

# CENTRAL HUNTER RADIO

Central Hunter Community Broadcasters



## Announcers Manual

***This manual contains procedures, rules and advice for announcers working at 2CHR. It will be amended and supplemented periodically. All announcers should be familiar with its contents and should observe the guidelines set out.***

***A copy will be located at the studios at all times.***

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*Published by 2CHR-FM as an aid to its trained radio presenters.*

*Please note this manual is not a comprehensive operational training document but rather a management tool for presenters.*

*All training on equipment will be carried out by endorsed trainers. All trainees will be required to meet station standards prior to presenting programmes.*

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## **WHAT IS COMMUNITY RADIO?**

**Community Radio** is the third area of radio broadcasting in Australia – the non-government and non-profit sector of radio that is usually community owned and controlled.

**Community radio** aims at providing a more diverse and accessible form of broadcasting than commercial radio and the ABC.

Community radio is a two way medium that is used by the people, not just consumed by them. It has the potential to enable a community to talk with itself, to get to know itself and to become more active and affective. All groups can express their concerns, ideas and messages through community radio. The audience listens to the announcer as a representative of the community.

Community radio offers vitality, a sense of community and an adventurous spirit to the wide spectrum of Australian radio.

**Community radio heightens community awareness** of local issues and creates information links between diverse sectors of the community.

Community radio has no advertising (commercial stations) just commercial sponsorships which are tagged.

**Community radio is usually run on a volunteer basis**, giving access for aspiring radio workers, who are often picked up by commercial radio and the ABC.

**Community radio** is funded by various means:-

- Funding from local businesses that sponsor programmes by commercial sponsorship that is different to advertising.
- Donations
- Listeners subscriptions and paid memberships.
- Presenters studio access fees
- Assistance from the community in fundraising ventures.

## **THE 2CHR STORY**

“To entertain and inform the community of the Central Hunter area of the Local Government areas of Cessnock and Maitland through the broadcast of music and pertinent information”

2CHR-Fm (Central Hunter Community Broadcasters Inc) is a community radio station based in the Hunter Valley. It was formed in 2000 through the amalgamation of two aspirant stations: Cessnock Community Radio (CKRFM) formed in 1990 and Radio Maitland (RMFM).

The radio station serves as voice media for the community of the Central Hunter area. The station is operated completely by volunteers from the non-profit organisation **Central Hunter Community Broadcasters Inc.**

Training courses in basic radio skills are offered for would be presenters. Sponsorship is welcomed and actively sought as a fundraising medium for this non-profit local media outlet.

2CHR broadcasts what the community of the Central Hunter Valley area, identified as what they require from a Radio station and what they want to hear on their local community radio station. 2CHR features interviews with local people, local news and weather, sports updates & community announcements.

A Community Station has enormous advantages over a national or commercial station. It provides a service to meet the needs of the local community rather than presenting programmes aimed at producing profits for its shareholders.

The whole community therefore benefits rather than just one particular sector. With over 280 Community Stations already operating around Australia, Community Radio has become the largest sector of the broadcast industry.

2CHR is a very important and respected voice in the Hunter Valley and has received a number of commendations and Media awards.

The membership is constantly held at over 200 members however this does not reflect the extent of the large listening audience which has been surveyed by respected company McNair Ingenuity to be several thousand.

The Station requires approximately 60 volunteers to fill administrative, technical, IT, and presenter duties and provides a stimulating environment for all volunteers to enjoy the broadcasting experience.

In the early 90's, both Cessnock Community Radio (CKRFM) and Radio Maitland (RMFM) were broadcasting on temporary licences and were both bidding for a permanent licence to broadcast full time.

After many years of temporary broadcasts it was decided that the best way to get a full time community radio station in the area would be achieved by a single station covering both districts.

Following a series of meetings it was decided to combine the two stations and form a new station to be known as Central Hunter Community Broadcasters Inc. Combining the two stations provided two studio's and the ability to broadcast from both either Maitland or Cessnock by a flick of a switch.

In early 2000 Central Hunter Radio (CHRFM) was granted a full licence and continued to broadcast from both Cessnock and Maitland studios. In 2001 funding issues made it difficult to operate two studios and it was decided to broadcast from Cessnock only. The studios are centrally located at the corner of Maitland Road and Vincent Street Cessnock. The transmitter is situated on Mount Bimbadeen to the west of Cessnock.

Now twenty years after obtaining the full time licence 2CHR has been able to demonstrate to the relevant Government Departments that it is a creditable Media organisation.

A requirement for the renewing of the 2CHR licences for conduct of the station and for our two broadcast licences requires extensive review and application details to be provided within a framework of media legislation. We are required to meet stringent conditions regarding our broadcasts including the area to which we are permitted to serve and the power of our transmission.

