



CUMBERLAND COMMUNITY RADIO INC. 2CCR-FM POLICIES AND PROCEDURES

1. GOING TO AIR:

Before any person can go to air or assist in any program, they must:

1. Be a current financial member of Cumberland Community Radio Inc. in their own right. Group membership does not entitle members of that group to go to air. They must hold individual memberships.
2. Complete training procedures and/or be approved by the Board or by a committee established by the Board;
3. Have signed a declaration of understanding and compliance with these guidelines and associated documents;
4. Have sought and obtained a password to access the "traffic and weather" computer.
5. Be under the immediate supervision of an approved adult announcer if under the age of 18 years. (This is important to protect our legal and insurance positions.)

2. PRE-BROADCAST PROCEDURES:

1. Announcers should endeavour to arrive at least 30 minutes prior to their shift.
2. Announcers must complete the security check and locate the program log for their program.
3. Announcers should read and comply with station memos and/ or notices.
4. Announcers should check their pigeon hole for mail, notices etc.
5. Announcers arriving for their shift should not interfere with the smooth running of the program currently going to air.

3. GENERAL ON AIR PROCEDURES:

1. Allow sufficient time to be prepared and punctual. Start and conclude the program on time
2. Time calls and station Id's should be given at regular intervals and/or as indicated on the program schedule. Station identification is Important as we are in a multi-station market.
3. In keeping with accepted community standards, there shall be no:
 - consumption of alcohol
 - consumption or narcotics or other illegal drugs
 - smokingon the station's premises at any time
4. Do not criticise the station's programs, music, Board of Management, volunteer or paid staff, or other announcers.

5. Check the sponsorship log and ensure that all sponsorships programmed for your show are read/played as set out. These include station promos. Note in the log the time that they were read/played and initial the log. This is an important station record.
6. Conclude your program on time and assist a following presenter to begin their program on time. If there is no announcer following, ensure that the automated music goes to air. Failure can lead to "dead air" which, at the very least, is unprofessional.
7. At the end of each on-air shift, presenters should ensure Studio 2 is ready for the following presenter:
 - a. All CDs and minidisks are to be removed from the players;
 - b. All switches on the panel, apart from the automated music/or computer module, are to be "off" and the sliders moved to the lower position. The CD and mini disk players should be left "on".
 - c. PC 1 is on and showing "Zara ready to go;"
 - d. The keyboards and screens (and the PC 1 'mouse') returned to their correct position.
8. Should you use supplementary equipment, please reset all switches and plug all standard equipment back in and ensure that it is operational.
9. Ensure the following program (or the automation) is going to air before leaving the studio.
10. On leaving at the end of the day, the hall light is to be turned off. Whilst the studio lights can be turned off inside the studio, it is preferable to turn the master switch just inside the front door. The studio doors are to be closed and the front door must be locked securely and alarmed (by waving your security keycard across the card-reader three times. Double check the door on leaving. Security of the station premises is essential.
11. Change of shift is to take place during the news (if applicable). If the news is not played, then the change-over is to take place during each program's last track. You are asked to try and make the changeover as smooth as possible.
12. The studio should be left in the basic "ready to use" mode. Record all malfunctions in the announcer's log book.
13. Record phone messages in the Announcer's Log Book.
14. Promote other programs on the station. This kind of promotion extends listener patterns. A program guide is available in the studio and on the station's web site.
15. Be aware of your responsibility as a broadcaster. You are on a radio station in a major market.
16. Should circumstances arise whereby you are unable to personally present your program, you must arrange for a suitable, qualified replacement announcer. You must notify the Station Manager, or his representative, as far in advance as possible. It is not the responsibility of Station Management to find a replacement other than for programs under the Board's control. However every assistance will be given to you.
17. If you are to cease broadcasting, you are required to notify the Station Manager or a Board member in a reasonable time before you do so, in order for other arrangements to be made.
18. You do not have the right to "pass your program on" to another announcer. The Program Committee will decide what happens to the vacated time slot
19. You are not to change the nature of your program without prior Board approval. For example if you had approval to present a country and western program, you could not

change it to a rock and roll program, without prior approval. The Board through its Program Committee retains the right as to placement of programs into suitable time slots.

20. Presenters of non-English language programs must supply an English translation upon the request of station management, for any part of their program.

4. PROMOTIONAL ANNOUNCEMENTS

1. The following types of promotional material can be broadcast by community stations:
 - a. community information material;
 - b. community promotional material;
 - c. station promotions; and
 - d. sponsorship announcements

5. COMMUNITY ANNOUNCEMENTS

1. Any broadcast that provides information about community events or promotes community services (that is, community service announcements or CSAs) may fall into this category. Usually, licensees receive no payment for the broadcast of this type of material and therefore they do not need to be tagged. However, if a licensee receives payment in cash or in kind for broadcasting this type of material, the announcement should be tagged and must be included in the hourly sponsorship time limit.
2. Announcers should endeavour to play a minimum of two community announcements per hour.
 - a. A Community announcement is one made on behalf of a non-profit Community organisation eg. Salvation Army, Heart Foundation etc. There are a number of pre-recorded community announcements on the CSA minidisks and Zara. There is also a folder in the studio containing live reads.
 - b. **Only do these approved announcements.** Be aware that some profit-making Organisations will try to have material played as community announcements when they are really advertisements in breach of our license conditions.

