



Macarthur Community Radio Association Incorporated

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UPDATE – September 2016

President's Report

Welcome to all those new members, to our group. I trust that you are well. And if you are not I will send you Positive thoughts. This is what keeps me focused and centred in Spirit and Mind. In my communications with you in this month's edition of Update I have a lot to tell you about. Firstly welcome Remington Ball as your Secretary he has moved from Committee position to Office Bearer role, and continues in Marketing & Promotions. The other 2 Committee positions are filled by the return of Al Parker in his role as Production and Content Manager, which complements our program management team under the leadership of Michael Hayes. Welcome to Mola Livapulu whom is the one of 4 ladies out of 6 blokes to agree to join your Committee of Management. And it's the first time in our 27yrs we have had this much female representation. I know you will join me in welcoming them to the management team.

I'd like to point out that in our constitution it has a brief mission statement that sets out our goals and aspirations as a community broadcaster. I urge all members to read that part of the Document which is found on our Web site. As are all our documents.

Because what I have had to face coming in as your President has been an avalanche of work load in tidying up a lot of loose ends in Administration, handshake gentleman's deals and some negative forces within our Group. Thankfully that "individual" can't and won't influence me in my resolve to progress in projecting our group into a positive future, for our community of Macarthur and the Greater south western Sydney Region.

At work they called me the "ideas guy" and I'm doing the same in this Love Job "Radio". I will progress with any good Ideas whether they are mine or one that somebody brings to me in written form. Do that on email and I can help develop it, mentor it and actually get it done.

Vice President's Report

Hello and a very warm welcome to our new members and a big thank you to our existing members in supporting me in my new role of Vice President. You may or may not be aware that I am no longer the Sponsorship Sales Executive which has given me more time to concentrate on other matters at hand. Of most importance is the development of relationships between ourselves (Macarthur Community Radio Inc) and local non for profit organisations and charities. I feel this area has been neglected for some time and it shows in my meetings and visits to these organisations.

So far I have met with Aboriginal Employment Services, Macarthur Disability Services, PCYC Campbelltown and Camden Community Connections, all of which were very happy and enthusiastic of our blossoming relationship. There are so many more to get to and I hope to build a strong and lasting relationship with them. You may see new CSA's in the Community News or on the computer.

This has evidentially been causing some people concerns. The fast pace has some people's heads spinning. I won't apologise for this so keep up.

Our internet and Phone system will soon be Transitioning to NBN. I am dealing with one person from Telstra, which is great as they are looking after our needs one on one. As in business, I have been firm to get the best result and outcome for our Group. Even though we had a few bumps this week, which were fixed very fast with one call. The NBN transition will be in place by Year's End. Please see further details in this Update.

I took a return call from Alan Sweeney the CEO of Media Hub a local business doing world leading Media. Google them for more details. Alan was in Amsterdam for the international broadcasters' conference 8-15th Sept. He was informing me that there will be 50,000 delegates at this conference. His company being the world leader in all things streaming and content management for radio and television around Australia and New Zealand at the moment. Alan informed me he has appointments from 8am till 11pm every day he is attending the conference over 7 days. I met Alan when I and others attended the Techno Rama conference earlier this year. Held at the RSL club. Alan has offered to allow the committee of management a private tour of his facilities at Media Hub and we will be doing that soon. I was talking to Alan then about a multi-platform streaming and podcasting management system for our station. Alan said he and his business could do all this for us locally. We will investigate and move forward with getting this up and running as soon as possible.

I'll have more to say at the General Meeting later this month Monday 26th Sept 2016. Come join me and others for dinner, see notice in this newsletter. Otherwise meeting starts 7.30pm hope to see many members then.

Rodney Simpson – President 100.3fm

PLEASE keep these folders up to date and make sure you read the relevant ones out, it is all our duty to service the public and inform them of what services and help is on offer. Tim Miller has kindly been assisting me with uploading some content regarding Community News on our Facebook page, which again we are developing further. Anyone wishing to assist me with this would be gratefully appreciated.

I would like to finish by saying **each** and **every** one of us has a role to play in building a strong foundation for this organisation to move it forward. Remember one of our straplines "Run by the Community, For our Community" so let's make this happen and bring on a happy and keen team.

Thought for the day : **“Successful people are always looking for opportunities to help others. Unsuccessful people are always asking “what’s in it for me?”** – Brian Tracy, Specialist in the training and development of individuals and organisations.

