



**3MDR**  
**Unlock The**  
**Potential**

**STRATEGIC**  
**PLAN**  
**2017- 2019**  
**PRESENTATION**

## **3MDR – Mountain District Radio’s Vision:**

**To be dedicated to Community Engaged Broadcasting  
in the Mountain District Area and to  
vigorously interact and support  
local music, arts, cultures and the environment.**



## **3MDR – Mountain District Radio's Mission Statement:**

**3MDR will nurture, provide and grow an independent community voice for the Mountain District Area. We will achieve this through a commitment to the active promotion and championing of access, diversity and inclusion across our content and people.**



# **3MDR – Mountain District Radio's Key Goals & Objectives:**

## **1. Maintain a Sustainable Business:**

- Revenue**
- Premises**
- People**
- Policies and Procedures**
- Asset Management**
- Branding**



# **3MDR – Mountain District Radio's Key Goals & Objectives:**

## **2. Community Engaged Broadcasting:**

- Diversity**
- Profile and Awareness**
- Communication**
- Access and Inclusion**
- Community Partnerships**
- Variety of Platforms**



# **3MDR – Mountain District Radio's Key Goals & Objectives:**

## **3. Quality Content:**

- Programming**
- People**
- Local Music, Arts, Cultures & Environment**
- News**
- Equipment**



# **3MDR – Mountain District Radio's Key Goals & Objectives:**

## **4. Official Emergency Broadcaster:**

- Premises**
- Contracted**
- Partnerships**
- People**



**3MDR – Mountain District Radio's  
Strategic Plan 2017 – 2019  
Unlock The Potential**

**Any Questions or Comments??**

**Thank-you for your time.**

