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Community forum: transport and planning options for Sydney's NW

7.00 p.m., Tuesday 24 February 2008
Pioneer Room, Castle Grand, Cnr Pennant and Castle Streets, Castle Hill.

For nearly twenty years Sydney's North-West has been promised public transport options to accompany the region's growth. The region has grown, businesses have relocated and thousands of people call it "home."

Public transport has featured prominently but only in the "political announcements" page. Apart from a few piecemeal projects, little has happened. What public transport that does exist has become overcrowded and clogged or largely irrelevant. Opportunities for long-term sustainability have been missed.

The north-west sector residents who choose to use the available tollways are not eligible for the generous and costly "cashback" scheme available to motorists from the west and south west (who also have a rail alternative).

Your local station, 2CCR FM 90.5 has organised a Community Forum on Transport

and Planning Options for Sydney's North West on Tuesday 24 February.

We are confident this forum can bring a fresh perspective for the future following repeated broken promises and years of inaction. There is significant "eloquent anger" in the region (and some great lateral thinking) and we invite you to e-mail your issues and suggestions prior to the forum to forum@2ccrfm.com. We will collate and summarise these for discussion at the Forum and for submission to the Government.

The keynote speakers are *Professor Peter Newman*, Professor of Sustainability at Curtin University in Perth and a member of Infrastructure Australia's Advisory Council and *Dr Garry Glazebrook*, Senior Lecturer, School of the Built Environment, University of Technology, Sydney and an expert on Sydney's urban transport, sustainable urban transport systems and urban development. The two other panellists will be *Ray Williams MP*, Member for Hawkesbury (representing the NSW Opposition Leader) and *Councillor Larry Bolitho*, Mayor of Hills Shire Council.

And according to the Premier, Morris Iemma, the new system will be fully operating by 2017, the start date for the now-abandoned extension of heavy rail to Rouse Hill. That is the theory, anyway. Yesterday's announcement was full of breathless detail about quick travel times, accompanied by the usual artists' impressions of gleaming

trains in palatial stations teeming with overjoyed commuters.

Well, we shall see. Long-suffering residents of Sydney's north-west have seen this sort of thing before. They can be forgiven for cynicism.

Sydney Morning Herald 19 March 2008

TRAINING TIPS: announcing

From the Western Australia Community Broadcasting Association

Effective radio announcing is an art form. It requires you to relate in conversational terms to a vast number of people you cannot see and are unlikely to meet. It's an artificial situation in which you need to sound completely natural. So what's the key?

For a start, break down the barriers: Forget "announcing" and start communicating.

The trick is to imagine you are speaking with a close friend about something that interests you both. Be enthusiastic. Don't drop into a monotone or you'll risk sounding bored. If you are not interested in spending time with your audience, why should they want to spend time with you?

Where general announcing differs from an ordinary conversation is the one-way nature and mass distribution of your dialogue. As an announcer, you have to do the work of both parties while maintaining the highest possible presentation standards.

After all, what you say and do on air will be judged by hundreds, thousands, or possibly even millions of people.

PRACTICE ... PLAN ... ANALYSE

So think about it. Then practice ... and plan your strategy. Analyse other radio announcers, the ones you like and the ones you don't. This is one of the few professions where you can scrutinise how others in your field are doing their job. Take advantage!



Veneta Bailey, Tim Wong-See and Liam Skeates-Udy, three of our newer members, in training in Studio 2.



Try to be objective. You may not like what they are saying, or their topic of discussion, but consider their style? What are their strengths and weaknesses? What can you learn from what they are, or are not, doing?

Remember - every radio announcer has something to teach you.

IN A NUTSHELL

Voice: Exploit the best qualities in your voice. Work on clarity and resonance. Don't mumble. Consider lowering your pitch. (Just as "the camera adds a kilo," it could be said that the microphone adds an octave.)

Style: Be self-assured. Lack of confidence creates barriers between you and your listener. Cultivate your own style. Allow your personality to shine through so you can communicate naturally.

Comprehension: Understand your material - otherwise, how can you impart the meaning to your audience? Use pace, stress, pause and mood to convey your message.

Emphasis: Decide on the importance of each word or phrase, and the cumulative effect of each passage. Comprehend the message and emphasise accordingly. Use changes in pace and pitch to stress key points. Mark your script and signpost it.

ABOVE ALL

Count your blessings. Whether you are a volunteer presenting one hour of radio a week, or a full-time paid announcer, you have one of the most satisfying jobs on the planet. Don't take it for granted. Communicate ... and enjoy!



CONGRATULATIONS to Helen Kay

Congratulations to Helen Kay, presenter of "The Helen Kay Show" each Monday from 4.00 p.m. to 6.00 p.m. who is a finalist in the 2009 Australian Country Music People's Choice Awards for Most Popular DJ.