6. COMMUNITY INFORMATION

This statement is likely to be considered community information:

Musician: We've just finished recording our latest album, *A Heavy Winter*, available at your local record store.

Whereas this statement is likely to be considered advertising:

Musician: We've just recorded our latest album, *A Heavy Winter*, which you can buy for \$19.95 from any Vinylbeat record store or from their website at vinylbeat.com.au.

7. SPONSORSHIP ANNOUNCEMENTS

It is imperative to follow the sponsorship announcement guidelines.

A summary of these as issued by the Australian Communication and Media Authority (ACMA) is attached to these guidelines.

DO NOT PLACE OUR LICENSE IN JEOPARDY BY INFRINGING THE CONDITIONS

1. 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; and
 - the sponsorship “announcement” is recorded and placed in Zara. (This will assist with scheduling, accountability and allowing additional “sponsorship exposure” to all sponsors.)
2. Unless approved by the board, there are to be no “live-reads” of any sponsorship. Presenters making live sponsorship reads will be in breach of station policy and will be taken off air.
3. Each sponsorship announcement must acknowledge the sponsor as a supporter of the station. E.g: “xxxx is a proud sponsor of 2CCR-FM.”
4. Failure to include this acknowledgement will make the announcement an “advertisement” which is not allowed.
5. Each sponsorship announcement **must be individually tagged**. It is not permissible to do a group tag.
6. We are allowed a maximum of **5 minutes of sponsorship announcements per hour. Do not exceed this.**
7. There is to be no sponsorship or promotion of cigarettes or tobacco products.
8. There is to be no sponsorship or promotion of goods or services which might be considered to offend community standards.
9. Members are not permitted to enter into any significant joint promotions or contra arrangements or involve the station in any outside third party promotions without approval of the Board.
10. Any sponsorship or contra arrangement must benefit the station and not the individual announcer.
11. Announcers who obtain sponsorship are entitled to commission on that sponsorship to help defray expenses and to encourage them to obtain it.

8. GIVEAWAYS

1. Presenters planning “giveaways” must first seek the approval of the station manager.
2. Giveaways are a great way of treating your listeners and/or subscribers to a special treat every so often. In this way, many define giveaways as a station promo. But you need to be careful when planning the giveaway segment. If the giveaway is accompanied by an unpaid promo, then you could be found to be in breach of the Act by broadcasting an advertisement.
3. If you do accept giveaways for the station, the information regarding the company that supplied the free service or product should be kept to an absolute minimum. Business descriptions, locations and telephone numbers should be avoided.
4. Repeated references to a commercial entity that are not contextual, for example repeated references to concert details may take the focus of the announcement away from the competition and therefore the licensee’s service, and on to the concert itself.
5. The listener should not have to go to the business location to pick up the item; instead the giveaway should be posted to the winner from the station or made available for collection from the station.
6. If the company providing the giveaway wants promotion, you will need to treat the segment as a sponsorship announcement. As an exchange of goods or services has

taken place, the giveaway should be treated as a contra deal. The station should then assess whether the value of the giveaway justifies the associated administrative requirements.

9. AIR-FEES

1. Air fees are defined as an access fee to broadcast on 2CCR FM.
2. Presenters are to be given exclusive access to 1x30 second sponsorship spot per hour to cover those air fees. If no sponsorship is obtained, the presenter is expected to pay the air fees. The other four and a half minutes are available for sale by either the station or the presenter of the programme. A presenter's sponsors take precedence over other sponsors.
3. Air-fees are charged to help finance the station during periods of low sponsorship. The Board will from time-to-time recommend the level of air-fees to a members' meeting, and these will be kept as low as possible whilst ensuring financial stability of the station.
4. Air-fee accounts will be rendered monthly and announcers should endeavour to keep them up-to-date. Any sponsorship brought in by Announcers will be credited to their air-fees, unless otherwise requested. Failure to keep air-fee accounts up to date disadvantages the station.
5. If an account remains unpaid after 60 days, a letter will be sent to the presenter asking them to make satisfactory written arrangements to pay the amount owing and warning that suspension may result, at the discretion of the Board. If arrangements for payment of the account are then not made within 14 days, and suspension occurs, that presenter will have to make a new application for a program to the Program Committee.

10. 2CCR FM MUSIC PROGRAMS

1. While encouraging a range of community programs, the board is committed to consistent programming at key times through 2CCR FM Music programs.
 - a. Breakfast (2CCR Music)6.00am – 9.00am
 - i. News, weather, traffic reports
 - b. Mornings (2CCR Music)9.00am – 12 noon
 - i. (Developing into a "magazine" style program involving 2CCR Music with "additives" such as interviews and pre-recorded segments (computer hints etc and including news and weather on the hour.)
 - c. Afternoons (2CCR Music).
 - i. News, weather, traffic reports
2. The board has also allocated 12.00pm – 2.00pm Saturdays as a 2CCR music program, with this time slot being available for weekend training opportunities and future outside broadcasts.
3. Members are invited, subject to meeting appropriate competencies, to present these programs without incurring air-fees.
4. 2CCR FM music programs may also be used to assist the training of new presenters.
5. Formatting is beneficial and necessary as we try to build a larger and more consistent audience. It is not meant to take away a presenter's individuality, but to assist them in building an audience that wants to tune to our station. Until we achieve this we cannot

expect sponsors to come on board in the numbers needed to eliminate air fees and to assure our financial future.