These conditions restrict 2CHR to serve the Local Government Areas of Cessnock and Maitland and limit any extension of our broadcasting to such methods as Streaming of programmes and Pod casts.

Our most recent renewal of licences was granted in 2020 and is valid for a period of five years however constant scrutiny by the ACMA requires a number of annual returns. Additionally annual reports regarding our activities are required by the CBAA, CBF and APRA and AMCOS.

These reports require information regarding the conduct and activities of the Station as well as Financial Reports regarding our income and expenditure and financial viability.

**CENTRAL HUNTER COMMUNITY BROADCASTERS**  
**CORPORATE GOVERNANCE POLICY**

Central Hunter Community Broadcasters (2CHR) will lay solid foundations for management of the Radio Station and the oversight of the respective roles and responsibilities of the Board of Management and volunteers. It allows for regular review of their performance and compliance with the Constitutional Rules governing the annual election of Board and Management.

2CHR will establish a sound risk management framework and conduct regular reviews of the effectiveness of that framework.

The Board must be seen to be effective and add value to the conduct of the Radio Station. They should collectively have the skills, commitment and knowledge of 2CHR and the industry in which it operates as a Community Radio Station.

2CHR Board and Management should instil and continually reinforce a culture of acting lawfully ethically and responsibly.

See the 2CHR code of conduct in the 2CHR Announcers' Manual and the Constitution of Central Hunter Community Broadcasters.

2CHR should have appropriate processes in place to verify the integrity of its corporate reports including regular and annual financial reports and meeting minutes.

Timely disclosure of all matters concerning the conduct of 2CHR that a reasonable person would expect to have will be provided via properly minuted, regular open board meetings, annual meetings and newsletters.

## **PROGRAMME STANDARDS ON CENTRAL HUNTER RADIO.**

Central Hunter radio has minimum standards. No matter how great the idea, philosophy, the word, on radio it's worthless unless communicated effectively, i.e. understood by those listening. There are no lip readers in radio land, and remember radio is the theatre of the mind. Used well there is little to approach it's power to stir and activate imagination. Radio is also company -so let's make sure 2CHR is GOOD company.

Central Hunter Radio will not allow programmes which discriminate against or in favour of any persons, upon grounds of sex, race, religious or political beliefs. Nor will programmes be allowed which deliberately or recklessly distress other groups or listeners.

## **CENSORSHIP POLICY.**

An object of the Broadcast Services Act is to encourage providers of broadcasting services to respect community standards in the provision of programme material.

The code of Practice provides inter alia; "Licensees will establish programming practices which protect children from harmful programme material. Licensees will avoid censorship whenever possible however, consideration shall be given to the audience; the context; the degree of explicitness; the propensity to alarm, distress or shock; and the social importance of the Event"

Subject to legal requirements censorship will be avoided, however, the station reserves the right to maintain a balance of programming and therefore the station reserves the right to vet all programmes for content, with reference to the source where possible, and to edit material it believes not to be in the public interest, or acceptable standard.

The operation of these standards will be the responsibility of the Station Manager/Programme Co-ordinator. Should any individual or group offer objections on what it considers reasonable grounds, the Station Manager/Programme Co-ordinator will arrange consultation with the individual or group and the Programme Committee.

Broadcasting Programme standards are as determined in the Broadcasting Services Act 1992 and subsequently amended.

Part 9 of the Act requires commercial and public broadcasters to broadcast in accordance with the Broadcasting Standards

The standards are to guide broadcasters in discharging their responsibilities to the community they are licensed to serve and may be amended from time to time.

## **RELIGIOUS MATTERS.**

Religious matter broadcast on 2CHR including sponsored religious programmes, will be presented only by responsible persons or bodies and should not contain statements ridiculing any form of religious belief.

## **PROMISE OF PERFORMANCE**

### **1. EDUCATION AIMS.**

- a. To increase access by the community to the educational resources of the station.
- b. To encourage other institutions interested in educational and cultural enrichment to use the station, at a reasonable cost.
- c. To provide a means for students to further their own development.
- d. To encourage music and drama education appreciation.

### **2. COMMUNITY ACCESS.**

- a. To give access for all local community groups and individuals to production and broadcasting facilities, at a reasonable cost, as long as the nature and quantity are consistent with:-
  - i. The Community Broadcasting Association of Australia's code of ethics.
  - ii. Minimum technical standards.
  - iii. Broadcast regulations.
- b. to provide an alternative which caters for the needs of ethnic communities, by providing broadcasts in language appropriate to that audience.

