



Macarthur Community Radio Association Incorporated

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UPDATE – February 2015

President's Report

Dear members,

Firstly, let me wish you all a belated happy new year. Hope your dreams and aspirations for 2015 are on track. I would like to congratulate **Britton Morrison** for his induction to the **Broadcasters Hall of Fame at the Tamworth Music Festival** this year and also **Jane Kellaway** for receiving the **People's Choice Most Popular Country DJ Award**. Both well deserved.

This is where we start to get serious. At 100.3 we are still battling on to continually make small changes to smarten up the station in both on air applications as well as the studios and our place within the community.

Your Committee were given directives for the year and unfortunately there have been interruptions and disruption from the membership in allowing certain items being implemented. I can understand a few people not being happy with change. Most old habits die hard and there lies the problem. OLD habits. All I hear is, "If it ain't broke, why try and fix it" and "We've done this for the last 25 years, why change now" Let me give you my take on this matter. The average person who gives their time to 100.3 is of mature age. Most have been with the station for the best part of 10 to 15 years, some longer. The average age of a person who now lives in our broadcast area, along with the thousands of new homes being built through the Macarthur area for new residents tells us we can expect an age group from their early 20's to late 40's. Probably this was the same age range we had 20 odd years ago with less than a quarter of today's numbers.

How many of you still do things the same way you did 25 years ago? Technology has changed our world. Only audiophiles, that's not a dirty word for those who have a phile fetish, play vinyl on reasonably expensive turntables, through a very good amplifier, preferably a tube amp and listen through very good speakers. Not a headphone in sight. We have every conceivable TV program at our fingertips, we watch movies we saw when we were kids either colourised or in original black and white on TV's so thin you just wonder how much extra room your mom and dad would have had back in the day if these TV's were around then. It's like being at the movies, but we don't mind because at our age, the bigger the screen the better. The old eyes ain't what they used to be.

We can talk to anyone at any time with mobile phones, take and send pictures and even talk live to someone with the phone camera.

My point is, the majority of us have taken old things and thrown them out because they don't suit our current lifestyle and we have replaced them with new models that will keep us up to date in our personal lives as well as living in today's world. If, however, you are so caught up in the past and simply hate how things are now, you should immediately follow these simple instructions.

Go to the store, stock up on everything, bring it back to your house, close and lock the door behind you and wait for this whole technical age to finish so you can resume your life.

So, the solution is simple. If you will not accept change and progress within the station to keep us on an even keel with other radio stations within our broadcast area and this includes community, narrowcast and commercial stations then:-
PLEASE STAND UP, STEP INTO THE CENTRE AISLE, FORM A QUEUE, HEAD FOR THE SIGN MARKED EXIT AND THANK YOU FOR YOUR HARD WORK AND DEDICATION OVER THE YEARS. WE ARE SORRY TO SEE YOU GO.
If this seems a little harsh, I'm sorry. Early in the evolution of 100.3 and since my return, I have had to listen to all the naysayers constantly wanting to leave things and not progress. Both on and off the committee over the years, people have asked my opinion and then basically asked without actually asking if I could approach the people wanting change to see if they would reconsider.

I have made many friends over the years but my friendship and patience have been stretched and tested on many occasions. I'm getting physically and mentally tired of being put in a position that I believe exceeds that of President and member of this association. I am not Solomon, even though at times I wish I could pick up a sword and cut someone in half to end an argument.

To progress, we must change and if you can't come along maybe joining a group of like-minded people with the same sad outdated outlook on life would make you feel more comfortable.
Enough is enough

Mike Runcorn (President 100.3FM)

Vice President's Report

Since my last report to you as members of the Association, a lot has passed by, and a few changes that made a difference to how we do things within

the group. Some things have been a struggle and difficult for those who've held responsibilities whilst not holding a position within the committee of

management. Whilst a BIG thanks goes to them for all their efforts. We have without too many Dummy spits, moved forward.