Laura Bradshaw

Vice President

Secretary's Report

Dear Members,
I am pleased to inform you all, that with the persistence of our efforts to follow correct managerial and translational leadership procedure, we have hitherto, successfully exhibited signs of positive progress. The specific secretarial areas of complaint resolution and also up-to-date communications with all the membership are being focused upon and improved, as well as followed correctly, to improve the overall day to day running of our station. I have been pleasantly surprised by the positive feedback received by various members, who welcome the positive change occurring within our organisation and have also suggested further growth initiatives. Henceforth, to eliminate unproductive converse at meetings and to better follow our *Articles of Association*, the committee have directed that the secretary be in receipt of additional items to the general meeting agenda, at least seven days prior to the Meeting - Monday 26th of September.

Since my commencement, the MCOM have been implementing the Office Staff and Office Manager Selection process, which will continue on a yearly basis. The adoption of formal applications better establishes our opportunity to bring new and proven talent to our office. We are currently still deliberating and interviewing for the role of office manager. As of yet, there have not been any new membership applications received since my commencement in this role. But I hope that many younger people looking for On Air experience as part of their prospective careers, will join us and contribute to the changing face of 100.3fm. Also be aware, that at present if you wish to reply to correspondence from the Secretary's email, you are required to email to secretary@2mcr.org.au, due to the fact reply is not functioning as of yet. We are hoping to quickly rectify this situation.

Remington Ball Association Secretary

Programming Report

The final stage of the sponsorship and scheduling system is now in its early phase of operation. Macarthur Overnight now runs 7 nights a week with all CSA's and Sponsors Announcements being automatically scheduled over night.

If you currently have a program allocation, please start considering what advancements you have made over the past year, what has been added, what feedback have you sought and how have you taken it on board to improve the quality of your broadcast. These questions will be asked as part of the next round of program allocations and will form part of the allocation criteria.

A number of Sponsors slots are available if you know of a potential sponsor who might like to take one of these up.

Recently, the office Printer was placed on the network and the drivers installed on all station PC's. This means that you can print from the studio computers if you need to print out the odd page. Please do not abuse this by printing excessively.

The schedules are now contained on the Autoplay Desktop if needed as pdf files and a replacement sheet can be printed if required.

The time to be written on the run sheets as mentioned before may be written as a two figure number representing the minutes of the clock when the item was broadcast. The hour will of course be the hour in which it was scheduled.

Michael Hayes Programming Manager

Marketing and Promotions

Dear Members,
It is my pleasure to report to you in my dual role as Marketing and Promotions Manager. At this time the MCOM is waiting on an extensive marketing proposal and report currently being constructed by WSU students. This proposal will hopefully see the MCOM decide upon a business-like marketing budget, conscious of such factors as, ROI and appeal.

We will look forward to better spending funds, that may have unfortunately been spent elsewhere if it was not for the true economic foresight and benefit analysis of current marketing expenditure – Ant Van.

Remington Ball
Association Secretary
Marketing and Promotions Manager

Social Secretary Items

The next General meeting is on Monday 26 -09-2016 starting at 7:30pm.. Coffee Tea and Sandwiches will be served in the meeting room at 7pm. Invitation to all Members from Marie Rutledge social secretary. You are also cordially invited if you wish, to dinner at Oxley Grill, \$10 per person at 6pm any questions please phone Marie on 0414327941

To The President Rodney Simpson and **Members** of 100.3FM
From Marie Rutledge Social Secretary and on air presenter, Management committee
Re 100.3fm Members and Listeners Xmas Luncheon
Date Sunday 11th December 2016
Location Cabravale/Campbelltown R.S.L Club.
Time 11:30 for a Lunch at 12noon

Quote From Megan – Campbelltown R.S.L
1 Course – Hot Baked Christmas Dinner \$29.50 Per Person
2 Crouse – Hot Baked Christmas Dinner \$35.00 Per Person
Cold Buffet Christmas Luncheon - \$35.00 no second choice
Booking is for 60 people to start with, Rodney and I have discussed the above and we thought the Christmas Luncheon should be open to all our Listeners with RSL taking the booking and selling the tickets.

We envisage having entertainment – but is yet to be decided. I envisage having an 8 prize raffle to offset expenses.

Yours in Community Radio 100.3FM
Marie Rutledge Social Secretary.