### **3. PUBLIC INVOLVEMENT.**

- a. To monitor listener and community programming needs and responses regularly and take into account when programming.
- b. To actively promote, develop and make available the necessary technical, creative and research facilities to maximise impact of



programmes, to encourage and provide opportunities for the training of volunteers to be involved in the programming, production and transmission of broadcasts and ensure that all volunteers are briefed on their responsibilities as public broadcasters

### **STUDIO RULES**

1. Be on the alert for any interference to our signal. Should any occur, please note the time and type of interference in the Equipment Incident Log. ***This is very important!*** To monitor this, ensure that Monitor and headphones are switched to external at all times. In the event of the Station going off-air e.g. a power black out- the presenter must contact the appropriate Committee member or the delegate and inform them about the problem. The Presenter must note on the schedule, the time off and the time back on. A note should also be recorded in the Equipment Incident Log in the Studio. Any comments regarding technical faults/ failures, complaints from listeners, Studio conditions and extraordinary events are to be recorded in the Equipment Incident Log which is checked regularly by the technical staff.
2. The equipment in the studio is not to be adjusted or modified or removed, nor is any additional equipment to be brought to the studio **without prior authorisation**. Defacing the premises and equipment is prohibited. Station equipment must not be removed from the Station without permission. Stealing is an offence and offenders shall be dealt with accordingly.
3. You must supply your own Headset and Wind Sock.
4. The covers must not be removed from the disc players
5. Music logs must be completed for each programme. Remember to total the number of tracks played and the total Australian content, on the first sheet of the log and leave it in the place provided for Completed Music Logs. To comply with ACMA approved community radio standards, a minimum of 25% Australian music content is required.
6. Drinking alcoholic drinks, smoking cigarettes and taking non-prescription or illegal drugs is not allowed on 2CHR premises.
7. Food and drinks are **not allowed** in the 2CHR –FM studios
9. Swearing on-air and offensive language is not allowed in the 2CHR studio complex.

10. Unauthorised visitors are not permitted on the Station premises after hours. Visitors are not permitted to enter the Broadcast Studio unless the Duty Presenter agrees.
11. An unannounced, unknown or unauthorised person must not operate equipment and/or broadcast without it first being cleared by the Committee or manager. Visitors must sign the Attendance book.
12. The Duty Presenter is fully responsible for the security of the Station premises. The Front Door must be kept locked when the office is shut. If in any doubt, refer to Station Manager by telephone. Duty Presenters are to accept full responsibility for the Broadcast Studio for the duration of their shift. Programmes are not run to over time nor start earlier than the advertised time.
13. Professional etiquette is expected of all "on-air" personnel, especially at shift changeover. Incoming presenters must be offered adequate time to set up (say 3-5 minutes) prior to their taking over if using the same Studio. If both Studios are to be utilised this is not critical although changeover should proceed during the News. This setup period aside an incoming presenter must not enter the Studio being used or interfere with the conduct of a programme. Authorised persons (Station Manager, Office Staff, Programme Manager Technical Staff or Committee Members) only may enter the Studio outside of these times unless in an Emergency Situation.
14. Outgoing presenters will on completion of their shift exit the Studio promptly. All equipment, CDs etc should be packed and ready for removal immediately at the required handover time. That is the commencement of the News or the start of the incoming presenters first scheduled message.  
The studio is to be kept tidy, clean and ready for the next presenter.
15. If in doubt as to "offensive" content it is the responsibility of the Presenter to check with the Programme Co-ordinator or Station manager before playing on air. Any Presenter playing material which is either restricted or banned will be removed from the roster.
16. The airwaves are not to be used to ridicule or criticise fellow Presenters, Programmes, choice of music, the Station, the Committee nor, in particular, the listener. Complaints are not to be made on air about **Station policy, personnel, equipment or other programmes.**

17. The Schedule is to be followed and NEVER varied. As scheduled material is broadcast, the Presenter initials the Schedule and notes the time on the Schedule.
18. All Presenters must sign on and off in the Attendance Book located in the Main Studio. This is the station's record of attendance and by law is retained for reference.
19. Any directions from the Committee or delegate can be found in the Presenters Sign on Book in the Broadcast Studio, on the Notice board of the Broadcast Studio or in the Presenter's Mail Box.
20. Station Announcers Manual can be found in the holder along with other volumes (located in the Main Studio).
21. For those programmes for which prior authorisation to use the telephone hybrid has been given, the Presenter must follow the guidelines laid down by the Committee.
22. No central Hunter Radio Music Library material may be taken from the Station premises without prior authority and must be recorded in the Equipment Record Folder.
23. The Management Committee shall be the final arbiters in any matters of policy, programming or discipline

**THE BROADCAST SCHEDULE IS THE ANNOUNCERS BIBLE.**

1. The Schedule is the on-air running sheet and used by ALL announcers. It contains precise programming information.
2. There is one Broadcast Schedule per day.
3. The schedule records at what time you put sponsorship announcements, community notices, station pointers, etc., to air.

**ALL ANNOUNCERS MUST SIGN OFF THE SCHEDULE AT THE END OF EACH PROMO OR SET OF PROMOS** as per the Scheduled (CART) numbers. This is the station's record of events and by law is retained for reference.

