



## WOMR Strategic Roadmap, July 2025-July 2028

### Introduction

Since its founding, WOMR has served as a vital platform for creative expression, independent media, the arts, and community connection across the Outer Cape and beyond. As the media landscape continues to evolve, our commitment to grassroots broadcasting remains steadfast—but meeting that mission requires careful planning, resilient infrastructure, and forward-looking leadership.

This Strategic Roadmap for 2025–2028 reflects the collective effort of staff, board, volunteers, and community members who believe in the power of independent media and the role WOMR plays in amplifying local voices and the arts, fostering connection, and nurturing creativity.

In 2015, WOMR’s Board of Directors acknowledged that navigating from crisis to crisis—however resourcefully—was a poor roadmap for the future. The Board called for a long-term strategy to guide the organization for the next five years.

With a grant from Cape Cod 5, a designated committee from the Board met on a regular basis with Sky Freyss-Cole, a facilitator and leadership consultant, to create the WOMR Strategic Plan 2016 – 2021. With further input from various committees and staff in a day-long retreat, the resulting document set goals for financial, infrastructure, production, and community-building objectives.

The 2015 Strategic Plan was designed as a living document that requires review and update as our operating environment evolves. Although slowed by COVID-19 and its aftermath, staff began the process of updating the Strategic Plan in 2021. Those conversations at all levels of the organization have been ongoing and productive, but recent national developments make clear the importance of gaining consensus now on our plans for the immediate future.

To help guide this next phase, WOMR engaged Rima Dael—CEO of the National Federation of Community Broadcasters and a seasoned nonprofit leader—to facilitate a full-day strategy planning retreat in March 2025. Participants included members of the board of directors, staff, the Program Committee, Community Advisory Board, and a longtime supporter and listener. Together, they conducted a comprehensive SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) to assess WOMR’s current position and shape its future direction.

This collaborative session laid the groundwork for the Strategic Roadmap by identifying key priorities, shared challenges, and new opportunities for deepening WOMR’s impact.

What follows is a practical, values-driven framework focused on four key areas: operational strength, people and culture, governance, and programming. Each priority is rooted in the station’s founding principles and designed to ensure WOMR’s continued relevance, adaptability, and service to the community in the years ahead.

---

## **Defining the Community We Serve**

WOMR is Cape Cod’s community radio station—with our heart in Provincetown and our reach extending to all who feel connected to this special region. We serve:

- Full-time and part-time residents of the Cape
- Visitors and seasonal workers
- Anyone with cultural, familial, or emotional ties to Cape Cod
- WOMR’s volunteers, supporters, local organizations and partners

## **Mission**

To operate a non-profit, non-commercial community radio station on Cape Cod providing a media platform to present local, eclectic, entertaining, informative and educational programming; and to encourage community participation in all aspects of the station.

## **Vision Statement**

**WOMR envisions a Cape Cod where all voices are heard and local connection thrives.**

We serve as a trusted, creative space where people come together through music, storytelling, and dialogue. WOMR uplifts the diverse voices, cultures, and histories of Provincetown and beyond—amplifying the best of who we are and the vibe of Cape Cod, wherever you may be.

## **Core Values**

- **Creativity** – We honor artistic expression, experimentation, and the power of sound to inspire curiosity, connection, and discovery.
- **Inclusion:** We welcome diverse voices and perspectives, with a commitment to equity and representation.
- **Community:** We exist to serve and reflect the people of Cape Cod—residents, visitors, and anyone with ties to this place.
- **Independence:** We are proudly non-commercial and rooted in the freedom to share local stories without gatekeepers.
- **Volunteers Driven:** We are built by our volunteers, and their contributions shape our voice and strength.
- **Transparent and Sustainable Governance** – We are committed to building the leadership, systems, and financial health needed to carry WOMR’s mission forward.

# Strategic Framework | 2025–2028

Building the systems, financial health, and leadership to sustain

WOMR's mission.

## ***1. Operational Strength and Sustainability***

- Continue to maintain and upgrade infrastructure
- Maintain a six-month cash reserve
- Prepare for possible financial challenges through scenario planning
- Maintain and diversify revenue streams, including planned giving, grants, and individual donor contributions

## ***2. People, Culture, and Continuity***

- Create redundancy plans for all staff roles
- Document roles & responsibilities for board, staff, and DJs
- Board and staff to prepare for generational changes in evolving media and audio landscape

## ***3. Governance & Volunteer Management***

- Develop clear operational policies tied to mission, vision, and strategy
- Continue to offer training and professional development to volunteers and staff
- Continue to recruit board members and volunteers with strategic skills and community ties

## ***4. Programming & Community Engagement Focus***

- Review and analyze national and local data to improve and enhance programming where appropriate
  - Identify and prioritize three core audience groups to engage over the next three years
  - Develop three new programs that uplift WOMR's visibility through community partnerships, to be launched across the next three years
- 

## In Closing

WOMR's Strategic Roadmap for 2025–2028 offers more than a checklist—it is a shared commitment to stewarding our mission into the future. This plan is designed to be flexible, actionable, and grounded in our values. It recognizes that sustainability is not just about finances or facilities—it's about people, purpose, and preparedness.

With this roadmap, WOMR is poised to navigate the coming years with clarity and confidence. Together, we will honor the past, meet the challenges of the present, and shape a future where community radio continues to thrive.

Endorsed unanimously by the Board of Directors and staff, funded with a contribution from the Cape Cod Five Foundation, we offer this Strategic Road Map to guide WOMR for the next three years.