



Macarthur Community Radio Association Incorporated

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UPDATE – September 2015

President's Report

Dear Members,

I would like to start by thanking you for your support and the opportunity to sit again on your committee of Management at 100.3. Some things that have arisen at the last two committee meetings I feel are of great long term benefit to the organisation. The Committee has addressed some minor technical issues with the STL link with the work of Dennis Millward and Mike Hayes.

Leading us to finally address the issue of studio upgrades. The current studios have served you well but are getting tired and very out dated. The Committee has started the process of looking into equipment grant's as a process over a 3 to 4 stage plan. Which include securing agreements for the current premise or in the event the station is unable to gain a further agreement in the RSL a plan needs to be looked at as part of studio upgrades.

Work Health and Safety (WHS) is being implemented into the station and in today's climate is a part of any organisation for profit or nonprofit. Which leads me to ask that you take your personal effects home so as to minimise clutter in the on air studios or office area which under any risk management plan present a hazard in the form of somebody injuring themselves or a potential increased fire risk with further flammable material being stored. Anthony Sneddon is looking after WHS and will be removing items that present a risk if they are not collected in a reasonable time frame.

It was great to see a number of you attend the training with Barry, I really hope you can all see the importance of branding , now I'm sure you all understand why I explained that 2MCR is not a brand 100.3 is your brand . The call sign needs to be uniform across the board. Things like station IDs in between song all presents who you are, people

expect that when they listen to a radio station. Those that weren't able to make it if you need help understanding the concept just ask. Thanks Ray for your efforts with the training days.

Overall I think the committee is moving the station forward in a positive way things like the breakdown of placement of sponsorship into zones is long overdue. We have been successful in bringing a good paying client onboard in recent weeks giving the station some very much needed revenue.

It's important we bring a structure into areas like our office and it be treated as a place of business, in the recent weeks we have advised the office volunteers of some changes to the daily operation of the office that will come into effect. And with saying that our volunteers in our office put in an enormous contribution to which we all owe our thanks.

lastly I feel it's important we break the old habit of the go to person for everything the committee is a team where each member has an area of responsibility e.g. A problem with a program it goes to the program manager or anything on air related , program manager. A problem with equipment it goes to the member looking after that area Dennis Millward. A problem in the office goes to the secretary who is responsible for the office or the office manager to take things up with the secretary and so on. Petty cash problems office manager to the treasurer. It's time to place structure back into the station and the committee will be focusing on this.

Please think about anything you may wish to add, I would ask you all to try and come to the next general meeting and have your input into the station.

best regards ...Al Parker

Vice President's Report

Welcome new and existing members to another report from the VP desk.

Well since the AGM it has been a very busy period even though it's only been a month and a bit, since my last report to you. We have signed another new sponsor thanks to Laura Bradshaw our Sponsorship sales Lady. The sponsor is Law partners Macarthur. They are sponsoring our traffic reports and they also have ROS "run of station" during programs day and night. This is worth a substantial amount of income to our group to which I won't divulge the dollar figure to keep in commercial confidence this agreement which is an exclusive one with the station. Whilst Laura introduced this client to our group the end

result was a team effort so thanks to all those involved. As a group we have decided to reintroduce the 20% return to members to sign sponsors to the station. So hopefully this is an incentive for everyone to go out there and find a business to support our endeavours going forwards. On another front I have been negotiating with the programmer for our automation software AutoPlay 8. Mr Peter Stapleton, who supplied us with the original program back in 2005. Over the years it has had several updates and it remains the same and it has been a reliable play out system. The next version which will soon be installed on the studio computers will look not much different to the current version. The functionality and

improvements will benefit all presenters. Some noticeable changes are in the ability to load tracks to stacker from USB thumb or hard drive. A "play over" function meaning in between music tracks in players A,B or C. If you fire an "Id" from the Ad-player it will pull volume of track playing down to 60% then back to 100% automatically once "Id" has finished playing. There are many more added features, as well and the New version works with the latest windows 7,8 & 10. We have also secured a "End

Training Officer's Report

Firstly the Station owes Barry Keohane our sincere thank you for not only preparing his two Master Classes but giving up his time free of charge on two Sunday mornings to deliver these classes.

There were 23 attendees for the first session and 20 for the second session according to those that signed in. Out of those 43 attending some 12 were from Campbelltown Youth/UWS or other non 2MCR members. Which leaves only 31 Station members attending.

This can only be described as very disappointing. True I did receive about 2 apologies but the rest either believed they did not require additional training or believed that there was no benefit to them. One announcer even said "I been doing this for xx years and I know what I am doing".

