



PRESENTER POLICY

Policy number	11	Version	1.0
Drafted by	Steve Halloran and Joy Taylor	Approved by Board	2014
Responsible party	Board	Scheduled review	2017

INTRODUCTION

The Board of Management of 8CCC Community Radio (8CCC) considers the presenters to be the public face of the station. As such presenters need to be mindful of how they present both their programs and themselves to the listening audience, their fellow volunteers and the general public and to consider how their words, actions and activities reflect upon the organisation as a whole.

PURPOSE

This policy encourages our presenters to engage with our listeners, other volunteers, and the general public with honesty, integrity and professionalism at all times.

POLICY

Presenters are expected to :-

- treat the general public and each other with courtesy, respect and honesty and to behave ethically and professionally when interacting with others in all aspects of their role, both on-air and off-air;
- comply with the requirements of the *Community Broadcasting Codes of Practice – Radio* and the *Broadcasting Services Act 1992*; and
- adhere to and comply with all 8CCC policies, procedures and guidelines.

RESPONSIBILITIES

It is the responsibility of the Board to ensure that presenters are aware of this policy and its associated procedures and for presenters to comply with them.

AUTHORISATION

Laurencia Grant Secretary	LG	Edan Baxter President	EB
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PRESENTER PROCEDURES 1

Procedure number	11-1	Version	1.0
Drafted by	Steve Halloran and Joy Taylor	Approved by Board	2014
Responsible party	President	Scheduled review	2017

LISTENER INTERACTION

Listener Complaints and Feedback

When receiving a phone call from listeners providing feedback or a complaint, presenters are expected to remain polite at all times. Actively listen to what the caller is complaining about or providing feedback on and where possible take notes. Presenters should ask clarifying questions in order to be able to obtain as much information as possible.

Regardless of the call's content presenters should:-

- thank the caller for raising awareness of the issue or problem;
- advise the caller that their feedback is appreciated;
- thank caller for listening to the station; and
- advise caller to put any complaint in writing to the station's postal address as below.
8CCCC Community Radio Inc, PO Box 4185, Alice Springs NT 0871

Presenters should provide details of any complaint to the Station Manager or a Board member within three business days, either

- attach a note to the Program Compliance Sheet
- or email station@8ccc.com.au

At no time are presenters required to address complaints as this responsibility sits with the Board of Management.

Listener Requests

From time to time listeners may call the station to request a song. If a presenter handles requests on their program they are welcome to do so, but it is suggested that they consider not putting them to air immediately. This affords presenters the opportunity to play other content to the listener while waiting to hear their request. Presenters may also acknowledge the person making the request on-air but should not disclose caller surnames or address details.

If the presenter does not wish to play a request during their program for whatever reason the caller should be thanked for their call; be provided with a brief explanation of why their request



will not be played; asked for an alternative request if the song is unavailable or unsuitable; advised of which programs usually feature requests; and/or advised that their request has been passed on to the presenter of the next on-air program.

Competitions and Prizes

8CCC would prefer presenters to attract an audience through creative and original program content, word of mouth, the use of social media and other 8CCC promotional activities, including give-aways to members and listeners from sponsors rather than prizes for competitions. There are several reasons for this position including:-

- the potential conflict with the station’s sponsorship agreements and/or policy;
- the logistics and costs associated with getting the prizes to the winners in Alice Springs, Tennant Creek and listeners who tune in online; and
- the connotations of participating in promotional activities that are commonly used in the commercial radio sector.

However, presenters may seek approval from the Board to run an on-air competition with prizes. The Board will examine these requests on a case-by-case basis. The Board will then decide whether a competition is to proceed after careful consideration of the associated policy and procedures. Individual presenters are not to approach sponsors for prizes.

Social Media

The Board encourages the use of social media by presenters to interact with the listening public. However, when using social media, such as Facebook or Twitter, presenters are requested to be mindful of who will be reading their posts or tweets. Consideration needs to be given to the differences between a public page or forum and one set up for use only by 8CCC presenters and volunteers (eg 8CCC presenters group)

Although the *Community Broadcasting Codes of Practice - Radio* do not apply to the use of social media the Board prefers to send a consistent message in regard to the promotion of commercial enterprises. As such it is preferred that presenters do not share or post links to, or in any way promote, a commercial business.

If a presenter decides to have a Facebook page to promote their program then it should be titled using the following format, 8CCC – Program Name. It is also preferred that the Station Manager or another Board member is made an administrator of the page.

AUTHORISATION

Laurencia Grant Secretary	Edan Baxter President
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PRESENTER PROCEDURES 2

Procedure number	11-2	Version	1.0
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Responsible party	President	Scheduled review	2017

PROGRAMMING

Sponsorship Announcements

The Board or delegate has determined the number of sponsorship announcements per sponsor in accordance with their contract with 8CCC. Additionally there are mandatory limits to how many sponsorship announcements can be played each hour (5 minutes). Consequently, sponsorship announcements are to:-

- be played according to the requirements on the 8CCC Program Compliance Sheet;
- be spaced throughout the hour;
- are not to be deleted from the playlist; and

In accordance with the contractual arrangements with our sponsors and the 8CCC Sponsorship Policy, presenters are advised to not make additional comments on, or add their own personal recommendations concerning a sponsor, at the conclusion of a sponsorship announcement or at any other time. All scheduled sponsorship announcements shall be pre-recorded.

Community Service Announcements

Community Service Announcements are to:-

- be played according to the requirements on the 8CCC Program Compliance Sheet;
- be spaced throughout the hour.

8CCC encourages presenters to invite community groups and organisations they are involved with to write or create audio community service announcements to promote their group, service or upcoming events.

