



## Macarthur Community Radio Association Incorporated

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### UPDATE – July 2016

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#### President's Report

Dear Members,

It's been a pleasure to sit again on this out going Committee. Over the past 12 Months the Committee has dealt with a number of issues to secure the broadcast Licence for a further period of 5 years. Happy to report back, work to do ! but we are able to continue to operate Macarthur Community Radio as a growing station that is one of value to the greater community of Macarthur.

We looked at a number of ways to start to future proof the station. One was to upgrade the studios to a standard that meets today's radio environment. A process was acted upon to take all the steps to be in a position to put to the membership the final full proposal of the stations position both in a financial manner, and a written tenancy agreement. To secure the stations longer term tenancy in its current position was also something we felt as a Committee was an important area to have secured before any plan to spend a reasonable amount of money to better the studios was put to the membership and possibly acted upon in haste.

The Club has met with us to start discussions as to the long term future of the station in the club, or the clubs future plans for that area of the building and if that were to change, would the station be something the club would continue to support in the future.

The Club did have some responses to those questions. I will be discussing this in full with the membership at the upcoming AGM.

I look forward to chatting with you all at the AGM and answering any questions you might have in relation to the status of ACMA and the Licence or any area of why the Committee has stopped for now any plan to put forth to you all, plans to upgrade and future proof the stations studios.

Overall a number of different areas of the station were worked on over the past 12 months, branding and things of this nature have moved a long way over the last two years really. Changes I'm sure you all can see ! Again hope to see as many of you as possible at this coming AGM.

Best Regards Alex Parker

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#### Vice President's Report

Welcome to my report prior to the 27th Annual General Meeting. This year has been one which has had its challenges and only with certain speed humps that we put in front of ourselves but also those of which was presented to us from the previous term of committee of management.

All in all we Secured the license from ACMA for a further 5yrs. Work is needed to Secure our Home.

As your VP I have done my best to lead our group in a fashion that leaves it up to those persons responsible to do their work. Thankfully everyone on the outgoing Committee of management has done well at their roles they filled over the last 12 months. Thanks from Me to you dedicated folks, including those that chose to step down mid-term. Your input and leadership in certain areas will go on for many a year to come.

I would like to acknowledge fellow members Ralph Parker & Frankie T (Life members) and Geoff Alcock. These gentlemen have chosen to retire from on air

activities. Each of them have contributed massively to this organisation over the many Years of service.

#### **Thanks Blokes!**

This leads to "what next" and a succession plan is required which is long overdue.

Membership Drives, Open Days, Foster a Community group. These are some of the ideas coming through. All of them show promise but require You to support and work at them. Why should it be left to a limited few. And the " I didn't know" is no reason not to get involved.

As a management team we are the most approachable and contactable in the history of the group.

My work is not yet finished so if nominated I will stand for the position of President. Hopefully a good group of you the members will join me on the next management team and together we will Keep Community Media in Macarthur. Look forward to seeing you for Dinner prior to AGM see notice in this special edition of Update.  
Rodney Simpson VP 100.3fm.

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#### Secretary's Report

Dear members,

Well this is my final report for the financial year and my last as Secretary. I would like to thank Trevar, our Office Manager and the office staff, Keith 1 and Keith 2. Parsons and Guthrie, Annette, Anne and Robert Warner for keeping the office moving especially when the updates had to be printed and sent out plus keeping the memberships up to date. There's been a lot of things going on this year, new arrivals, some of the old warriors retiring, new run sheets, upgrading and slightly changing our branding to give us a higher profile within the

community. Hopefully this trend will continue with the new committee and you, the members, putting your hands up to help where you can. This last year has been very busy for a handful of people not only looking after the daily running of the station but the outdoor events and such.

The Committee and I completed the Licence renewal for the ACMA and we have a new licence for 5 years but it has been made quite clear that the next renewal application must be completed fully at least 12 months before the next renewal is due. I hope the members involved in that process in 4 years' time realise how

much they will have to put into the process. The future of 100.3 is in your hands, especially the younger members who will be carrying the torch for the next few years.

I've been asked if I'm standing for the committee this year and the answer is... no. I need more "me time" plus my general health has been suffering doing my shows plus filling in on numerous days.

