



Mission Statement

North Coast Radio Inc (River FM) provides a community radio broadcast service which represents the present and future interests of the community we serve.

Our station encourages and assists community members from diverse and under-represented areas of the community to participate in providing high quality, multicultural and innovative broadcast content that reflects the distinct and open-minded community in which we live.

The broadcast service operates within the provisions and guidelines as stated under our broadcast licence.

The Objectives

1. Maintain and enhance our existing broad spectrum of programming

To maintain and increase diversity of high quality of programming reflecting our community interests and supporting underrepresented groups.

* Review & update progress 6 monthly

2. Emergency Broadcast back up power as a priority

Purchase and install back up transmitter and studio generator systems

Aim to have this in place within the next 12 months

* Review & update progress 6 monthly

3. Maintain and increase community engagement, coverage and support

a) Increase online access to our service

Set up online program podcasts and playlists of programs to be in place within next 12 months

* Review & update progress 6 monthly

b) Set up PayPal portal to simplify online subscriptions for individuals and to facilitate community and corporate donations for specific fundraising to be in place within next 12 months

* Review & update progress 6 monthly

c) Increase existing Outreach programming of community events via Live Outside broadcasting over next 2/3 years and to increase Membership drives at these community events

* Review & update progress 6 monthly

4. To increase transmitter power up closer to full potential;

To assess requirements for each 1w increase up to 6w Transmitter increase, evaluate antenna changes if needed; costings, energy running cost for various transmitter strength increase.

Estimate what is achievable within the 5-year timeframe.

5. Investigate marketing strategies to support Sponsorship opportunities

Increase Sponsorship campaign aim to increase 3% per year

* Review & update progress 6 monthly

Operational Plan

1. To maintain and enhance broad spectrum programming

By programming and managing training and volunteer mentoring initiatives as supported by station policy guidelines.

Overseen by programming committee under the Station Management guidelines.

2. Emergency Broadcast back up power

Protek – engaged to oversee setup together with Technical Manager.

Cost & price back - up generators. Approx. \$2000 each plus labour.

Engage Electrician for install working together with Protek.

3. Increase community coverage, engagement and support

a) Increase online access to our service

Technical Manager together with Website Manager and a station volunteer to set up, train Volunteer Presenters in the use of the new podcast, playlist system.

Cost donated volunteer labour.

b) Set up PayPal portal by Tech manager

set up to include online donations for specific fundraising such as subscriptions, paying for generators or specific broadcast equipment

c)) Increase existing Outreach programming of community events via Live Outside broadcasting

Station Manager together with Outside Broadcast Coordinator to liaise with Community organisations to achieve mutually beneficial associations.

* Review & update progress 6 monthly

Cost of Station Manager salary via grant plus voluntary hours contribution

Outside Broadcast Coordinator – volunteer hours contribution campaigns.

4. To increase transmitter power up closer to full potential

Consult with Tim Parker from Protek for Technical expertise to assess requirements for each 1w increase up to 6w Transmitter increase, evaluate antenna changes if needed; costings, energy running cost for various transmitter strength increase.

Estimate what is achievable within the 5-year timeframe.

5. Investigate marketing strategies to support Sponsorship opportunities

Aim to increase 3% per year via a delegated volunteer team supported by management.