There's still a lot of work to be done in the administration but at least now those government bodies and other organisations, know who are responsible for certain areas of the management of the Association. A recent change to the key holders of our post office box was made and when that was acted upon it was found that we had not changed the details since **1999**. Reminds me of a Prince Song, but all Jokes aside, this demonstrates what was left by past Committee's.

You the members, back in September 2014, elected the committee of management with a group of people who were identifiably (*In Blue Shirts thanks Brian Pearce*) professional in their abilities and their experience with what they bring to the association's board. My aim as your Vice President has been to do several things but I've been focused on giving those whom are in their Positions the **Tools** to do their jobs. But everything that I've done and I'm yet to do will or won't please all members. I'm not on the committee to win a popularity contest I'm here to do a job and hopefully you the members will see the benefits of the job being done well. I will always use my initiative and sometimes, might do things spontaneously to achieve a result for all, not just myself.

This year will see the license renewal for 100.3 FM the Sounds of Macarthur (2MCR). We could look at the updating of the office area, the improvement of

both the telephone systems along with the upgrading of the studio facilities. These things will not happen overnight but they are necessary for us to take on and progress the organisation into the next 25 years. I will also follow up on decisions made, so that things happen and are not just Talked About, which has been the Committees of Past.

I always look forward to any Ideas and any Written proposals to put forward to the management committee and if you wish to do so please email me, vicepres@2mcr.org.au. or I am available to chat on 0438 452 305. I'd rather hear 1st hand your thoughts not 2nd or 3rd hand. Which has and does happen. We need more help with Promotional Activities as it's been a select FEW who do all the work. Put your Hands Up and help, either driving the OB Van or attending these Events.

Hope to meet and chat with you at our 1st General meeting of 2015.

Final thoughts go to two members whom after years of Community Service as members are leaving to relocate to Tasmania. **Chris Geaney** and **Dave Anger** both gentlemen go with all my well wishes and fondest memories are held by me and I am sure, with you the Members. I know we will miss them both very Much.

N.B. If you Empty a Bin please don't leave the Garbage at the Door. Coming in the Next day to do Breakfast Radio, ...the place SMELL's... Phew!!

Rodney Simpson

Training Officer's Report

Studio 2

Please ensure Studio 2 is not used on Tuesday evenings between 6PM and 9PM as the next training session has been booked with both students and it is in the Studio 2 diary which is held in the office. Training starts on Tuesday the 24th February and will continue as long as we have students to be trained.

General comments on announcers.

Since my last report, I find it very difficult to understand the reaction behind my back from members with respect to self-improvement. NO one is perfect on air and YES we can *all* improve (including me). I do not like the word criticism but I do like the words "*Points of improvement*".

I now live in an over 55 village and thought I would get some feedback from *mature* people of both genders. I asked 4 people to pick at random throughout any day to listen for 30 minutes at a time to any programme(s) on 100.3fm over a 7 day week. The results did not surprise me at all as the answers were exactly the same as when I questioned younger listeners.

No one and I mean no one got a positive feedback. The overall response was that the programmes are boring and extremely monotone. When I asked will you be listening to 100.3 again, 100% said NO?

How can we secure both minor and major sponsors with boring and monotone programmes.

Please let's all listen to ourselves by recording our own programme and then get non 100.3 listeners to evaluate your programme. To get praise is nice but to receive "*Points of improvement*" is what we want and we all need!

Comments were:

Overall very boring, very monotone, constant use of UM`S - ER`S - and SO`S - Weather reports that take for ever - Traffic reports on events north of the Parramatta river are irrelevant to listeners - Over use of same sponsors - announcers that mumble and waffle.

The future of this station is in *your* hands and I have asked the Programme Co-ordinator to consider replacing anyone that does not deliver an entertaining and/or an informative programme.

I will be re-enforcing to those students about to undertake training, that to secure "On-Air" time, preference must be given to those that deliver on a regular basis programmes that are "Entertaining" on the frequency of 100.3fm.