As scheduled material is broadcast, the announcer notes the exact time on the schedule.

## **STUDIO INCIDENT LOG BOOK.**

This book is found in the studio. Any comments regarding technical faults and failures, complaints from listeners, conditions in the studios and events out of the ordinary are to be recorded in the Log Book. Please date entries and leave your name for follow up. The Log Book is checked regularly by the Technical Volunteers.

## **THE LOGGER COMPUTERS & MUSIC LOGS**

1. ALL programmes broadcast on Central Hunter Radio are recorded on the LOGGER COMPUTER.
2. THIS IS A REQUIREMENT BY LAW.
3. Recordings are the property of Central Hunter Radio and by law must be kept for a period of six weeks.
4. To fulfil our legal obligation, we must have a record of everything else being broadcast.
5. The music log sheets along with the broadcast Schedules must be completed by ALL announcers

## **Volunteer Definitions**

### **ANNOUNCER or PRESENTER**

A person with an acceptable command of English and acceptable panel operating skills, and rostered by the programme committee to conduct a programme.

### **FOREIGN LANGUAGE PRESENTER**

A person authorised by the Multilingual Broadcasting Association of N.S.W. and the station to conduct a foreign language programme.

### **PANEL OPERATOR**

A person trained to acceptable station standards and authorised to conduct a rostered NON ANNOUNCING shift.

## **TIME CALLS**

### **1. These standards apply to time calls.**

The correct time should be announced no more than twice per half hour. EXCEPT more frequent announcements of the time may be made during morning breakfast programmes.

- 2 Announcers should avoid the use of time calls as a means of utterance because there is nothing better to say, and never twice in the one break.
3. In all cases you state the time, do not guess it. The time is to be a perfectly natural piece of information not an utterance of shattering importance.
4. AM/PM should be avoided. Use normal conversation, e.g. "The time is 6 o'clock" or "It is now a quarter past six." "Time is now 6 50"

### **WEATHER:**

Weather reports will be treated as a serious information service and read accordingly and correctly. Never hazard a guess as to the weather conditions and attribute it to the Bureau.

### **STATION IDENTIFICATION:**

Broadcasting stations are required to identify themselves and the following rules apply:

The call sign **2CHR** should be announced approximately once each twenty minutes This station should be identified as:-

- a. **2CHR**
- b. **96.5 fm**

Do not use technical terms on air e.g. megahertz. Where necessary this technical information is included in the Station announcements.

Recorded Station identification promos will also appear on the Mini Disc. These are for general use. It is good practice to listen to these before including in your programme as they have varying music themes. These announcements are known as "STABS".

All station identification promo's are to be recorded by the production coordinator.

## **MUSIC:**

Selection of music and all recorded material should be done with care and sensitivity. It should not be left until the last minute. The better the preparation the better the programme. Radio stations are required to programme at least 25% Australian music content. 2CHR has set an average overall requirement of 30% local content.

If in doubt as to 'offensive' content it is the responsibility of the announcer to check with the Programme Manager or Station Manager before playing on air.

Any announcer playing records which are either restricted or banned may be removed from the roster.

The programme title should as far as possible reflect the content of the programme i.e. either spoken content or music style. This is most critical for music programmes where a listener should be able to have an expectation of a certain genre of music.

A presenter "filling in" for an unavailable presenters programme should play the same general genre of music although they may be some difference in artists chosen. For example COUNTRY, or EASY LISTENING, JAZZ and BLUES etc.

## **SPONSORSHIP.**

1. The Licence of Central Hunter Community Broadcasters Incorporated enables the station to allow sponsorship for time and programmes which are sold only through the station and with limitations as set down.
2. In any hour there shall be a maximum of 5 minutes of sponsorship announcements.
3. Sponsorship announcements appear on your Schedule which will note the time they are to be played. When broadcasting the announcer must note the time and their initials on the schedule.
4. The station is bound by strict rules concerning the broadcast of Sponsorship announcements. Adherence to the broadcast schedule ensures these rules are not transgressed.
5. Under no circumstances will any announcer include unscheduled announcements or plugs in his/her shift for any commercial organisation or business

6. **NO COMMISSION** will be paid to any person in relation to Station Sponsorship.

### **AUSTRALIAN PERFORMING RIGHTS ASSOCIATION (APRA.)**

1. All music played must be recorded.
2. This information is required by APRA which collects royalties on behalf of composers, publishers and performers.
3. Announcers playing MUSIC on air should note details on the sheets provided. Pre-recorded programmes must also have these details filled out.
4. The following information must be logged on the sheet.
  - a. The date you went on air
  - b. The time of the Programme
  - c. The presenters name.
  - d. The song title
  - e. The artists name
  - f. Whether or not they are Australian.