Helen is a very accomplished performer and presenter with an extensive involvement in the country music industry. We are thrilled with this recognition.

Helen Kay with Donna Boyd (above) and Frank Ifield (below) in 2007 after being presented with a special Golden Saddle Award at the Galston Country Music Festival.



CONGRATULATIONS to Anthony Eden

Anthony Eden was announced last November as Sydney Greater West & Blue Mountains Youth Volunteer of the Year.

Anthony, from Winston Hills is about to commence his Year 10 studies at Model Farms High School and is 2CCR FMs Technical Manager.

Anthony was nominated by Chris Cunliffe-Jones, the Chairman of 2CCRFM who said, "Anthony is a deserving winner of this award. He is a young man with a prodigious technical ability. Over the past two years he has helped the station remain on air by solving a range technical problems ranging from severe to the more mundane.

"With assistance, he has completely refurbished and upgraded the station's production studio, computerised the recording and broadcasting of programs and enhanced the quality of the station's signal.

"With any radio station, there are minor hiccups that arise on a regular basis. Anthony is quick to respond and ensure 2CCR FM remains on air. He has become a rock and his efforts have taken the station to a new level of sophistication and quality in broadcasting."

SPONSORSHIP

Over the past few months, the board and more latterly the Sponsorship Committee have been attempting to formalise all sponsorships, both station and specific programs.

ACMAs Community Broadcasting Sponsorship Guidelines (2008) place the responsibility for all material broadcast on the licensee:

The licensee is ultimately responsible for ensuring that all material broadcast on its service, including material broadcast under sale of airtime agreements, does not breach the terms of its licence. This includes ensuring that:

- any sponsors referred to in sponsorship announcements have actually given support in cash or in kind to the licensee or a program broadcast by the licensee;
- sponsorship announcements are correctly tagged; and
- sponsorship announcements do not exceed the statutory limit.

As a consequence of this responsibility, the board has resolved that all sponsorships be programmed centrally and that **"No sponsor may be promoted and no sponsorship announcements broadcast until and unless that sponsor has entered into a signed sponsorship agreement with the station and paid the appropriate sponsorship fee"**.

The sponsorship committee has prepared a spread sheet of all current sponsors, the start and finish dates of the sponsorship and the benefits they are entitled to. It has also developed procedures to ensure:

- feedback to each sponsor;
- follow-up to continue sponsorship.

It is also preparing a sponsorship package and actively canvassing local businesses. It is also planning to approach each (currently unsponsored) presenter to identify each show's target audience and possible sponsors who could be approached to sponsor that program.



Refurbishment: STUDIO one

The refurbished Studio 1 was opened by David Bunt of Saturday 15 November. The studio offers state of the art production and recording facilities. It has been exciting to observe the significant use of this studio and the increased confidence of many presenters in producing promos and pre-recording their shows.

Ideally, each presenter should have a recorded 'stand-by' program to cover urgent and unexpected last-minute absences.

The recent addition of two new Denon CD players brought the cost of the refurbishment to over \$26,000.

Our thanks to David Bunt, Anthony Eden and Richard Fleming for their efforts in the refurbishment and to the many members who assisted with the initial 'demolition' and the final re-assembly.



David Bunt with Richard Fleming (Technical Consultant) and Anthony Eden (Technical Manager) after the reopening of Studio 1 on 15 November

air fees

Currently the Association places an air fee of \$11.00 per hour for "presenters' choice" programs. While this is on the lower end of many community radio stations, the imposition of air fees continues to be contentious.

The board is committed to the abolition of air fees.

The board has taken positive steps to obtaining additional sponsorships and to obtaining sponsorship in lieu of air fees for as many "presenters' choice" programs as possible.

We seek the support of all Association members to identify potential sponsors and, where possible, assist the Sponsorship Committee with introductions and contacts. The sponsorship Committee can be emailed at sponsorship@2ccrfm.com

SAY G'DAY ON AUSTRALIA DAY

AUSTRALIA DAY (Monday 26 January)

This Australia Day, 2CCR FM will be out across our licence area in a Hillsbus (bus) as we broadcast from:

- Parramatta Park 6.00 a.m. – 9.00 a.m.;
- Merrylands Swim Centre 10.00 a.m. – 1.00 p.m.;
- and
- Hills Shire Council Chambers 3.00 a.m. – 7.00 p.m.

Parramatta City Council, Holroyd City Council and Hills Shire Council have each planned great programs for

Australia Day. As part of the celebrations, the station has prepared an outstanding mix of Australia music from 6.00 a.m. – 8.00 p.m.

Apart from "getting out" into our licence area and promoting the station, 2CCR will bring the joyfulness and exuberance of these Australia day celebrations to our airwaves.

Come and say G'Day on Australia Day 2009!