I repeat no one and I do mean no one is perfect and just because you receive a few telephone calls from your regular listeners does not mean you are

User License Agreement" EULA with programmer. Which will allow any station staff member to secure a copy of this program for their own use on your own Laptop. For a small fee to cover the administration costs. I will inform you of what that is at the upcoming general meeting on Monday 28th September 7.30pm. Hope to see everyone there. Join Us for Pre Meeting "BuyYour Own Dinner", see notice in this edition of Update for details. Rodney Simpson Vice President 100.3fm

attracting new listeners from all walks of life and across all age groups and musical tastes.

If you want this Station to be viable in Ten years we must attract new listeners to all programmes.

A new training course is being prepared with the assistance of Barry Keohane and every presenter/announcer will be required to attend. Additional trainers will assist with the volume and will be given the new presenter/announcer guidelines once I receive them from Barry and they have been endorsed by the Stations Executive.

The Programme Manager will then ensure that those who have attended the new training, and be willing to implement the information given, be rewarded by given preferential nominations for those delivering programmes for the future.

Please unite to improve both musical/information of all programmes and speech delivery.

Ray Standen 100.3fm Training Manager

Here is a copy of Barry Keohane's report on my show:

Hi Ray As promised, I had a listen to your show again this afternoon and sending you a few notes. With any air check I do with anyone, I like to provide a summary, a few positive points, and then a few points to work on. Happy to talk about it more tonight if we get time.

Summary

You have some great elements in the show, and a good balance of music. You know your music, and have some good features too. I think the one thing that stood out for me is that the hour was a little cluttered. There seemed to be too many intros, and at one stage you even introduced the intro. Probably needs a little clean up and get rid of some of the intros (I am not a big fan of intros, and would rather hear the announcer introduce the feature).

Good mix of music. One thing that community radio can do well is just play anything, and you don't know what's next. You have some good features in the show. I think you need to do more with the features, and make a bigger point of them. Do some research/preparation and tease them and sell them well. Apart from the many intros, the hour did flow well. Didn't get bogged down with long talk breaks or too much recorded information.

Points to work on

As I said, I am not a big fan of having recorded intros for things. I would rather the announcer do it themselves. There was a problem with the news at 1pm. These things happen, but I would not call attention to it after the news. Move forward! There was a few intros which I did hear that had no 100.3 branding. If you do intros, they need to sell the station (including your positioning statement "Sounds of Macarthur") Because your show does have a few different features, you should forward sell them when you can. E.g. "Coming up in the next 15 minutes this hours comedy classic featuring the.". I can expand on how to do this better, but forward selling content is a real craft and done well can be very powerful.

Happy to discuss this further when we get a chance. Look forward to seeing you tonight.

Regards Barry Keohane General Manager Ph: +61 414261207 Email: barry@topofmindmedia.com.au

Programming Report

From time to time we all have commitments which keep us from the station and doing what we all love. When this happens, please try to arrange directly with another presenter to cover your time and then let either myself or the Assistant Program Manager, Greg Bryant, know what arrangements you have put into place. If you are unable to source a replacement, please let one of us know as soon as possible and most importantly, let us know who you have already contacted that are unavailable so as to avoid duplicated efforts.

The main point I wanted to raise in this newsletter is the run sheets. It has been a steep learning curve for me and I appreciate the help I received in starting the process by Alex and Rodney. However, the problems that have occurred in the last two sets of run sheets are mine and I can't share those. I have been developing a more comprehensive method of creating and maintaining these most important documents for the past few months and I will elaborate a little on the overall plan and the progress I have made thus far.

The station computer holds a vast array of Sponsors announcements, Community Service Announcements, Program Promos and Station ID's.

The format of these files varies from Wave Files (CD Quality) to mp3 files. Within the mp3 files there is a spectrum of quality ranging from extremely good, with a bit rate of 320kilobits per second (320kbps) down to a very poor 128kbps. At this quality, the audio sounds like someone has taped alfoil to the speaker cones. Moving forward, all files will be held as 320kbps. This has three distinct advantages,

- 1) The files quality is better than the quality of FM broadcasting
- 2) The file size is about 25% of Wave files
- 3) mp3 files usually contain and most players are well equipped to handle meta data. Metadata is simply data held within a file which contains information ABOUT the file, usually, the Title, Author, Album etc

The remainder of this report is detailed in nature and can be skipped by all that do not want to understand the detail of this approach.

A spreadsheet I have developed is able to read an entire directory of mp3 files and read the Metadata as well as the file characteristics, including the bit rate and from this, the file run time can be accurately determined. I then use this to form a catalogue of files which can be selected via drop down menus, into the run sheets. The particular problem over the past two months has been that not all the files on the server are earmarked to be able to be played via Autoplay. I realise also that some of the file sequences are wrong, particularly during breakfast and I appreciate that presenters have interpreted the intent of the run sheets and have taken it on themselves to substitute and re-arrange the files so as to present a coherent front to the listener. I hope that I can complete some of the work to make a step change from the beginning of next month but at the same time would appreciate the

ongoing assistance of all presenters if there are still problems.