Finally, you should have received the nomination forms for the new Committee so if you feel you can take on one of the positions and truly do it justice, get your nomination in by the correct date.

Mike Runcorn - Secretary

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## Programming Report 2015 - 2016

This last year has seen some big changes in Programming. First Greg Bryant and later Chris Witts as Program Assistant have seen many advances in the acquisition of CSA's for broadcast. I had a plan to streamline a number of aspects and thank everyone for their support through this process which at times has produced some very ordinary run sheets during a process that proved to be much harder than I anticipated. Most of the hard work is behind us and we are now able to enjoy the benefits that this brings.

Amidst all of this, a new set of program allocations was undertaken and as anyone who has been through this will attest, you can't please all of the people all of the time, especially through change and we had some very clear direction given to us by ACMA. I found that some of the sponsorships in place were based on un-written contra deals with any documentation of the details non-existent or long lost. New sponsors were being signed up and the pricing of these was a mystery to say the least.

When I took on Programming a year ago there were a number of clear aims

- Synchronise the Promos directory on the server with the Programming laptop and know that at any time, a new download can be made to bring the files up to date.
- Move all these audio files from .wav files to a standard of 320Mbps .mp3 files
- Apply a consistent naming standard to all these files and synchronise tags with the filenames
- Write a spreadsheet which would read all the directory structure, files and details of the files in order to list the bit rate and internal tagged information
- Use this listing as the basis, in stage one to provide an updated set of run sheets with drop downs to unify the items which could be scheduled for play with the files on the server
- Track the length of commercial content for each hour of the week to ensure we do not exceed our allowed 5 min per hour
- Create a standardised sponsorship system which quantifies a number of sponsorship packages for sale to existing and new sponsors based on a standardised cost of each 30 second slot throughout the day.
- Work these packages through to show the revenue available to 100.3 once we get to 100% utilisation and communicate this detail to those involved in sponsorship sales.
- Then the most ambitious step in the process, link all the above together so that by creating a standardised numbering system of sponsors files, a predefined scheduling template could be applied in order to automatically translate the required number of sponsorship slots through to a co-ordinated set of run sheets.
- Be able to cope with 1 or 2 sponsors announcements through to 10 and apply them in a defined way across the week.
- Produce a report showing what a sponsor has actually had scheduled for the month.

- Chose which categories of CSA's are to be played in a month and any number of files within these groups to be equally sprinkled across the week.
- Make available to anyone who would like a copy, the details of items to be aired during their allocated show including run times
- Make a series of "Playlist" files which can be block loaded by name, eg Mon1220-0 which would then pick up all files within that block and then if say a CSA read was needed, to have a second and subsequent file like Mon1220-1 which would follow on when triggered rather than trying to stop a loaded sequence
- Finally, involve many more people in the production of Community News and CSA's and to get out to the community to get the involvement of organisations directly in their own CSA's

12 Months down the track and it is only the last two items which are yet to be fully implemented and preliminary trials have occurred on each but need to be expanded and deepened. The next step will involve a return to a program committee to tidy up the templates and start paying much more attention to content and giving presenters feedback on their shows.

Michael Hayes - Program Manager

### ASSISTANT PROGRAMMER'S REPORT.

Thanks to Michael Hayes' hard work, FM100.3 is sounding more professional with the addition of new sponsorship announcements, CSA's and station sweepers (ID's) to let the listeners know we are on track to gaining a wider audience. It is vital we sound better on air. And program content is "king" as far as I'm concerned. More will be said about this later on.

Announcers are being encouraged to be positive, cheerful, warm and friendly on each shift. Our listeners are wanting you to be their friend, with short bits of relevant information, delivered in a punchy and professional manner. The days of trying to sound like legends such as John Laws have long gone. Just be yourself – be natural and don't talk too long. Remember listeners are on the move, and won't tolerate boring and tedious bits of irrelevant detail.

Short segments are also important to include on air. I have good segments available like "*Gardening Clinic*" which can be shared around. All you have to do is ask.

If you can handle phone interviews, do so. Record these if you're not sure, and edit down to 10 minutes. Our use of phone interviews should be encouraged as it's the best way of being relevant to what's happening in the community. Read the local newspapers to pick up bits of news you can elaborate on. Don't be hesitant in giving it a go.