### **COMMUNITY NOTICES.**

It is the policy of Central Hunter Radio to assist the community, however to avoid hoax messages and to ensure accuracy of detail **ALL** community notices must be in writing and preferably typed.

Community Notices are **NOT** to be taken by telephone. Refer any caller to the office staff.

### **SECURITY:**

It is assumed all volunteers will take positive steps to ensure the security of the stations premises and equipment at all times. The following procedures have been determined to achieve that end.

1. Keys to the station premises will only be issued on the authority of the Station Manager or Office Manager, through the office.
2. Any person wishing to obtain access to the station outside office hours must obtain permission from the Station manager
3. Any person entering station premises is required to sign the attendance book, recording times of arrival and departure.

4. When using station facilities, and reception area is unsupervised, all external doors are to be kept locked. The door may be left unlocked for a short period to allow a following presenter access but requires supervision. Note there is an alarm button to draw attention of the duty presenter when a person requires access.
5. No unauthorised person will have access to station premises beyond the reception area without the express permission of the Station Manager, Office Administration Volunteer or Duty Presenter.
6. No CD is to be removed from the station premises unless prior arrangement has been obtained e.g. for auditioning.
7. No equipment will be removed from the station premises without the express permission of the Station manager. Details of all borrowings must be recorded in the "Record of Equipment/CD's Leaving the Premises" folder..
8. At the close of transmission, the rostered presenter must make sure station premises are locked and secure with all doors closed, and all equipment is **left on** and returned to **neutral except NEWS fader**.

### **VOLUNTEER STUDIO SECURITY ARRANGEMENTS.**

Following a security scare, where a presenter is threaten over the phone whilst on air with physical violence, the following practice should be used after hours.

- After office hours make sure that the studio doors are locked.
- If you receive an abusive or threatening call, note the time of the call and the duration if possible. This can be put into the Studio equipment book.
- Notify the police. Identify yourself – giving the Police details of the caller, whether they were male/female and let them know what time you are expecting to leave the studio complex. **Police Phone Number is 49910199.**
- Depending on availability the police will try and have someone outside to escort you to your vehicle.
- **The above guidelines are only to be used in an emergency where no-one is available to pick you up when your programme is finished.**



## **COMMUNITY BROADCASTING CODES OF CONDUCT.** **CODE OF PRACTICE**

### ***Code No 1: Responsibilities of broadcasting to the community: principals of democracy, diversity and independence.***

The purpose of this code is to ensure that the 'Guiding Principals' are reflected in the day to day operations and programming of community broadcasters.

Community Broadcasting stations will:

- 1.1 Have policies and procedures in place, relating to the licensee's community of interest, which ensure access and equity and encourage participants by those not adequately served by other media
- 1.2 Be controlled and operated by an autonomous body which is representative of the licensee's community of interest.
- 1.3 Have organisational mechanisms to provide for active participation by the licensee's community in its management, development and operation.
- 1.4 Incorporate policies that apply to all station activities, which oppose and attempt to break down prejudice on the basis of ethnicity, race, chosen language, gender, sexual preference, religion, age, physical or mental ability, occupation, cultural belief or political affiliations.

### ***Code No 2: Guidelines for all programming***

The purpose of this code is to encourage programming that reflects the principals of community broadcasting; to break down prejudice and discrimination; and to prevent the broadcast of material which is contrary to community standards.

- 2.1 Community broadcasting licensees shall not broadcast material which may:
  - (a) incite, encourage or present for their own sake violence or brutality.
  - (b) Simulate news or events in such a way as to mislead or alarm listeners or
  - (c) Present as desirable the misuse of drugs including alcohol, narcotics and tobacco.

2.2 Community broadcasting licensees will avoid censorship wherever possible, however, consideration shall be given to the audience; the context; the degree of explicitness; the propensity to alarm, distress or shock; and the social importance of the event.

2.3 Community broadcasting licensees shall not broadcast material which may stereotype, incite, vilify, or perpetuate hatred against or attempt to demean any person or group on the basis of ethnicity, race, chosen language, gender, sexual preference, religion, age, physical or mental ability, occupation, cultural belief or political affiliations. The requirement is not intended to prevent the broadcast of material which is factual or the expression of genuinely held opinion in a news or current affairs program or in the legitimate context of a humorous, satirical or dramatic work.

2.4 Community broadcasting licensees will establish programming practices which protect children from harmful program material.

2.5 Community broadcasting licensees in observance of privacy will:

- (a) respect each person's legitimate right to protection from unjustified use of material, which is obtained without an individual's consent, or other unwarranted and intrusive invasions of privacy.
- (b) not broadcast the words of an identifiable person unless:
  - a. that person has been informed in advance, that the words may be transmitted.
  - b. In the case of words which have been recorded without the knowledge of the person, the person has subsequently, but prior to the transmission, indicated consent to the transmission or
  - c. The manner of the recording has made it manifestly clear that the material may be broadcast

This code is intended to promote accuracy and fairness in news and current affairs programmes.