Whilst on the topic of Autoplay, I would like to acknowledge the ongoing commitment by Rodney to work with the author of that software to create a customised and enhanced version specifically for 100.3fm

This will be rolled out in the very near future. It has enough of a familiar look to not require retraining to use the basics but has some very nice features and some training documentation will follow.

One of the burdens of creating run sheets is the placement of sponsors announcements throughout the week so as to extract the best value of our opportunities to maximise revenue for the station. We are limited to 5min of sponsors announcements per hour. Before working it out, how many seconds a week does this equate to on a 24 x 7 basis? (once we establish the regular use of Macarthur Overnight)

The answer is 50,400 seconds if we push to the maximum of 300 seconds per hour and without exceeding this value which could incur dire consequences.

Part of the development I have been doing is to also allocate these valuable seconds on a basis that allows them to be grouped into simple to understand sponsors packages but before I detail these, have a think about how valuable say a 15 second promo is worth to a sponsor. If you were paying for it, you would surely value 15 seconds during breakfast far more than 15 seconds at 03:15 am

As Alex explains, this is called zoning and so the following zones have been created

Start Time	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
0:00	Zone 6	Zone 6	Zone 6	Zone 6	Zone 6	Zone 6	Zone 6	
1:00	Zone 6	Zone 6	Zone 6	Zone 6	Zone 6	Zone 6	Zone 6	
2:00	Zone 6	Zone 6	Zone 6	Zone 6	Zone 6	Zone 6	Zone 6	
3:00	Zone 6	Zone 6	Zone 6	Zone 6	Zone 6	Zone 6	Zone 6	
4:00	Zone 6	Zone 6	Zone 6	Zone 6	Zone 6	Zone 6	Zone 6	
5:00	Zone 6	Zone 6	Zone 6	Zone 6	Zone 6	Zone 6	Zone 6	
6:00	Zone 1	Zone 1	Zone 1	Zone 1	Zone 1	Zone 4	Zone 4	
7:00	Zone 1	Zone 1	Zone 1	Zone 1	Zone 1	Zone 4	Zone 4	
8:00	Zone 1	Zone 1	Zone 1	Zone 1	Zone 1	Zone 4	Zone 4	
9:00	Zone 2	Zone 2	Zone 2	Zone 2	Zone 2	Zone 2	Zone 2	
10:00	Zone 2	Zone 2	Zone 2	Zone 2	Zone 2	Zone 2	Zone 2	
11:00	Zone 2	Zone 2	Zone 2	Zone 2	Zone 2	Zone 2	Zone 2	
12:00	Zone 3	Zone 3	Zone 3	Zone 3	Zone 3	Zone 3	Zone 3	
13:00	Zone 3	Zone 3	Zone 3	Zone 3	Zone 3	Zone 3	Zone 3	
14:00	Zone 3	Zone 3	Zone 3	Zone 3	Zone 3	Zone 3	Zone 3	
15:00	Zone 3	Zone 3	Zone 3	Zone 3	Zone 3	Zone 3	Zone 3	
16:00	Zone 4	Zone 4	Zone 4	Zone 4	Zone 4	Zone 5	Zone 5	
17:00	Zone 4	Zone 4	Zone 4	Zone 4	Zone 4	Zone 5	Zone 5	
18:00	Zone 4	Zone 4	Zone 4	Zone 4	Zone 4	Zone 5	Zone 5	
19:00	Zone 5	Zone 5	Zone 5	Zone 5	Zone 5	Zone 5	Zone 5	
20:00	Zone 5	Zone 5	Zone 5	Zone 5	Zone 5	Zone 5	Zone 5	
21:00	Zone 5	Zone 5	Zone 5	Zone 5	Zone 5	Zone 5	Zone 5	
22:00	Zone 5	Zone 5	Zone 5	Zone 5	Zone 5	Zone 5	Zone 5	
23:00	Zone 5	Zone 5	Zone 5	Zone 5	Zone 5	Zone 5	Zone 5	
	Seconds per Day							Sec / Wk
Zone 1	900	900	900	900	900	0	0	4500
Zone 2	900	900	900	900	900	900	900	6300
Zone 3	1200	1200	1200	1200	1200	1200	1200	8400
Zone 4	900	900	900	900	900	900	900	6300
Zone 5	1500	1500	1500	1500	1500	2400	2400	12300
Zone 6	1800	1800	1800	1800	1800	1800	1800	12600
								50400

Now, rather than grouping all the cream spots together for sale, the aim was to create sponsors packages to give more prime exposure at a higher cost and very affordable exposure for a trade-off of the timeslots.