Training Officer
Ray Standen

Programming Report

Dear Members,

An update on the recent Management Committee and Programming Committee meetings in relation to program elements of 100.3.

A recent Management decision was to see the station go back to 6 month reviews of the programs and format elements within each individual air show. I was tasked by the committee to put this in place by July 2015.

I have proposed to the program committee that each member return to the next meeting with what they believe is a format that 100.3 can benefit from and provide a greater community service by catering for a wider section of the community's age groups and music selection as opposed to the current style of 100.3. I invite you the members to get involved in this process I have said from the start programming is an open door and all suggestions are valid and will be considered.

To look at the station as a whole you need to understand the way radio stations are formatted.

Commercial Radio is classed as general appeal (programming that appeals to a broad section of the community) hence mainstream style music and program elements, news, talkback, giveaways, etc.

Narrowcast Radio is classed as Limited appeal (programming that is of limited appeal, limited to a style of music not normally played on mainstream radio or particular style of music, examples country music, gospel music, jazz, blues and targeting only people that like that style of music, which limits the appeal of the program, also ethnic based shows targeting a particular language style and music style of that culture.

Community Radio is a combination of both and generally does not target any one kind of audience

in particular. Although there are exceptions to that as in Hope 103.2 which is a community radio station and a very, very good one, FBI another very successful community radio service.

I intend to take to both members and Committee some programming options to find the best possible balance for the station bringing in a higher level of professionalism, keeping the community radio style of catering for different age groups and music tastes.

Breakfast and Drive will be mainstream style shifts Monday to Friday.

Show Promos

I have been asked about show promos. Yes you all need new stuff and you can understand it's a huge job, but I'm happy to address that. I will need those wanting new promos to email me as the first step. So if you need a new show promo send me the email, no good saying I don't have any promos and blaming the programmers the first step starts with you.

Finally - *Breakfast Announcer opening*

100.3 now has an opening for a Breakfast announcer to join the current Breakfast team. You need to be motivated, reliable follow a format and work with the current Breakfast announcers for shift placement each week. Format is 80s, 90s and today (General appeal)

You need to supply an air check and express interest in joining the Breakfast team. Its prime time radio and will be treated as such.

So if you think you would make a good Breakfast announcer email me asap.

Regards
Al Parker

Engineering Report

The guests headset volume controls were reported to be faulty. It was found that the components were not optimum. These have been replaced in Studio 2 and are due to be replaced very soon in Studio 1. The result is an improvement but is still not the best.

On the console at the right hand side, there are three buttons marked **Air**, **Program** and **Aux**

The **Air** is what is often used to monitor the on air signal. It is derived from a radio which is picking up the signal broadcast from Razorback and if it is working then you know that all the equipment is functioning correctly. The problem with using this is the delay introduced which interferes with the ability to concentrate. The **Aux** is simply another radio station broadcast from the same location which might tell you if there is a transmitter supply problem. The middle position, **Programme**, is a loop within the studio to the console output in that studio. There have been a number of instances of power flickers of late and this has highlighted an old

problem with the broadcast monitoring system. The radio monitoring the transmitted signal does not have retentive memory and loses the station on power down. In order to overcome this, an Alternate Tuner was installed but unfortunately, the signal strength is not high enough to give a clear reception. I expect to try and rectify this in the next few days.

A drawing has been done of the office area with a view to changing the layout to more efficiently accommodate those in the office. If you would like to have your say on how it could be best arranged, please let one of the committee know or drop me an email or sketch.

I have conducted an analysis of recent electricity bills and undertaken some power monitoring at the transmitter hut over the past few weeks to try and find out why the consumption is so high and more importantly, why it peaks in Winter. I believe I have found the answer and will trial a solution with further

power logging over the next month or so in preparation for the colder months.

The streaming has been identified as being mono and this is under investigation.