2.6 News and current affairs programmes including news flashes should

- (a) Provide access to views under represented by the mainstream media.

- (b) Present factual material accurately and ensure that reasonable efforts are made to correct substantial errors of fact at the earliest possible opportunity.
- (c) Clearly distinguish factual material from commentary and analysis.
- (d) Not present news in such a way as to create public panic or unnecessary distress to listeners.
- (e) Not misrepresent a viewpoint by giving misleading emphasis, editing out of context or withholding relevant available facts.

### ***CODE 3. Australian Music Content.***

This code reinforces the community broadcasting sector's reputation as a medium committed to developing and recognising Australian composers and/or performers by providing opportunities to have their material broadcast on a regular basis.

The Broadcasting Services Act 1992 does not require the community radio sector to maintain minimum content levels of Australian music. However, given the nature of the community broadcasting sector and its commitment to reflecting the diversity of Australian culture and the interests of local communities, it is crucial for a significant proportion of local and Australian music, including indigenous Australian music, to continue to be broadcast by community stations.

In selecting Australian musical items, community broadcasting stations should have regard for the make-up of the community served by the licensee.

3.1 Community broadcasting stations shall ensure that set proportions of the total number of musical items broadcast consist of musical items composed and performed by Australians.

The proportions shall be.

- (a) Not less than 25% Australian music items for stations with diverse formats serving the general community.
- (b) not less than 10% Australian music items for ethnic and classical stations. (a and b) to be determined over a one month period.
- (c) \*In this code "Australian" means a person who is a citizen or ordinarily resident in Australia.

### **CODE 4: SPONSORSHIP**

#### **Purpose**

The purpose of this code is to augment the sponsorship conditions set down in Schedule 2 of the Act, including the requirement that not more than 5

minutes of the sponsorship announcements be broadcast in any one hour and the need for each sponsorship announcement to acknowledge the financial support of the sponsor.

Commensurate with the need to ensure active participation by the community in the station's management, development and operations, community broadcasters will adopt and implement (in consultation with their communities) a sponsorship policy which-

- a. Ensures that sponsorship will not be a factor in determining access to broadcasting times
  - b. Ensures that the content and style of individual programs is not influenced by the sponsors of programs
- 4.3 Ensures the overall programming of community broadcasting stations is not influenced by sponsors.

It is noted that there are no statutory restrictions on the broadcast of legitimate community service announcements. A community service announcement is defined as:

- 4.4 An announcement for which no payment is made , either in cash or in kind.
- 4.5 No commission will be paid to any person in relation to any station sponsorship.
- 4.5 The provisions of Code No 2 are taken to be part of Code No 4.

### **RULES FOR STUDIO GUESTS.**

- 1). Any presenter can have on air any guest they consider appropriate unless the Committee has previously banned that guest, or type of guest.
- 2) The presenter is responsible for the language, actions and general behaviour of that guest.
- 3) If the Committee determines that the presenter did insufficient to control a misbehaving guest. **The Committee may suspend the presenter from on air duties either temporarily or permanently.**
- 4) A guest is a person who is being interviewed. At all times the presenter must be able to justify to the Committee why such a person is appropriate within the scope of their previously approved programme proposal. **Presenters are not to have other people in the studio during a programme without the specific permission of the Station Manager or Programme Coordinator.**

- 5) A studio can and should be a place where the presenter has a good time. **IT IS NOT A PLACE TO HAVE A PARTY WITH GUESTS.** When a presenter leaves the studio it should be in the same or better condition than when he or she arrives

### **Use of Official Facilities and Equipment:**

Association facilities and equipment should only be used for private purposes when official permission has been given.

### **Occupational Health and Safety:**

In addition to the association's responsibility to provide a safe and healthy work place, volunteers also have direct responsibility for their own health and safety while at work, and for the health and safety of volunteer staff and others within their immediate area of responsibility.

### **Discrimination:**

Volunteer staff members will not harass or discriminate in work practices on the grounds of sex, marital status, pregnancy, age, race, colour, nationality, ethnic or national origin, physical or intellectual impairment, sexual preference, transgender status, religious or political conviction

### **2CHR FIRE EVACUATION PLAN**

1. Person discovering the fire to raise the alarm- by yelling out **FIRE, FIRE, FIRE.**
2. If the fire occurs during office hours – Office Manager or Office Volunteer is to delegate someone to notify other personnel, whether it be in our studio complex or elsewhere in the School of Arts Building.
3. Ring **000** giving all relevant details:
  - (a) Your Name
  - (b) The telephone number from where you are calling
  - (c) The address of where the fire is.
  - (d) Tell the operator if you need Police or Ambulance as well as the Fire Brigade.
  - (e) Remember the operator at **000** may not be familiar with the area so do not use abbreviations to describe the address.
4. Ascertain extent of the fire, control and extinguish if possible
5. If the fire is too large to handle by yourself, evacuate the building making sure that all appropriate doors are closed.