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The packages were assigned so as to utilise all 50400 seconds during the week with 20 sponsors packages this is the maximum number of sponsors available and when we go close to filling all of these we can re-think the allocations.

For the top sponsors packages, there are only two packages available. I have called the packages, in descending cost (and ascending availability)

- Rhodium (2)
- Platinum (3)
- Gold (4)
- Silver (5)
- Nickel (6)

These are mapped to the Zones as follows

Package	Target	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Name	Number	Sec	Sec	Sec	Sec	Sec	Sec
Rhodium	2	975	650	865	1365	600	630
Platinum	3	450	630	840	630	810	560
Gold	4	300	420	560	420	420	420
Silver	5	0	160	220	0	660	840
Nickel	6	0	105	135	0	615	630
Total		4500	6300	8400	6300	12300	12600
Available		4500	6300	8400	6300	12300	12600
Vacant		0	0	0	0	0	0

Finally, this is expanded to a whole week as follows (Monday only shown)

Also shown here are the weightings for each of the zones and by summing the time in each zone multiplied by the weighting, a figure is derived which is proportional to the cost of the package.

Day	Time	Zone	Rh1	Rh2	Pt1	Pt2	Pt3	Au1	Au2	Au3	Au4	Ag1	Ag2	Ag3	Ag4	Ag5	Ni1	Ni2	Ni3	Ni4	Ni5	Ni6	50400
Monday	0:00	Zone 6	30		20	20		20	20			20	20	20	20	20	15	15	15	15	15	15	300
Monday	1:00	Zone 6		30			20	20			20	20	20	20	20	20	15	15	15	15	15	15	300
Monday	2:00	Zone 6	30			20	20				20	20	20	20	20	20	15	15	15	15	15	15	300
Monday	3:00	Zone 6		30		20	20				20	20	20	20	20	20	15	15	15	15	15	15	300
Monday	4:00	Zone 6	30			20	20		20	20		20	20	20	20	20	15	15	15	15	15	15	300
Monday	5:00	Zone 6		30		20	20		20	20		20	20	20	20	20	15	15	15	15	15	15	300
Monday	6:00	Zone 1	65	65	30	30	30	20	20	20	20												300
Monday	7:00	Zone 1	65	65	30	30	30	20	20	20	20												300
Monday	8:00	Zone 1	65	65	30	30	30	20	20	20	20												300
Monday	9:00	Zone 2	30	30	30	30	30	20	20	20	20	20	20				15	15					300
Monday	10:00	Zone 2	30	30	30	30	30	20	20	20	20	20	20	20			15	15					300
Monday	11:00	Zone 2	30	30	30	30	30	20	20	20	20	20	20	20	20				15	15			300
Monday	12:00	Zone 3	30	30	30	30	30	20	20	20	20	20	20	20	20		15	15					300
Monday	13:00	Zone 3	30	30	30	30	30	20	20	20	20	20	20	20	20			15	15				300
Monday	14:00	Zone 3	30	30	30	30	30	20	20	20	20	20	20	20	20				15	15			300
Monday	15:00	Zone 3	30	30	30	30	30	20	20	20	20	20	20	20	20	20				15	15		300
Monday	16:00	Zone 4	65	65	30	30	30	20	20	20	20	20	20	20	20	20							300
Monday	17:00	Zone 4	65	65	30	30	30	20	20	20	20	20	20	20	20	20							300
Monday	18:00	Zone 4	65	65	30	30	30	20	20	20	20	20	20	20	20	20							300
Monday	19:00	Zone 5	30		30	30		20	20			20	20	20	20		15	15	15	15	15	15	300
Monday	20:00	Zone 5		30			30		20	20		20	20	20	20		15	15	15	15	15	15	300
Monday	21:00	Zone 5	30			30	30			20	20	20	20	20	20	20	15	15	15	15	15	15	300
Monday	22:00	Zone 5		30		30	30			20	20	20	20	20	20	20	15	15	15	15	15	15	300
Monday	23:00	Zone 5	30			30	30	20	20			20	20	20	20	20	15	15	15	15	15	15	300

Michael Hayes Programming Manager

100.3 FM General Meeting dates for 2015. Start 7:30 pm, coffee, tea and sandwiches supplied.
Monday 28th September



**Join us in a pre-meeting dinner on Monday night
28th September 2015 at 6 for 6.30pm**

**Booking Reference "100.3fm" Call 4625 1408
No subsidy, pay your own way.**

(Menu Choices below)

Steak Night \$10

Every Monday & Thursday

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

"I listen to AM radio in the AM, and AM radio for an AM audience in my PM (though it comes from the other side of the world). It's all morning all the time for me. Sometimes I even listen to FM in the AM, but never FM and AM in the AM or PM."
Jarod Kintz, This Book Has No Title

It's not true that I had nothing on, I had the radio on. Marilyn Monroe