of Conduct in new program/volunteer forms
- Welcome/Acknowledgement of Country announcements in daily schedule
- On air call for volunteers
- Renovated waiting/reception areas
- Updated training manuals, training sessions and assessment of training needs
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School of Communication and Creative Industries

2MCE
- Station Manager
- Community volunteers
- Radio News Supervisor
- National Radio News
- Senior Journalists
- Journalists
- Administrative Assistant
- Production Assistant

Faculty of Arts and Education
- Faculty Technical Team
- Other Schools

Other Schools