



# Bulletin #1

*15 January 2021.*

## GREETINGS

To all our members including presenters and listeners even though it's half way through January already (how time flies!) **HAPPY NEW YEAR**. Thank you so much for your membership of 3BBRFM. Let's hope that 2021 is the year for making the transition back to something resembling normality in our lives.

We had a very enjoyable Christmas Party on December 12<sup>th</sup> in the garden at the Station. The weather was just what the doctor ordered and Graeme Marriott our Treasurer and esteemed master barbeque chef did a great job sizzling our sausages.

Since then we have had our first sausage sizzle for 2021 on the 9<sup>th</sup> January at the new Warragul Bunnings store. Graeme reported that it was a huge success, netting a surplus of \$749 plus two donations totalling \$140. Special thanks to Graeme for organising the sausage sizzle and John Beauchamp, Stephanie Dey, Brian Giblin, Kaye Knight, Tom McGhee, Glenys Marriott, John and José Meyer, David Piggin, Lois Ryan, Terry and John Trewin, and Paul Strickland all of whom helped man the stall during the day.

On Tuesday 26<sup>th</sup> January 3BBRFM will have a stall in Drouin Civic Park as part of the Australia Celebrations. We hope that members and listeners will come along and say hello. In the meantime listen in for community serve announcements going to air leading up to Australia Day.

On another note, members may be interested to know that at the AGM 25<sup>th</sup> November 2020 the Rules of Association (the Constitution) of 3BBRFM were amended. The main revisions were to update the financial rules to take into account electronic funds transfers and signatory arrangements and to correct various typographical errors. The revised rules can be found on our website.

## PLANS FOR 2021

We are working towards progressively moving back to normalised broadcasting arrangements from mid-February onwards **provided that covid-19 conditions remain controlled** and restrictions permit us to do so. We'll do this by surveying presenters whether they are interested in returning to live broadcasting under the conditions needed to maintain cleanliness, sanitising and social distancing. It may be that some presenters would prefer to remain off-air for a further period, or continue with pre-recording their programs. The survey will give us a better idea of how programming can be arranged. We'll also need to ensure that those presenters wishing to return to live broadcasting have retained the skills needed to resume operating the equipment and software including being able to load up pre-recorded programs, CSA's, the News and Sponsors messages. It is likely that some retraining will be required.

## SCHEDULE OF BOARD MEETINGS FOR 2021.

The Board meetings for 2021 will be held in the meeting room at the Drouin Library. Board meetings are held 3pm on the 4th Wednesday of the month. The dates are:

January 27th,  
February 24th  
March 24th  
April 28th  
May 26th  
June 23rd  
July 28th  
August 25th  
September 22nd  
October 20th  
November 24<sup>th</sup>

The Library is also working under Covid-19 restrictions which users of their meeting room must observe. This means that those that use the meeting room must be members of the library, masks must be worn, the kitchen facilities must not be used, and there can only be a maximum of 10 people in the room. This effectively rules out attendance other than by Board members at present. Entry will only be permitted through the front entrance (not the back steps as we have used previously) and there will be a temperature check before entering the library.

The above may change over the coming weeks/months but one rule that won't change is becoming a member.

## FUTURE DIRECTIONS AND PLANS



Since the AGM held late November 2020, the 3BBRFM Board members have been doing a sort of informal **S**trengths **W**eaknesses **O**pportunities **T**hreats analysis. Here's a summary of some of the more important comments made under each heading.

## SWOT ANALYSIS

### **STRENGTHS** – *What are our strengths that we must retain*

- The Board is functioning effectively
- We have a loyal listener base
- Notwithstanding the Covid-19 restrictions our production and programming arrangements are working smoothly and effectively
- Generally positive approach coming through our broadcasting
- Presenters have risen to the challenge of pre-recording
- Some presenters are live broadcasting while observing strict conditions of cleaning and sanitisation
- Remote vs live broadcasting integration has been pretty seamless
- Integration of CSAs and Sponsor's messages has worked well
- Good use of CRN material to supplement programming and provide a range of different music
- GRN team has integrated effectively into our programming

### **WEAKNESSES** – *What are our weaknesses we should try to minimise*

- Limited number of volunteer presenters, support people, board members keep the ship afloat
- Little or no backup potential if people are ill or cannot do their shows
- Little or no capacity to for others to find people to substitute
- The programming and production team is heavily dependent on two or three people
- We run on the "smell of an oily rag"
- Our volunteers have an ageing profile
- Too much short term thinking – not in front of ourselves
- Don't have a clearly defined station manager role
- Need to get better info re updating sponsors messages, CSAs
- Need to get better at recruiting sponsors/listeners, promoting the role of community radio
- Lot of people not bothering about radio – too many alternatives

### **OPPORTUNITIES** – *What opportunities are there to improve*

- Use a Radiothon and accompanying promo strategies and volunteers to contact potential sponsors, posters, CSAs, marketing catches, etc, needs to be absolute focus for 2 weeks
- Outdoor events
- Promoting 3BBRFM through Bunning/Woolworths/Coles sausage sizzles
- OB interviews of people at outdoor events for broadcasting – link to studio,
- Transitioning back to live broadcast is an opportunity to get new ways accepted
- Re-aligning job roles – providing adequate clear support for priority functions
- Do live broadcast at outdoor events, eg. Drouin Civic park Australia Day stall
- Develop a better system for monitoring available grants and applying for them
- Appointing a station manager – funding

### **THREATS** – *What are the barriers to developing and improving*

- Making extra demands on presenters is a carrot v stick motivation problem
- We don't have enough presenters to cover the available program slots
- Need to make presenting seem more a privilege rather than seen as a right
- Put it on presenters to recruit sponsors or else pay for their spot
- Training needs to be beefed up and maintained
- Survey presenter intentions needed to find out what they want to do when restrictions lifted
- Decision needed on policy for return and timeline mid Feb onward – general principle maintain social distancing, cleaning regime etc, plus use of two studios
- A strategy needed to manage things if something happens to critical programming and production officers
- Ensuring that we meet conditions of grants obtained
- Ensuring that we are in a good position to gain renewal of our licence to broadcast

The lifeblood of 3BBRFM is our members. Without our members there would be no 3BBRFM. So we want to make sure that members feel their views are adequately taken into account. We are asking for some input from members about our future plans and directions.

Using the points listed in the SWOT analysis above as a guide, we would like to hear your views on what the station do in the future. Here's a table which could help you provide any comments you may have. Please type your comments in each box and reply to this email.

**MUST DO, SHOULD DO, COULD DO**

Looking to the future what <b>MUST</b> we do ( <i>Essential Activities</i> )
Looking to the future what <b>SHOULD</b> we do ( <i>Desirable activities</i> )
Looking to the future what <b>COULD</b> we do ( <i>Interesting activities</i> )
Any <b>OTHER COMMENTS</b> you'd like to make ( <i>anything on your mind</i> )

Cheerio! Keep Safe!

**Rod Wellard**  
**President**



**Mobile 0438 115 693**  
**Email [president@3bbrfm.org.au](mailto:president@3bbrfm.org.au)**