

Hi, \_\_\_\_\_

Welcome to your

## **Presenters' Agreement**

**Please read the attached policies and guides carefully.**

Read these Guides before you go on Air;

1. Guide 1: Before going on Air
2. Guide 2: When you are on Air
3. Guide 3: Guide to Alive 90.5 facilities
4. Guide 4: Programming and News

Read these Policies before signing this Agreement;

1. Policy 1: Broadcasting Code
2. Policy 2: Sponsorship and Community Announcements
3. Policy 3: Copyright

### **INTRODUCTION**

Cumberland Community Radio Incorporated (hereafter called 'Alive 90.5' is a not-for-profit community radio Station. It is owned by its members. It bestows no additional or perceived right to any individual members other than those enjoyed by all members.

No presenter may go to air unless a signed copy of this agreement has been received by Alive 90.5.

**You must be a current general member to be a Presenter.**

**You must have read and signed this agreement to be a Presenter.**

We are a not-for-profit volunteer organization. If something is not right, or could be improved we would love to hear your suggestion and then love you for you to take the lead and make it happen! You should portray Alive 90.5 in a favourable light and avoid bringing Alive 90.5 into disrepute.

You should endeavor to support activities within the community whenever possible including attending volunteering for office roles, and attending meetings.

Please take care of Alive 90.5s facilities and equipment. It's the only building and equipment we have!

We would love for you to be a part of our Outside Broadcasts. These are a great way to raise our profile in the community, and we always get great feedback.

## PRESENTERS' RESPONSIBILITIES:

Presenters accept responsibility for;

- Being at the Station before the start of their program.
- Being fit and ready to professionally present their program
- Developing content for their program that complies with media law requirements including defamation, contempt of court, copyright and anti-discrimination laws.
- Actions, suits, claims, losses and/or damages as a result of their comments or conduct, and also that of their guests, on air.
- Informing Management, within 24 hours, of any complaint concerning their program or other incidents that might lead to a complaint. Take the name and number of the complainant, and the details of their complaint. You can also invite them to send an email detailing their complaint to; [mail@alive905.com.au](mailto:mail@alive905.com.au)
- Following directions and decisions made by the management of 'Alive 90.5' on program content including sponsorship announcements, presentation and technical quality, on-air conduct, access to station premises, use of station equipment and property, strategic planning, risk management, and Occupational Health & Safety.

Presenters should be aware that with the advent of 'streaming', political comment which may not attract attention in this country may be treated more harshly elsewhere. As a local community radio station, 'Alive 90.5' will not permit its broadcasting facilities be used to ferment political debate overseas. Should this occur the Board will take the matter seriously.

Community standards are more liberal than previously. Expressions and words that were looked on as inappropriate have become a part of many everyday conversations. 'Alive 90.5' takes the view that while the use of offensive or inappropriate language is widespread, 'Alive 90.5' does not allow its use on air.

No offensive language within music between 6 am and 9 pm.

All songs with offensive language to be forecast on air to allow parents to turn the radio down/off.

## 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. Refer to **Guide 2: Sponsorship**.

### DO NOT PLACE OUR LICENSE IN JEOPARDY BY INFRINGING THESE CONDITIONS

- We are allowed a maximum of **5 minutes of sponsorship announcements per hour**. **Do not exceed this**.
- Each sponsorship announcement must acknowledge the sponsor as a supporter of Alive 90.5. E.g.: "xxxx is a sponsor of 'Alive 90.5'".
- Failure to include this acknowledgement will make the announcement an "advertisement" which is not allowed.
- Each sponsorship announcement **must be individually tagged**. It is not permissible to do a group tag.
- Sponsorships should be pre-recorded and be no longer than 30 seconds.
- There is to be no sponsorship or promotion of cigarettes or tobacco products.
- There is to be no sponsorship or promotion of goods or services which might be considered to offend community standards.
- Before any sponsorship is broadcast a sponsorship agreement must be obtained, signed by the sponsor and lodged with Alive 90.5 management.
- You must not enter into any significant joint promotions or contra arrangements or involve Alive 90.5 in any outside third party promotions without approval of the Board.
- Any sponsorship or contra arrangement must benefit Alive 90.5 and not the individual presenter.

- Presenters who obtain sponsorship are entitled to a credit on any air-fees payable for the year in which they secure sponsorship.

### **AIR-FEES:**

- Air fees are a Presenter's access fees to broadcast on Alive 90.5.
- The Presenter is required to pay Air Fees if not presenting a station music program and they do not have paid sponsorship for the program.
- The Presenter is responsible for the Air fees even if they do not present the program due to personal commitments etc. If the Presenter has another substitute fill in for them, the Presenter is still responsible for the air fees.
- Presenters are to be given exclusive access to 2 x30 second sponsorship spots per hour to cover air fees. If no sponsorship is obtained, the presenter is expected to pay the air fees. The other four minutes are available for sale by either 'Alive 90.5' or the presenter of the program.
- Presenter's sponsors take precedence over other sponsors.
- When the sponsorships run out, new sponsorships must be sought to cover the air-fees. It is the Presenter's responsibility to ensure that sponsorships are renewed before they expire.
- Air-fees are charged to help finance 'Alive 90.5' 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 'Alive 90.5'.
- Air-fee accounts will be invoiced quarterly and are to be paid quarterly in advance. Any sponsorship brought in by Presenters will be credited to their air-fees, unless otherwise requested.
- If an account remains unpaid at the end of this period, the presenter will be issued an overdue notice, and a letter asking them to make satisfactory written arrangements to pay the amount owing and a warning that suspension may result, at the discretion of the Board.
- If arrangements for payment of the account are not made within 14 days, and suspension occurs, that presenter will have to make a new application for a program to the Program Committee

