

## About CHUO 89.1 FM

There are three important aspects to CHUO's identity – our audience, our contributors and our partners. CHUO 89.1 FM provides hyper-local, independent and diverse programming unparalleled in the city. CHUO 89.1 FM is participatory which means you can walk through our doors and learn about all aspects of broadcasting and have the opportunity to put this training in to practice via 89.1 FM. We are community builders! We work with local businesses, promoters and presenters to offer low cost advertising. CHUO 89.1 FM partners with festivals and like-minded organisations to foster growth, education and social justice in our community. The station is a small not-for-profit organization with two full-time, one part-time and three student staff members. This is an exciting time for independent media and staff were keen to revisit all the elements of our strategic plan, and consider some major changes. Here's the result.



**Vision** To engage volunteers in the creation of compelling radio

**Mission** CHUO 89.1 FM aims to create Radio that:

- facilitates discovery, informs & entertains
- connects & engages with audience
- develops professionalism in radio broadcasting
- uses multiple platforms and facilitates access to technology

**Values**

- to nurture creativity, innovation & excellence
- demonstrate bilingualism in action
- educate our members in the field of broadcasting
- elevate hyper-local content on the media landscape

**Goal One: Deepen our impact in the community.**

**Objective #1: Increase the number of meaningful partnerships.**

Strategy: Update our sponsorship offerings, host/table at more events, increase the number of Live remote broadcasts.

Measure: The number of contributors increases by 2%. The number of donors increases by 200.

**Objective #2: Ensure all programming is relevant and satisfies the needs and interests of our audience.**

Strategy: Conduct satisfaction survey.

Measure: 85% of completed surveys are satisfied or very satisfied.

**Goal Two: Foster professionalism in radio.**

**Objective #1: Develop a strong identity.**

Strategy: Identify, cultivate and communicate the organizational culture that fosters ownership and credibility.

Measure: 100% of contributors adopting new language to speak about CHUO

**Objective #2: Ensure all trainings are relevant and satisfy the needs and interests of our contributors.**

Strategy: Evaluate and update training practices.

Measure: Every contributor engages in at least one training per year, regardless of their tenure.



**Goal Three: Strengthen organizational capacity to deliver existing and new programs through increased stability in funding sources.**

**Objective #1: Increasing the amount of funds raised through a strong “case for support”.**

Strategy: Complete the Charity Village training course.

Measure: Secure at least one new funding source using the case for support.

**Objective #2: Diversify funding sources.**

Strategy: Develop alternative revenue streams i.e. Monthly giving plan, year-round fundraising map, program sponsorships, CHUO card, angel givers.

Measure: Funding from one new source.