We may not be professional broadcasters, but remember: "*We are ordinary people doing an extraordinary job.*"

Chris Witts - Assistant Program Manager

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**Workplace Safety and Marketing & Promotions**

Fellow Members Of 100.3FM,  
 Shortly we will all be heading to the Annual General Meeting where the important part of membership happens – Elections of Fellow Members that will represent the Station and Importantly YOURSELF, please vote for candidates who you know can do the job even if they are not on your Christmas Card list. Vote with your head.

Here are my final reports for Workplace Safety as well as Marketing & Promotions.

Let me just say **Thanks to You All for Following the Sign in Procedures**. By everyone doing so it's a lot easier on the tracking of visitors & guests to our premises. Sure we had a few stumbling blocks in the beginning but with teamwork we overcame this issue. In this past year we have seen the introduction of not only the Sign In Sheet but a Fire Evacuation Plan and the Check Up Of The Fire Extinguishers as well.

**Marketing & Promotions.**

This year we have seen our Station Outside Broadcast / Presence Van receive a much needed make over which now features our new 100.3FM Logo that makes it stand out a lot more than the previous image where it looked old & decrepit. Sure there are parts of the signage on the van that I personally felt were not needed but in the end the job was done.

Also during the year we obtained the 100.3FM Mugs from a contact that Mike and Myself met via our Outside Presence activities at Wilton Markets.

These Markets are a great way to interact with our community to let them know we are alive & well and again we ask **that more presenters** make themselves available (This also includes Committee persons) Mike & I have given up a lot of Sunday's missing out on family times to promote 100.3FM so we would again ask for Volunteers to assist. You will have an enjoyable day as well pick up a bargain or two.

In closing I would also like to express my thanks to our Office Staff who have received numerous emails from myself to place Community News into the folder at short notice... **THANKS GANG!**

However I also would like to thank everyone for their support during my tenure on the Committee as I was never nominated originally but I was happy to represent you all. This time I will not be standing for any position as I need to focus not just on my show but to look after my other outside interests but importantly my family who have missed out on outings as I could not be there to drive them.

I strongly feel we have capable members to take up the Marketing & Promotional side of the duties in the station as many did such work during my time, so I know I am not needed there. Again Thanks To You All.

Anthony Snedden

|   |   |        |                 |        |                    |        |                  |        |                   |        |                   |
|---|---|--------|-----------------|--------|--------------------|--------|------------------|--------|-------------------|--------|-------------------|
| <p><b>General Meeting dates for 2016. RSL Club - Start 7:30 pm</b><br/>                 Coffee, tea and sandwiches supplied from 7pm.</p> <ul style="list-style-type: none"> <li>Monday 25<sup>th</sup> July - AGM</li> <li>Monday 26th September 2016</li> <li>Monday 28th November 2016</li> <li>AGM Monday 25th July 2016</li> </ul> | <p><b>Committee of Management Meeting Dates, RSL Club - time 7.30pm</b></p> <table> <tr><td>Monday</td><td>2nd August 2016</td></tr> <tr><td>Monday</td><td>5th September 2016</td></tr> <tr><td>Monday</td><td>3rd October 2016</td></tr> <tr><td>Monday</td><td>7th November 2016</td></tr> <tr><td>Monday</td><td>5th December 2016</td></tr> </table> | Monday | 2nd August 2016 | Monday | 5th September 2016 | Monday | 3rd October 2016 | Monday | 7th November 2016 | Monday | 5th December 2016 |
| Monday  | 2nd August 2016   |        |                 |        |                    |        |                  |        |                   |        |                   |
| Monday  | 5th September 2016  |        |                 |        |                    |        |                  |        |                   |        |                   |
| Monday  | 3rd October 2016  |        |                 |        |                    |        |                  |        |                   |        |                   |
| Monday  | 7th November 2016   |        |                 |        |                    |        |                  |        |                   |        |                   |
| Monday  | 5th December 2016   |        |                 |        |                    |        |                  |        |                   |        |                   |

The above dates and times are subject to change.