11. NEWS

1. A relay News service is to be presented on the hour Monday to Friday from 6.00am to 6.00pm with the 7.00pm bulletin optional.
2. Weekend bulletins are to be broadcast at 7.00am, 8.00am and 9.00am.
3. News bulletins may be broadcast at other times to facilitate a change of program and presenter.

12. PRODUCTION STUDIO

1. Studio 1 will be used for the following purposes:
 - a. Production studio (**its use as a production studio takes precedence over any other use**);
 - i. Recording of sponsorship or community service announcements;
 - ii. Pre-recording of programs;
 - iii. Preparation of sample segments for members seeking admission to AFTRS or similar course.
 - b. Stand-by broadcast studio;
 - c. Training studio;
2. Studio 1 must not be used to prepare material for broadcast on any other station unless authorised by the Board in advance.
3. Persons wishing to use studio 1 must book its use. A book for this purpose is located on the studio door.
4. Arrangements will be made by station management to provide training where necessary on the use of the equipment, and arrange access.
5. The member using studio 1 must sign the security log for that studio and take responsibility for it.
6. The person using studio 1 must re-set all equipment after use so that it is ready for the next person.

13. ACCESS AND EQUITY

1. All members have the same rights to participate in the station's activities.
2. There will be no distinction between paid staff and volunteers in this respect.
3. All members have the right to stand for election to the Board of Management.
4. All members have the right to attend meetings and participate in them.
5. There will be no discrimination based on grounds of race, ethnicity, sex, colour or age, subject to the requirement that announcers under the age of 18years must be supervised while on-air, by an adult member who takes responsibility for program content.

14. PROGRAMMING

1. Any member may submit a program proposal. Any such proposal will be placed before the Program Committee for consideration.

2. The Program Committee will consider the nature of the program, the availability of a suitable time, the current program mix, and the technical competence of the announcer in deciding whether to approve a program.
3. The Program Committee will consider the best placement of programs.
4. If there are competing applications for a particular time slot, all things being equal, then preference should ordinarily be given to an applicant who lives in our broadcast area.
5. In considering program proposals the Program Committee will take into account the needs of individuals or groups who are not adequately served by other media in our Service Area.

15. GRIEVANCES

1. If any member has a grievance with another member, a committee or the Board, provision exists within the association's Rules to deal with this. The member should take any complaint to the Board which will arrange to deal with it.
2. It is the policy of the station to attempt to resolve grievances as amicably as possible and for the benefit of all parties.
3. Members should not take complaints to any outside organisation until the matter has been dealt with by the Board. To do so may bring the station into disrepute and any breach of this policy will be viewed seriously.

16. COMPLAINTS

1. The Code of Practice provides a policy for dealing with complaints from the General Public concerning the station and its programs.
2. In the first instance the person receiving the complaint MUST enter that complaint in the Announcer's or Office Log Book. The complaint will then be passed on to Station Management by the Office Manager, and the complaint will be dealt with under the procedure outlined in the Code of Practice.
3. Only complaints accompanied by the caller's name address and/or telephone number will be dealt with under the Code. Please endeavour to collect this information when you receive the call.

17. HOUSEKEEPING

1. Please remove all refuse and papers into the garbage bins near the road at the eastern side of the building. Please put papers bottles, cans etc. into the recycling bin. Normal collection day is Wednesday.
2. Wash any cups or plates used.
3. Dust over the studio area.
4. Food is not to be consumed in the studios. Do not leave food scraps in the kitchen. These only attract cockroaches.
5. Do not leave the tidying up to the next person. We do not have a cleaning person and each person is expected to contribute to the cleaning and general tidiness of the station.
6. If the floor in the studio or the foyer looks dirty/messy etc. please use the vacuum cleaner over it. It won't take long. The vacuum cleaner is in the kitchen.

18. MISCELLANEOUS

1. Members should act at all times to portray the station in a favourable light and avoid bringing the station into disrepute.
2. Members should endeavour to support the activities within the community whenever possible.
3. Members should make every endeavour to attend meetings when called by Station Management.
4. Members are expected to respect the station's facilities and equipment.

17. CODE OF PRACTICE

- 2CCR subscribes to the CBAA Code of Practice (ATTACHMENT #1)
- All Presenters are required to adhere to the Code of Practice

18. SPONSORSHIP:

Summary of Sponsorship Guidelines – ATTACHMENT #2

19. BROADCAST LAW (INCL DEFAMATION)

ATTACHMENT #3

20. PRESENTER'S AGREEMENT

ATTACHMENT #4

21. STATION POLICIES

- (a) **Music Policy**
- (b) **Sponsorship Policy**
- (c) **Volunteer Policy**