Finally, a Key Register has been established. You will have noticed that small Traffolyte labels have been affixed adjacent to all but the studio doors locks to uniquely identify all the locks in the station. The register is in an A4 White Ring Binder in the office. When you have a few spare minutes, **please** try all the keys you have in the various locks to identify which ones you have. Then write your name against the next available space in the key register and finally, use the small engraver inside the folder to mark the associated number on your key and return folder and engraver to the office. If you don't feel confident doing this, please ask for assistance so that we can get a complete register.

Our Licence is due for renewal on the 31st Mar 2016. It is recommended that a renewal application be lodged 12 months prior to this date and that gives us only about one month. There are a lot of items to be covered and many have changed since the last application. Anyone who would like to help to assemble all the appendices to the application please make yourself known. In preparation, could every presenter please assemble some text for item 1 and any other points you can.

A single paragraph describing what your show(s) is (are) about

Identify the target audience, in particular anything that is aimed at the local community or covers an area not handled by mainstream media. Collect any letters, emails, newspaper articles, Facebook comments etc. that demonstrate any appreciation or evidence of the above, the proportion of airtime dedicated to local programs, national programs and international programs.

The following is an extract of the evidence that must be written at appendix 8, anything you can provide to support this would be appreciated

8. Explain how the service is meeting the existing and perceived future needs of the community within the licence area (section 84(2)(a)).

Supporting information should include:

- > a description of the needs of the community and the steps taken by the licensee to monitor community needs*
- > results of any relevant research or surveys conducted by the licensee (including methodology), or on the licensee's behalf*
- > the most recent copy of an actual weekly program schedule*

> an analysis of the actual weekly program schedule including:

- > a brief summary of the content of each program*
- > an indication of whether the program was produced locally, elsewhere in Australia or overseas*
- > an indication of whether the program was purchased from another source and, if so, from whom*
- > the proportion of airtime dedicated to local programs, national programs and international programs (express proportions as a percentage of 168 hours)*
- > an explanation of how the programs are meeting the needs and interests of the community in the licence area*
- > a list of the community services and/or community sector organisations for which community service announcements and community information material were broadcast during the week selected for the program schedule*
- > a copy of the licensee's programming policy, including details of the strategies and decision-making process that show how new programs or program ideas are approved and incorporated into the program schedule*
- > numbers of financial members for the last two years (if available, indicate the numbers residing in the licence area and the number from outside the licence area)*
- > if the station has subscribers, give the number of subscribers for the last two years*
- > numbers of volunteers for the last two years and an indication of the roles performed*

Engineering cont.

- > evidence of the measures that the licensee undertakes to encourage the community in the licence area to participate in the operations of the service and in the selection and provision of programming, which may include:*
 - > promotions of the service and programming through the local media, publications, internet and on-air announcements*
 - > membership drives that show a healthy level of participation by members of the community as subscribers, financial members or volunteers, including of relevant groups if membership is through group representation*
 - > mechanisms providing for community feedback*
 - > involvement with local community organisations, including in community events and training programs*
 - > the establishment of committees, or other structures, that facilitate community involvement in decision-making in a range of areas, including programming.*
- (The Community broadcasting participation guidelines provide guidance on the activities that licensees should undertake in order to satisfy this requirement.)*

Also in the licence application we must show a five year plan. Given the difficulty I have had in trying to establish this over the past five years, I will produce a draft at the next general meeting. Anyone who would like to contribute please email me at: rne@bigpond.com so I can include this.

Michael Hayes

100.3 FM General Meeting dates for 2015.

Start 7:30 pm, coffee, tea and sandwiches supplied.

Monday 23rd February

Monday 25th May

Monday 31st August

Monday 30th November

AGM - Monday 28th September 2015

Management Committee meeting dates for 2015.

7:30 pm start.

Monday 2nd March

Monday 6th April

Monday 4th May

Monday 1st June

Monday 6th July