

Presenter's Notes from the President June 2019

01 July 2019

Antenna Project:

As you may be aware, the CBF Grant Noosa FM applied for has been approved. The grant is to rebuild our main antenna installation and to make our signal stronger and improve coverage to our licenced area.

The Grant payment is in two stages and under 'the agreement' we must put in some of Noosa FM's own money and volunteer skills to contribute to the upgrade. We are also expected to contribute our skills towards the successful management of the project as time contribution.

The project has commenced and the antenna is being ordered and will be built to Noosa FM's specifications. The transmitter and other parts are also being ordered. This may take another 5 to 6 weeks. A work order has been initiated for the installation. We will hopefully gain a better position on the tower as well. We will keep you updated on the progress.

Support Noosa FMs Current Events:

To enable the Management Committee to raise the money required to complete our antenna installation and to adhere to our grant specifications and keep the station financial, we ask all of you to heartily support the Management Committee's planned activities.

W2W EXPO:

The first one is coming up on Wednesday 3rd July: Noosa FM is participating in the W2W Expo at The J from 4 pm to 9 pm and will have a stand there so please come and give us some support. The Expo is to encourage women in business but is for everyone to enjoy, *not just women*, it's an event for males too! We have a station support supporter offered to us by QLD Pizza Bros <https://qldpizzabros.com.au/> who will be at the expo and whose chefs will be making and selling authentic Italian Pizza to all visitors, every pizza sold will be donating [REDACTED] to Noosa FM.



QLDPIZZABROS.com.au will also be at our "21 Summers" Music Competition.

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All song entries will be scheduled on the logs for you to play after the 8th of July. This will give a fair and unbiased chance to all entries so please make sure you follow your logs correctly.

The 10 finalists will be determined by a Noosa FM judging panel 75% and 25% by public emails. Interviews with the 10 finalists will be arranged and managed by the programming coordinator. **No other interviews are to be conducted with musicians who entered into the competition by any presenter until after the event on Saturday 3rd August.** The final vote for the three winners will be at the event at The J and the winners will be voted for by the audience.

Please make use of your ticket discount, there is no restriction to how many you can purchase with your member's Code:

There are 2 x Promo codes for this event:

[REDACTED] = Members & Community Subscribers (Adults) - \$25

[REDACTED] = Members & Community Subscribers (Concession) - \$21

The above codes will be needed to unlock these special prices.

Studio 1 Mixing Desk Operation:

The Mixer has a problem with the on-air AUX switch. In addition to that it may be that someone has tampered with the gain settings on the left-hand side selection sliders. This is where we bring in the News, laptop and AUX channels to go to air. I have booked the technician for Friday 5th July in the morning. This will mean that we will need to use Studio 2 that day at the least and may even have to go onto the ComRadSat network for some time.

Regarding the balance of any music we bring in on the AUX channel or private recordings as MP3 files:

The gain settings are used to compensate for large variations in the level from a program source, and to balance the output levels. The gain controls are set using test instruments at the time of installation and **MUST NOT BE ALTERED***. In other words, the technician says: *If you do not have enough level on the VU meters, with the channel fade right at the top-stop, YOU have a problem with YOUR program source, do not use it to go on air!

Sponsorship / Station Income:

Events / concerts e.g. Elton John etc or movie events or “community events” like Noosa Alive or the “Verrierdale Full Moon” dance are not Community Events, even though some of them may look like it, they are not! They are not free and any announcement and promotion will need to be approved by Management and the Program Coordinator. Giving a plug and telling your on-air audience where and for how much they may buy tickets for upcoming ‘profit’ making events and concerts on the Sunshine Coast needs to be approved and needs sponsorship agreement either in kind e.g. free tickets, or in dollar payment. Air-time is what we offer and this where the station should get income from and we all should be rewarded for our effort. The reward is that we keep the station operating and financially viable and with some skills and effort we may make it sustainable for years to come.

In December 2018 the sponsorship committee had launched a very attractive sponsorship package. MC’s hope and aspirations had been that many of our volunteers would attract their families and friends and business friends to come on board as sponsors. This has not happened, and the station is in great need for income. I would like to present and recall this offer to you all again: Sponsorship sale earns █████ for small packages or event packages and █████ (sponsorship contracts of a term of six months or more). █████ commission is open to anybody who closes a deal for sponsorship of six months and more duration. The base packages of █████ (plus GST) for 30 spots per month (other options are available and we sell more of those than just the base package options) are extremely competitive. And with the new antenna system coming a very attractive marketing tool for any business.

Please think about the value radio promotion has for you and why would you want to give your time and the station’s time for free? Free promotions and plugs are using our resources and the station for one, cannot afford to give away free airtime!

We have been going through an educational process with this and most of the morning magazine presenters are very good at it and fully aware of how to go about this matter – sponsorship vs entertainment information. However, we have noticed, that afternoon, Drive time, night and weekend presenters are still presenting these plugs without any agreement. Please source your material before presenting your show and make yourself familiar with the rules. It does take some time to get one’s mind around the subject and to understand it fully. And we understand that it takes time to learn it: Learning stages are: subconsciously doing it wrong ... then learning that it is wrong and being aware of doing it wrong 😞, then consciously doing it correct and eventually, subconsciously doing it correctly without having to think about it. 😊

We all must pull in the same direction to keep Noosa FM a viable and financial interest! Because 1. This is a breach of ACMA legislation and our Noosa FM policies and 2. The station loses valuable income.

We also understand that at times there is outside pressure on presenters who do these announcements or interviews for free. However, due to the government saying we are on our own in regards, to subsidies, we are forced to run the station like a business!

If you do not understand it please ask and we can explain. We don't mind explaining it several or multiple times! What we do mind is, if you continue giving away airtime for free and against legislation!

Please contact me if there is anything that you don't understand regarding the above points and if you would like any training or clarification? And thank you for your cooperation in regards to the above matters and for your enthusiasm and work for our station, it is much appreciated by us all and by our listeners: the comments have been good and several listeners came to the Bunnings Sausage Sizzle to say how much they enjoy listening to Noosa FM and us presenters.

Warm greeting
Sibylle Reisch
President
NOOSA FM

