

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

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

Stakeholders (II)

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

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

Infrastructure and Technology

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



2MCE-FM Strategic Plan