6. Evacuate the building by using the front exit. If front of building is blocked use rear exit and alleyway.
7. After evacuating the building **assemble in the Court House driveway** making sure that everyone is accounted for.
8. If you are by yourself, after hours, you still need to follow the above procedure.
9. Assist the appropriate emergency team, giving them all the relevant information required.

### **IMPORTANT**

1. When asked to evacuate the building, follow all directions. **DO NOT** stop to remove equipment or turn power off.
2. If fire is internal, use the CO<sub>2</sub> (Black band) extinguisher. "Caution"- this extinguisher also removes the oxygen from the air in confined spaces. Use the Dry Chemical (white band) only if necessary.
3. Remember the assembly point is in the Cessnock Court House driveway.

### **BROADCASTING CONDITIONS POLICY.**

1. **Adherence to**
  - (a) Community Broadcasters Code of Ethics
  - (b) Programme Standards of the ACMA
2. **Comply with provisions of the Broadcasting Services Act and Regulations.**
3. **Observe the operating requirements for 2CHR specifically:-**
  - (a) No programme will include the use of offensive language either in dialogue or musical composition.
  - (b) No programme will include defamatory statements about any individual or organisation.
  - (c) No programme will include any material which refers in a derogatory manner to the Association, the station, its staff or any aspect of its structure or operation.
  - (d) Each programme is to be presented by a sole operator unless previously agreed by the Programme Committee at the time of acceptance of programme proposals.

- (e) Once accepted **NO** programme format or content can be changed without prior agreement of the Programme Coordinator.
- (f) If unable to present a programme, it will be the responsibility of that presenter to find a replacement. This replacement presenter shall be a financial, trained and authorised member of 2CHR.
- (g) Programmes will be changed every twelve months so as to enable new presenters access and allow existing presenters to change their format/times. A new guide will be forthcoming for that period.
- (h) The prescribed presenter's broadcast access fee as it applies from time to time will be paid 4 weekly in advance.

### **Use of Official Information:**

All volunteer staff members have a right to expect confidentiality and privacy with respect to personal information obtained by other members of the association in the course of their voluntary contribution. All volunteer staff members have a duty to maintain confidentiality, integrity and security of official information for which they are responsible.

### ***POLICE / EMERGENCY REQUESTS.***

Any requests for the broadcast of urgent messages must be authorised by a senior officer of the Police Force / Emergency services or his deputy and it is the presenter on duty responsibility to ensure the accuracy of this request.

Take a contact number and ring back to double check and ring to advise the Station Manager on mobile 041 7227 104. Give them our email address secretary@2chr.org and ask them to send confirmation. If in office hours this can be done for you by office staff. These messages must be treated in a serious manner and read precisely.

### ***CANCELLATIONS*** of sporting events and community activities

You may receive calls requesting you to broadcast cancellations and postponements of Community activities. Such requests may be broadcast in an emergency provided that, an authorised office bearer or officials name is given.

The name must be read out with the message. **Never put these to Air without some authority. We don't wish to become an object of hoax calls which inconvenience the public.**

## **PRIZES AND GIVEAWAYS ON AIR**

All competitions or the award of prizes **MUST** be authorised by the Station Manager.

A prize winner form **MUST** be filled in before you leave the station. These forms can be found in the folder in the studio. This form contains details of the winner's name, address, phone number, programme where the prize was won, presenter on air, where the prize came from and how the winner is going to obtain the prize.

After the presenter has filled out the form, he/she will make sure that they have signed it and leave the completed form in the office tray with the prize so that the winner's signature is added when they come in to collect their prize.

### **Public Comment:**

Public comment includes official or other statements by way of public speaking engagements, comments on radio and television and expressions of views in letters to the newspapers or in books, journals or notices or where it might be expected that the publication or circulation of the comment will spread to the community at large.

Statements in the name of the association shall only be authorised by any of the following:

- Chairman
- Station manager
- Secretary
- Or any member of the association acting under **written** authority of one of those named offices.

Where the matter of a media statement or a letter relates directly to the association or other specialised subject area involving the association, the statement should be in writing from the Chairman in order to establish his or her credibility.

All volunteer staff members have the right to express publicly on any matter of public interest as private citizens. Statements made or letters written in this context should **not** include the name and address of the association (or any part of it) or the title of his or her association appointment.



## **IMPORTANT POINTS FOR ANNOUNCERS.**

**1;** Think of your listener as **ONE person** and talk to him/her as a friend, be yourself- be warm, natural and friendly at all times, try smiling as you talk – it can help your voice to sound cheerful and friendly.