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5. Guide 1: Before going on Air
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4. Policy 1: Broadcasting Code
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6. Policy 3: Copyright

### **GRIEVANCES:**

- If any presenter has a grievance with another presenter, a committee or the Board, provision exists within Alive 90.5's Rules to deal with this. You can get a copy of the Rules at any time.
- Complaints should be written and sent to the Board who will make arrangements to deal with it
- Disputes between members should be contained to the persons involved.
- It is the policy of 'Alive 90.5' to attempt to resolve grievances as amicably as possible for the benefit of all parties.
- Presenters should not take complaints to any outside organisation until the matter has been dealt with by the Board. To do so may bring Alive 90.5 into disrepute and any breach of this agreement will be viewed seriously.

## **PROGRAMMING and PROGRAMS**

- All program slots are the property of Alive 90.5.
- The Board through the Program Committee manages all programming decisions that affect presenters or program providers, and this may include revising program durations, presenter's airtime or cancelling a program.
- The Board through the Program Committee retains the right as to placement of programs into suitable time slots.
- The Board has the duty to move, shorten or cut shows which are no longer suited or do not maintain an acceptable standard.
- You do not have the right to "pass your program on" to another presenter. The Program Committee will decide what happens to the vacated time slot
- You are not to change the nature of your program without prior Board approval. For example if you had approval to present a gypsy folk program, you could not change it to a rock and roll program, without prior approval.
- Presenters of non-English language programs must supply, at their expense, an English translation upon the request of station management, for any part of their program.

## **COMPLAINTS:**

- The Code of Practice provides a policy for dealing with complaints from the General Public concerning 'Alive 90.5' and its programs.
- In the first instance the person receiving the complaint MUST inform an Alive 90.5 Board Member in writing. The complaint will then be assessed, and if necessary passed to the Board. From there the complaint will be dealt with under the procedure outlined in the Code of Practice.
- Only complaints accompanied by the caller's name address and/or telephone number will be dealt with under the Code. Please endeavor to collect this information when you receive the call.
- complaints will be received by a responsible person in normal office hours and receipt is acknowledged in writing,
- complaints will be conscientiously considered, investigated if necessary, and responded to substantively as soon as possible,
- complaints will be responded to in writing within 60 days of receipt, as required by the Act, and the response will include a copy of the Codes, and complainants are advised in writing that they have the right to refer their complaint about a Code matter to ACMA provided they have first: formally lodged their complaint with the licensee in writing, and received a substantive response from the licensee and are dissatisfied with this response, or have not received a response from the licensee within 60 days after making the complaint.

## **THE OFFICE**

- Board Members and authorised administration and technical staff are the only persons allowed to open and enter the Administration Office alone. All other persons must have an authorised person with them.
- The Administration Office must be locked after use.

## **Resigning as a Presenter;**

- If you no longer wish to remain as a presenter, you are required to notify the Chairperson as early as possible in order for other arrangements to be made.

**PRESENTER'S DECLARATION:**

I.....of.....  
(Print name) (Address)

Hereby declare that I will abide by the rules of Alive 90.5, as set out in this agreement.  
I further declare that I have read and understood my responsibilities under the Guides and Policies.

Signed.....Date ...../...../.....

**Received by** -.....  
on behalf of Alive 90.5

Signed.....Date ...../...../.....

# Alive 90.5 Guide

## **Before going on-Air.**

Before any presenter and/or producer can go to air or assist in any program they must:

- Be a current general member of Alive 90.5, Cumberland Community Radio Inc. in their own right
- Complete training procedures and/or be approved by the Board or by a committee established by the Board
- Have signed the Presenter Agreement and initialled all pages to show full understanding and compliance with this agreement and guidelines.
- Be under the immediate supervision of an approved adult presenter if under the age of 18 years. (This is important to protect our legal and insurance positions.)
- Ensure that the Station has a full description of your show and a picture of the presenter(s) or show content.

## **PRE-BROADCAST PROCEDURES:**

- Presenters should;
  - arrive at least 30 minutes prior to their shift.
  - set up their program, including station and program sponsors.
  - read and comply with station memos and/ or notices.
  - Presenters should check their pigeon hole for mail, notices etc.
  - not interfere with the program currently going to air.

