

STRATEGIC PLANNING

Traxfm will build our presence in Our Community by :-

- Approaching other Volunteer Organisations to come to Trax FM Studio and tell their story. If requested we can provide a guest speaker at their meetings. Promoting other groups on air promotes Trax FM as a station worth listening to. Listeners tune in for entertainment and information.
- Fundraising – Bingo, Quiz Night, Car Boot Sale - to invite other people in the Community to assist us, make them welcome and possibly join up as a Member/Friend of Trax FM. There is a perception in the general community about getting involved in organisations or just being a member means a lot of work. This is recognised by many volunteer organisations in our licence area.
- Open Days to the general public. This shows off the station and enables the public to ask questions about us. We can show how being a member does not mean "you have to go on air"
- Outside Broadcasts – Football, fairs, charity events, school fetes, main street broadcasts etc make us "visible" in the community.
- Presence at Local Fetes, Displays, local library etc. Build up a catalogue of visual displays that can be deployed to promote the station.
- Live Interviews – Roving Microphone. Has been used in the past to capture comments, short interviews for programme material.
- Promote Trax FM to other Local Clubs – eg Probus, Lions. This is a win win situation. We get more listeners and they just may become members. We have had the local Y's Men group have a meeting in our meeting room followed by a tour of the station. We were invited last year to speak at a local football club AGM. We conducted a "mini survey" of 100+ football members on that occasion.
- Make sure visitors who drop in to the station feel welcome. Our twice weekly coffee sessions are a vehicle to promote friendliness. It has worked in the past and will work in the future. Our city's logo is "The city of friendly people". We can build on that.
- Explore and exploit non broadcasting avenues for getting our message out (Facebook, Website, Streaming, Posters, Podcasts etc).
- Competitions during shows
- Letterbox Drops
- Signage - catches the eye of people passing by. Our on air "signage" builds on this.

Summary:

Building listeners, builds membership and sponsorship

Promoting other groups on air builds a better community of which we are a part.

Make us a valuable part of our community - a station people talk about.

Word of mouth promotion between listeners is free advertising for our station.