

Email Bulletin #1 March 2020

Here's the first email bulletin for the year 2020 now that we are well into the year and broadcasting with a full head of steam. It's been an eventful time for the station and that's not even thinking about the unfolding drama of the coronavirus epidemic, bushfires and the turbulent state of trade and politics in the wider world. During the first couple of months we have welcomed presenters from Vision Australia into the fold to continue the Gippsland Regional News reading service and continued with the studios upgrade projects, the digital transformation of our playlists, sponsors messages and CSAs, and our internet presence through the webpage and facebook.

Our aim with the **Email Bulletins** is to keep you informed about recent discussions at the Board and Presenters meeting.

Covid - 19 (Coronavirus) Preventive Measures

Board members have been actively monitoring the advice/directions from Government and authorities regarding managing the Covid -19 epidemic. Based on this we are adopting the following approach:

I'll keep on issuing authoritative advice to presenters if necessary as it comes to hand. We want to re-inforce to presenters the need to take their personal responsibilities seriously by:

- not coming in they are feeling unwell,
- not coming in if they have had close contact with people who have tested positive or may be at risk
- "social distancing" - no handshaking, avoiding direct physical contact, avoid being in large groups (eg. theatres, concerts, etc)
- frequent handwashing with soap (especially before and after using the console, microphones, etc)
- avoid touching, rubbing, scratching your face while presenting (need to concentrate for this because it is such an unconscious habitual behaviour)

At the station we will try to ensure that:

- the microphone socks are kept clean, disinfected and are replaced regularly.
- all touchable surfaces (consoles, desks, computers, keyboards) are kept clean.

Unless there is a dramatic change of circumstances or additional direction from government which we will keep monitoring, I am proposing that at the next Board meeting 25/03/2020 we discuss further action and next steps for the station to follow. A separate statement issued by 3MDR on managing the threat of Covid-19 is attached. Additionally here's a link to the latest news about managing the Covid 19 on the CBAA's website: <https://www.cbaa.org.au/article/station-planning-coronavirus-covid-19>

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Notes from the Last Board Meeting

The last Board meeting was held on the 4th March 2020. Here's some of the more important points discussed at the meeting.

Membership Matters

Discussed whether there was need to change membership levels and categories. Questions included whether these were best for rewarding long term listener loyalty, and whether there should be less of a difference between full and associate membership rates. Currently our membership categories are:

- full membership (\$40, concession \$xx)
- associate membership (friends \$11)

We also discussed sponsorship categories and packages as to whether they were flexible enough to meet the needs of different types of sponsors.

Communication Issues

We've been continuing to have niggling problems with our emails and phone communications, so if you have had any problems in this regard please be patient we are trying to resolve them. A new phone system has been installed so that should fix any phone problems (cross fingers). Emails bouncing back continue to intermittently give the station problems so if you have experienced not getting an email that other have received or other email issues let us know.

Programming

One of the challenges for community radio stations is to get the balance right between freedom of speech for presenters respecting the idea of providing an environment which allows a diversity of views to be aired versus ensuring that broadcasting of offensive language, content, extreme intolerance and socially divisive views does not occur. How to manage this challenge is not easy short of exercising censorship which seems inconsistent with the ethos of community radio. We had some discussion about this challenge and how we might address it. The CBAA Code 3 relates to general programming matters and while our existing station programming policy reflects the CBAA Code, it may not adequately address the reputational risk to the station. If you have any views on this please let us know.

The station needs to comply with the CBAA Code 5: requiring 25% of its music programming to be Australian music. The Board agreed that presenters be required to compile a playlist for an agreed period (eg a month) twice a year which identifies Australian content among the songs played.

Finances

The Board has approved significant expenditure over the past months on upgrading computer equipment and software and the refurbishment of studios one and two. To a

large extent these have been financed by fund raising activities - sausage sizzles at Bunnings and Woolworths in Warragul and Drouin. Thanks to Graeme Marriott for organising these events. More sausage sizzles are planned for 19th April and 29th May at Bunnings so please support us. We also received a grant from Bendigo Bank for the purchase of chairs. Thanks to Mick Nicholls for preparing the grant application. We have submitted a grant application for continuing with the equipment upgrade project. Thanks to Kaye Knight for preparing this application.

Governance

Having recently finalised the *Sexual Harassment and Bullying Policy*, a revised draft *Complaints Policy* has been developed and was considered briefly by the Board which agreed that it should be circulated to members for comment before it is finalised. This being part of a progressive review of policies by the Board over the year.

Kaye Knight has been coopted to the Board as a member of the Gippsland Regional News Group and as a contributor in preparation of grant applications.

The current 5 year Strategic Plan 2017-2021 is also under review for a progressive update. A **Strengths Weaknesses Opportunities Threats** analysis will be held next meeting to lay a foundation for the development of our new Strategic Plan (2022-2026) to complement the next Licence Renewal Application.

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Notes from the Presenter's Meeting held 11/03/20120

A well-attended meeting of presenters was held 10am-12noon 11th March:

John Beauchamp, Russell Blanchard, Daryl Brett, Susan Burton, Andrew Clinkaberry, Russell Ford, Brian Giblin, Tim Hannan, Ian Hill, Sam Horner, Coralie Knight, Graeme Marriott, Tom McGhee, Josè and John Meyer, Mick Nicholls, Wayne Pemberton, Ingrid Perri, Vince Perri, Richard Reimer,

Brian Giblin, with his vast experience in radio broadcasting has agreed to take prime responsibility for training in presentation techniques at the station. He provided four valuable pieces of advice:

1. The on-air rate of delivery - for most presenter: "If you think you are speaking more slowly than you usually do then it is probably about right on air".
2. When presenting on-air speak from the diaphragm.
3. When giving time calls use the briefest simplest version and don't embellish with superfluous word. eg. "20 to 12" not "20 minutes to 12 o'clock" or "11:40" or "40 minutes after 11am"
4. When speaking on-air talk as though you are talking directly to someone on the other side of the console.

John Beauchamp briefed the meeting on techniques for using the OtsAV software for arranging CSAs and Sponsorship Announcements and gave an update on future updates

which will allow presenters to load their playlists from the software and provide a range of other features to enhance our broadcasting. Cheatsheets are now placed in the studios so that presenters can quickly inform themselves of techniques for using the OtsAV software.

When fully utilised by presenters the OtsAV software ultimately will enable detailed analysis of the types of music being played by the station. One important reason for doing so is that the station needs to comply with the CBA Code 5: requiring 25% of its music programming to be Australian music.

So that the station can gather data on Australian music content presenters will be asked to compile a playlist for an agreed period (eg a month) twice a year which identifies Australian content among the songs played. A template form to do this has been developed and will be distributed to all presenters shortly. Please assist in this as it is a vital component of data needed to support our next Broadcast Licence renewal application.

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