**2:** Before you open the microphone, have a clear idea of EXACTLY what you are going to say and DO plan it out. If necessary, write it down- many top announcers do.

**3: Don't say too much-don't ramble on. Everything you say should be ENTERTAINING, INTERESTING, INFORMATIVE OR EDUCATIONAL. If you have nothing interesting to say, SAY NOTHING.**

**4.** Prepare and organise yourself for each shift. Plan out what you're going to do on your shift. Spend time beforehand getting some interesting little topical pieces to put into your program, use newspapers, magazines, TV and personal contact and observation to get information bits to put into each shift. The more time you put into preparation, the better your on air program will be.

**5:** Always be **enthusiastic, positive and energetic** on air. This enthusiasm will come through in your voice. If you're enthusiastic and bright, it will rub off on your listener and he/she will want to keep listening to you, because it makes them feel good.

**6:** Avoid in-house things, such as calls to your own personal friends or talking to a friend in the studio when your mic is open. This sort of thing separates you from the listener, who feels neglected or excluded. Be careful to always include your listener. That's the secret of good presentation.

**7: Clean up as you go. Leave the studio neat and tidy for the next presenter. Work as a team.**

**8:** Treat all your equipment carefully. It's your livelihood. Be gentle with switches, buttons, faders, pickups, headphones and portable recorders. Handle CD's carefully by the edges and the centre. Put them back in cases after use.

**9:** Forget terms like "listeners", "all you people out there" etc. Radio is a personal, one to one means of communication. Speak to ONE person at a time e.g. "I hope you're enjoying the program", "It's good to have you with us" "welcome! to my programme". Talk to just one person, your listener.

**10:** Call the time in the same way as you do in everyday life. Don't use artificial terms like six minutes away from two o'clock. If some one asks you the time you'd probably say "six minutes to two". Say it that way on air.

**11:** Always pre-read any written material before you announce it. If it's in complicated language, rewrite it, if you have the time, to make it clear. Use simple language that's easy to read and easy to understand, use language that's conversational, radio script should sound like your talking, not reading.

**12:** Remember your warming up and relaxation exercises, deep breathing, humming and rolling your head around in a relaxed way. Do these exercises before going on air to ease tension and relax yourself. You'll sound better if you do.

**13:** Try ad-libbing exercises in your spare time to improve your fluency in speaking smoothly off the top of your head- **without using um's, er's, and ah's.**

**14:** When reading material look for key words that convey meaning. You need to think of the sense of what you're saying as you read it. It can help if you mark the script by underlining the key words and by marking pauses. .

**15:** Be sure of pronunciation- particularly people's names and place names. If you are not sure, don't just guess, ask someone who knows. If you don't pronounce names properly, the listener will lose faith in you and in the station and will not believe what you say.

**16:** Keep trying to improve your announcing style. Be critical of all you say and do. Try to work out how you can do things better. Keep striving. Learn to be self critical.

**17:** Avoid saying the same old phrases over and over again. It's boring and irritating to your listener. Think of other ways of saying things. Try for variety all the time. If necessary write out a list of different phrases and use them in rotation on the air until you've broken habitual repetitive speech patterns. **Do not say "Yes" or "ok" frequently when you open the microphone – this becomes extremely annoying to listeners.**

**18:** Find out as much as you can about your audience. Try to give them what they want. Don't just play music that you like. You should always try to please your listener. Remember it is your listeners Community Radio Station not yours. Please attempt to accept calls and do not refuse requests for songs if you are able to access them and they are compatible with your programme genre.

Negotiate with the listener for alternative choices if necessary. Do not allow the listener to dictate your programme style or content.

**19:** Try to balance out your program by contrasting the material you play. Mix music up so that you have a fast number followed by a slow one, an intense song followed by one that's less intense, male vocal followed by a female vocal or group, vocal followed by instrumental and so on. Try to get variety and good balance into your program at all times. Always follow your program log carefully and put all programs to air on time.

**20:** Call the time regularly (every 20 minutes outside of breakfast and drive time slots). Also identify your station, your program and yourself regularly. REMEMBER people are tuning in and out. Keep them informed all the time. For Example after the weather announcement and when first messages are played at approximately half past the hour and again at ten minutes to the hour.

**21:** Always set your messages to be played on the SCHEDULE after signing off those just played. Also as a courtesy always set the first message for the incoming presenter before you finish your programme.

**22: STATION PROMO'S SHOULD NOT BE MENTIONED AS THESE FORM PART OF YOUR PROGRAMME – YOU'RE NOT HAVING A BREAK OR GOING ANYWHERE. There is no need to welcome listeners back after messages. They have not gone anywhere.**

To sum up—TAKE YOUR POSITION SERIOUSLY  
 DON'T LET YOUR STATION DOWN  
 ALWAYS BE PUNCTUAL FOR YOUR SHIFTS  
 ENJOY YOURSELF