Presenters are encouraged to develop their skills in audio production to help community groups make their announcements (through 8CCC training or through working with other volunteers, staff and contractors)



8CCC Announcements, 8CCC Program Promos and Station IDs

8CCC Announcements and Station IDs are to:-

- be played (or announced from notices) according to the requirements on the 8CCC Program Compliance Sheet;
- be spaced throughout the hour.

8CCC encourages presenters to record new station IDs, program IDs with guests, with listeners and with friends.

Offensive Language and Inappropriate Content

The *Community Broadcasting Codes of Practice – Radio* require broadcasters to consider their audience at all times and in particular when broadcasting material that contains language that some people may consider offensive. As such 8CCC requires that:-

- presenters do not use offensive language themselves at any time;
- no content containing offensive language is broadcast between the hours of 5:30am and 8:30pm; and
- if content containing offensive language is to be played outside of these times then a suitable warning is to be given beforehand.

If a presenter inadvertently plays content containing offensive language between the hours of 5:30am and 8:30pm then:-

- the song/track should be stopped; and
- the error acknowledged and an apology given on-air.

Presenters are reminded that they should not broadcast material that is likely to stereotype, incite, vilify, or perpetuate hatred against, or attempt to demean any person or group, on the basis of ethnicity, nationality, race, language, gender, sexuality, religion, age, physical or mental ability, occupation, cultural belief or political affiliation. Material should also not be broadcast that may incite or encourage violence, mislead or alarm listeners, present illegal drug use or the misuse of tobacco or alcohol as desirable, or present suicide as a solution to life problems.

More information on these requirements can be found in *Code 3 of the Community Broadcasting Codes of Practice – Radio*.



Local Content (Central Australia and the Barkly) and Australian Content

Presenters need to be mindful of the requirement that of all music programming community radio stations need to broadcast a minimum of 25% Australian music. 8CCC has a goal to play 33% Local music – from the Barkly and Central Australia – and 33% music from the rest of Australia.

8CCC aims to keep this ratio above 33% during automated music playlists, in acknowledgement that certain genre-specific programs may not be able to meet those requirements.

8CCC encourages all music and ‘magazine style’ program presenters to become members of the AMRAP website AIRIT <http://airit.org.au/airit/home.php> to access Australian independent music in a diversity of genres for their programs.

8CCC encourages presenters to familiarise themselves with the 8CCC music database and in particular the local music database, to select music for their programs.

8CCC encourages presenters to promote the local music database to local musicians to invite them to include their broadcast-ready tracks and expand the local music playlist.

AUTHORISATION

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PRESENTER PROCEDURES 3

Procedure number	11-3	Version	1.0
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Responsible party	President	Scheduled review date	2017

GENERAL ADMINISTRATION

Absences

The Board of Management accepts that presenters may be unable to present their programs from time to time. In these instances it is the responsibility of the presenter to inform the Station Manager or delegate station@8ccc.com.au with as much notice as possible. If the Station Manager is unable to be contacted then presenters should ensure they contact another Board member. Although presenters may have made arrangements for another presenter to fill their slot, final approval of these arrangements rests with the Station Manager or delegate.

Presenters are also expected to be on time to present their program during their allocated timeslot.

Press Interviews and Station & Program Promotions

No presenters or volunteers of 8CCC are to engage in interviews with the press or in other promotional activities of any kind to promote 8CCC, its programs or its activities without the approval of the Board of Management. If any person has been contacted by the press or another organisation, or plans to contact the press or an organisation themselves, in relation to this type of activity they should contact the a Board member and await approval before proceeding. This also applies to any flyers, newsletters or other promotional materials. The only exception to this rule is promotion of a program via social media outlets such as Facebook, as discussed earlier in these procedures.

Studio Facilities

Presenters are reminded that food and drink should not be consumed in the on air and production studios. This is to protect our valuable equipment, essential to our remaining on air.

If volunteers, staff, contractors and visitors wish to smoke, they must go outside and away from the building – to prevent the air conditioner drawing in smoke into the building.

In Alice Springs, 8CCC leases the building. The Board of Management expects presenters to be mindful of this and keep the office, studios, kitchen and toilets clean and tidy, including washing



up after themselves, tidying up after their program, and emptying rubbish bins as needed. Any assistance in keeping all parts of our leased premises tidy for all users is greatly appreciated.

In Tennant Creek, 8CCC shares the kitchen with Barkly Regional Arts staff, volunteers and visitors. The Board of Management expects presenters to be mindful of this and keep the area clean and tidy by washing up after themselves. Any assistance in keeping all parts of our leased premises tidy for all users is greatly appreciated. As there is an art workshop next door, presenters whose programs occur during standard office hours should take this into account and keep their own noise and the volume of the monitor speakers at an acceptable level.

Presenter Handover

Presenters are expected to allow sufficient time to handover to the presenter/s of the next program. It is preferred that presenters say their on-air “goodbyes” before their last song, press play and then vacate the presenter chair and the studio as soon as possible thereafter.

Visitors

Visitors to our premises are welcome. Visitors on a regular basis (i.e. on more than 3 occasions) should apply for membership of 8CCC. Presenters are responsible for ensuring that visitors comply with all station policies and procedures including cleaning up after themselves.

Visitors should not answer the phone or use any studio facilities including the computers. Presenters should not train visitors in the use of any of the equipment. The visitor should be encouraged to complete volunteer induction (See Volunteer induction policy) and then book in for further training with the training officer, Board members, Station Manager or delegate. Presenters should also ensure they do not disclose the door access key code to visitors.

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