**Join us in a pre-meeting dinner on Monday night 25<sup>th</sup> July 2016 at 6 for 6.30pm**

**Booking Reference "100.3fm" Call 4625 1408**

**No subsidy, pay your own way.**



- T-Bone Steak (250g) with Fries & Salad
- Grain Fed Rump Steak (250g) with Fries & Salad
- Chicken Schnitzel with Fries & Salad
- Chicken Parmigiana with Fries & Salad
- Mashed Potato and Vegetables (instead of Fries & Salad) \$3
- All Sauces \$2



**MACARTHUR COMMUNITY RADIO ASSOCIATION INC.  
 AGENDA FOR THE ANNUAL GENERAL MEETING ON THE  
 25<sup>th</sup> of JULY 2016 AT THE CAMPBELLTOWN RSL CLUB LTD**

**COMMENCEMENT OF A.G.M. IS 7.30pm SHARP**

|   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Greetings to all &amp; welcome</li> <li>• Opening of meeting by the President</li> <li>• Apologies:</li> <li>• Minutes from the last AGM. On the 27th of July 2015 (distributed to all members present)</li> <li>• Business arising from the 2015 AGM. Minutes:</li> <li>• Adoption of 2015 AGM. Minutes:</li> <li>• President's report:</li> <li>• Secretary's report:</li> <li>• Treasurer's report</li> </ul> | <ul style="list-style-type: none"> <li>• Auditor's report: to receive &amp; adopt auditor's financial report.</li> <li>• Appointment of auditor for 2016 to 2017:</li> <li>• <i>Announcement of appointed returning officer for ballots:</i></li> <li>• Selection from the floor of three scrutineers by members present (<b>excepting current committee or nominated members</b>)</li> <li>• Election of management committee for 2016 to 2017</li> <li>• Meeting to close</li> </ul> |
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**NOMINATION FORM for Committee Positions  
Macarthur Community Radio Association Incorporated**

**2016 – 2017 Annual General Meeting (A.G.M.)  
25<sup>th</sup> of JULY 2016**

|   |                          |                          |                          |
|---|--------------------------|--------------------------|--------------------------|
| <b>PRESIDENT</b>                                      | <b>TREASURER</b>         | <b>SECRETARY</b>         | <b>VICE PRESIDENT</b>    |
| <input type="checkbox"/>                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>REMAINING COMMITTEE - SIX (6) MEMBERS REQUIRED</b> |                          |                          |                          |
| <input type="checkbox"/>                              |                          |                          |                          |

**PLACE A CROSS OR TICK IN THE REQUIRED BOX TO SELECT NOMINATED POSITION**

|  |                              |                             |                      |
|--|------------------------------|-----------------------------|----------------------|
| <b>NOMINEE NAME</b><br>Please Print.       |                              |                             |                      |
| <b>NOMINEE FULL RESIDENTIAL ADDRESS</b>    | .....                        |                             |                      |
| .....N.S.W. POST CODE :                    |                              |                             |                      |
| <b>ACCEPTANCE</b>                          | YES <input type="checkbox"/> | NO <input type="checkbox"/> | <b>TICK ONE ONLY</b> |
| <b>NOMINEE SIGNATURE</b>                   | .....                        |                             |                      |
| <b>PROPOSER FULL NAME:</b><br>Please Print |                              |                             |                      |
| <b>PROPOSER FULL RESIDENTIAL ADDRESS</b>   | .....                        |                             |                      |
| .....N.S.W. POST CODE :                    |                              |                             |                      |
| <b>PROPOSER SIGNATURE</b>                  | .....                        |                             |                      |
| <b>SECONDER FULL NAME:</b><br>Please Print |                              |                             |                      |
| <b>SECONDER FULL RESIDENTIAL ADDRESS</b>   | .....                        |                             |                      |
| .....N.S.W. POST CODE :                    |                              |                             |                      |
| <b>SECONDER SIGNATURE</b>                  | .....                        |                             |                      |

All nominations must be returned to the Secretary (7) seven days prior to the A.G.M.  
**(by 18<sup>th</sup> July 2016)**

**The A.G.M. will be held in the Campbelltown RSL Club Ltd building on the upper level on  
25th of July 2016**

**Start-time is: 7:30 pm sharp**

Authorised by the Committee of Macarthur Community Radio Association Incorporated