General Meeting dates for 2016. RSL Club - Start 7:30 pm
Coffee, tea and sandwiches supplied from 7pm.

- Monday 26th September 2016
- Monday 28th November 2016

Committee of Management Meeting Dates, RSL Club - time 7.30pm

- 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
26th September 2016 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

A black and white advertisement for Oxley Grill's Steak Night. The top half features a large glass of beer with a thick head of foam. Below the beer is a plate of steak with fries and a garnish of herbs. The text "\$10 STEAK NIGHT" is prominently displayed in large, bold, white letters. Below this, it says "OR \$13 INCLUDES A SCHOONER OF BEER". At the bottom, it states "MON & THUR DINNER ONLY AVAILABLE FROM 5:30PM" and "CHECK OUT OUR DAILY BLACKBOARD SPECIALS". The Oxley Grill logo is in the bottom right corner.

**\$10
STEAK
NIGHT**

OR \$13 INCLUDES A SCHOONER OF BEER*

**MON & THUR
DINNER ONLY**
AVAILABLE FROM 5:30PM

**OXLEY
GRILL**

CHECK OUT OUR DAILY BLACKBOARD SPECIALS

* Local beer only. Image's are for illustration purposes only. Actual product may vary. No further discount applies.



I'M HERE TO HELP



Speed Upgrade \$15pm - 100/40

Ad on hold - \$50 PM - See how you go we can change this if your not wanting the service.

Broadband back up - \$0 2 Cordless handsets - \$5PM 1 X \$15 Handset 3 x \$10 Handsets You will receive a \$18.75 credit each month for 24 months for a new internet service to Telstra. Modem \$0 - As per the letter offer you received when we originally talked.

You will also receive the Broadband back up at no cost – this will enable your calls to keep coming through in the event the internet goes down – it falls onto the Telstra 4G network.

The ad on hold – (Music playing when people call – you can change this at any time – as often as you want) \$50PM – You will receive a phone call from the company that sets this up for you – they can do live streaming of your station or make you up anything you wish.



Handsets – First is Panasonic IP DECT cordless, then the 2 different base stations – Pricing - \$5PM / \$10PM / \$15PM – After 24 months you will own these outright. I have attached the user guides below so you can see that these will do everything you would like them to

Heidi Cotterill
Business Solutions Consultant

Australia's first licensed broadcast station, 1922

In December 1922, the Australian Government issued “The Regulations: radio laws for the amateur”.

The first licensed broadcast station in Australia, under these new regulations, was 2CM, owned by Charles MacLurcan. The licence (number one) was signed by the Prime Minister, The Rt Hon Billy Hughes. Callsign 2CM is listed by the Federal Government as “Never to be Reissued”, in recognition of the pioneering achievements of Charles MacLurcan. 2CM was the first radio station in Australia to publish a regular program guide.

Listeners and licensing

Despite the excitement surrounding the advent of radio broadcasting, uptake was slow due to the licence fees charged to listeners. Between 1923 and 1924 only 1400 people were licensed to listen. Then in 1924 a new arrangement for licence fees came into place.

During the Great Depression, not all families could afford to own a radio. In 1934, Glebe Council in Sydney commissioned the construction of a 'Wireless House' – a public listening place – in a public park. This allowed large crowds to gather and enjoy the daily programs. It operated until the early fifties. A project to revitalise Glebe's Wireless House as a public sound art work opened in 2009.

Charles Maclurcan erected aerial masts on top of the first Wentworth Hotel located on Church Hill, Lang Street Sydney in 1911 and was communicating with incoming and outgoing ships. By early 1922 he was broadcasting an entertaining and engaging radio program each week with a program guide published in the weekly newspapers of the time. He was issued Licence No.1 in December 1922 and continued his broadcasts and experiments until 1927 when he was required to take over the management of the Wentworth Hotel until its sale in 1950.



Jean and Florence 'Dot' Cheers listening to a crystal set radio in the backyard of their family home in Brunswick, on Christmas Day, 1923. The set was made by their brother Ronald Cheers, when he was 20. Florence became a radio announcer known as 'Aunty June'. Florence was 17 at the time of this photograph. Image courtesy of Dr Christina Cheers and Museum Victoria.

Sources: <http://www.australia.gov.au/about-australia/australian-story/radio-in-australia>

<https://www.cbaa.org.au/article/australian-radio-pioneer-northside-radio-sydney>