## GUIDE2: WHEN YOU ARE ON-AIR

- Allow sufficient time to be prepared and punctual. Start and conclude the program on time.
- Station IDs (“You are listening to Alive90.5 FM”) should be either presented by you or use a pre-recorded ID after every song.
- Time calls and a brief weather update should be given after every 2<sup>nd</sup> song or song bracket and at regular intervals and/or as indicated on the program schedule.
- Station identification is particularly important as we are in a multi-station market.
- In keeping with accepted community standards, there shall be no:
  - Consumption of alcohol
  - Consumption or narcotics or other illegal drugs
  - Smokingon The Stations premises at any time
- Do not criticise The Station’s programs, music, Board of Management, volunteer or paid staff or other presenters. We welcome your ideas on how to improve the Station at any time to [mail@alive905.com.au](mailto:mail@alive905.com.au)
- Ensure that all sponsorships programmed for your show are read/played as set out. These include station promos.

### At the end of your Program;

- Aim to conclude your program 10 mins before the end of the hour. Leave the Playout on Automate.
- Change of shift is to take place during the last track before 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.
- The studio should be left in the “ready to broadcast” mode if there is no one coming on after you.
- All faders except for automation should be left in the “off” position with faders moved to the lowest position.
- Do not turn off the panel, computers or monitors.
- When leaving ensure a program is going to air. Check it on your car radio.
- If you are the last person to use a studio, please turn off the lights and the air-conditioning.

### Last to Leave the Station?:

- Security of The Station premises is essential.
- The studio doors are to be closed and the front door must be locked securely. Double check the door. If you are last to leave, arm the burglar alarm (by entering your access code and pressing “ON”).
- Should you be the last to leave, turn the master light switch off. It is situated on the right hand side of the exit door
- The studio should be left in the basic "ready to use" mode. Should you use

supplementary equipment please reset all switches and plug all standard equipment back in and ensure that it is operational.

- Record all malfunctions in the online studio issues log.
- Write down phone messages and send them to [mail@alive905.com.au](mailto:mail@alive905.com.au) for distribution.
- Promote other programs on The Station. This kind of promotion extends listener patterns. A program guide is available in the studio, or on The Stations web site.
- Be aware of your responsibility as a broadcaster. You are on a community radio station in a major market.

If you can't get to the Station:

- Life happens. If you can please let the Programming Manager know as far in advance as possible.
- The Board, via the Program Manager will arrange for Presenters in vacant time slots for Station shows only.

## GUIDE 3: STATION FACILITIES

### **We are fortunate to have two professional broadcast Studios.**

Studio1: The left hand door as you enter the Station.

Studio2: Directly opposite the entry door. The larger studio.

### **STUDIO1: PRODUCTION STUDIO:**

Studio 1 will be used for the following purposes:

- Stand by broadcast studio
- Training studio
- Production studio

#### **The use of Studio 1 as a broadcast studio takes precedence over any other use.**

- Persons wishing to use Studio 1 must book its use. A booking sheet for this purpose is located on the studio door.
- Arrangements will be made by station management to provide training where necessary on the use of the equipment and arrange access.
- Studio 1 may be used to pre-record programs or segments for use on our station. It may be used by members to record sponsorship announcements for their programs. It may be used to prepare sample segments for those seeking admission to A.F.T.R.S. or other such courses.
- It may not be used to prepare material for broadcast on any other station
- The person using Studio 1 must re-set all equipment after use so that it is ready for the next person.

## GUIDE 4: PROGRAMMING & NEWS

### **PROGRAMMING:**

- Any person may submit a program proposal. Any such proposal will be placed before the Program Committee for consideration.
- 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 presenter in deciding whether to approve a program.
- The Program Committee will consider the best placement of programs.
- If there are competing applications of equal quality for a particular time slot, preference would ordinarily be given to an applicant who lives in our broadcast area.
- 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.
- Should a program be awarded to a presenter, the agreement is between the presenter and 'Alive 90.5'. The presenter does not take control of the spot allotted. If and when the presenter relinquishes the spot, it reverts to the control of 'Alive 90.5'.

### **COMMUNITY SERVICE ANNOUNCEMENTS (CSAs)**

- Two CSAs are already programmed into the playlist for every hour.
- Presenters should endeavour to play a minimum of two community announcements per hour including Special shows.
- A Community announcement is one made on behalf of a non-profit Community organisation e.g. Salvation Army, Heart Foundation etc.
- There are a number of pre-recorded community announcements on the Z drive.
- There is also a link on PC2 in Studio 2 to updated live reads.

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.

### **GIVEAWAYS**

- All Giveaways must be approved by the Board
- 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.



## GUIDE 4: PROGRAMMING & NEWS

- If you do accept giveaways for Alive 90.5, 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.
- The listener should not have to go to the business location to pick up the item; instead the giveaway should be picked up at Alive 90.5 or posted to the winner from Alive 90.5.
- 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. 'Alive 90.5' should then assess whether the value of the giveaway justifies the associated administrative requirements.
- A contra-sponsorship agreement must be in place prior to commencing.

### **NEWS**

A relay News service (presently Radio National News) is to be presented on the hour Monday to Friday from 6.00am to 6.00pm, with weekend bulletins being broadcast at 6.00am, 8.00am, 10.00am and 12 noon.