



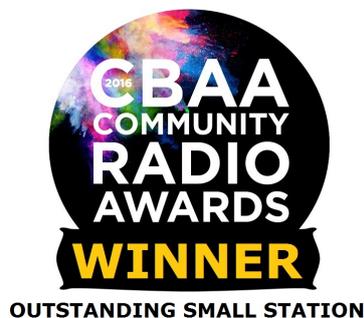
MAINfm Presenter's Manual

Dear Presenters,

This handbook has been prepared to provide you with essential information about all aspects of your work at MAINfm.

Please ensure you read, and understand its contents.

All presenters are required to undergo training before becoming a presenter and to be familiar with this handbook.



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1. About MAINfm:

MAIN FM is licensed to Castlemaine District Radio Inc. to serve the Mount Alexander district community.

The studios and offices are located in the Workspace building on Halford St.

MAIN FM transmits 24 hours each day with music of broad appeal combined with local news and information.

Our presenters are local people and the organisation is not for profit.

All income generated is used for the development, improvement, conduct and maintenance of the station.

Although a volunteer organisation, our operating costs are quite high. With a few exceptions all money must be raised locally. Grants are sought when the opportunity arises.

Interested people in the community are welcome to become financial voting Members of CDR Inc. or to become financial Subscribers to MAINfm.

Visitors to our facilities are welcome but please phone first to make arrangements.

Our call sign – MAINfm is representative of our base in Castlemaine, Victoria and our broader reach.

The station is managed under the direction of a Committee of Management elected annually by Members.

It transmits at 94.9 MHz on the FM band with an effective radiated power of 1000 watts.

Castlemaine District Radio Inc. is registered in Victoria.
A0047091H — ABN 96 208 316 461

2. MAINfm Philosophy:

- Acknowledges we are broadcasting from Dja Dja Wurrung land.
- Celebrates and supports diversity.
- Is a Community radio station operated by volunteers.
- Strives to provide a safe and harmonious work environment.
Respect for all volunteers and staff, and professional behaviour always, is part of your commitment to being involved in MAINfm.
- Acknowledges and nurtures its volunteer base by providing training, and by developing and evolving as a sustainable and ethical volunteer organization
- Reflects, discusses and contributes to the ideas and issues important to the Mt Alexander Shire community
- Strives for excellence in broadcasting
- Is a Not for Profit Community Radio broadcaster.

All positions within MAINfm require that you:

- Exercise care and respect when working with MAINfm volunteers and staff.
- Attend Meetings or In-Service Training Sessions as required.
- Work independently, and also as part of the MAINfm team.
- Respect issues of confidentiality. Therefore presenters must not comment, either on air or publicly, on any statements or decisions made by MAINfm management or Programming teams.
- Read and abide by all broadcasting laws.

3. MAINfm's regulatory environment:

MAINfm operates within the guidelines and laws of three main bodies:



The Australian Communications and Media Authority is the independent statutory authority tasked with ensuring most elements of Australia's media and communications legislation, related regulations, and numerous derived standards and codes of practice operate effectively and efficiently, and in the public interest.



The Community Broadcasting Association of Australia (CBAA) is the national peak body for community radio stations in Australia. The CBAA is responsible for sector advocacy and representation, providing services and benefits to our 270+ members and managing sector-wide projects.



The Community Broadcasting Foundation is an independent non-profit funding agency that seeks, secures and distributes funding to support the development, creativity and sustainability of community broadcasting in Australia.

4. MAINfm Presenters - basic operational rules:

Any individual or group wishing to be involved in presenting a program on MAINfm needs to be to have completed a membership application form and be a current financial member.

No person or group can have a regular program, or take control of the console, without having first reached an approved level of proficiency.

Any changes or additions to the program grid; must first be approved by the Committee of Management or the Program Director.

Please record in the daybook if anything is found faulty, missing or broken in the on-air studio. It is located at reception.

Any person or group applying for sponsorship or a grant from any organization or government authority, in relation to broadcasting on MAINfm Community Radio, must receive prior approval from the Committee of Management.

The Station Management has the power to suspend a normal program in favor of an Outside Broadcast or special program as determined by the Committee of Management.

Smoking, eating or drinking in any studio is not permitted. Closed containers, which are **not** kept on the control desk, are permissible. A second offence may lead to a suspension from programming for one month.

If a presenter fails to play scheduled sponsorship announcements the Station Management may give a reminder. If a second offence occurs the presenter may be required to undergo additional training in order to continue broadcasting. Repeated failure to broadcast Sponsorship announcements may lead to suspension of broadcasting privileges.

All presenters are expected to volunteer a minimum of 6 hours per year volunteering at MAINfm. This could be at Fundraisers, in the office or at Outside broadcasts.

5. A Brief Guide to Broadcasting Law:

Here is a very brief, but not definitive, guide to Broadcasting Law. For specific details consult the [CBBA Codes of Practice](#). As a broadcaster, you are responsible in law for what you broadcast. So is MAINfm. In the event of any court action both you and the station are liable to summons. The following are some key areas to be aware of:

Defamation:

Any statement may be defamatory of a person if it tends to make reasonable people think worse of that person. A corporation may no longer be defamed. Courts tend to consider defamatory most words that reasonable people would not like to have said about themselves. A few examples of defamatory material are:

- Disparaging, e.g. saying of a doctor, “he doesn’t know a thing about medicine.”
- Imputing dishonesty, e.g. “Alderman Jones gives contracts to his friends.”
- Alleging a person to be criminal – even to say, “she is not better than a thief” is defamatory.
- Imputing a person has venereal disease, or a lack of sexual morals, is defamatory
- If the Court holds that it would make a reasonable person think worse of the person.

Blasphemous Defamation:

Although prosecutions are rare, it is an offence to vilify any religion, belief system or the texts and artefacts that are held sacred by such groups.

Seditious Defamation:

This is when violence or public disorder is incited.

Injurious Falsehoods:

This is similar to defamation, but involves broadcasting false statements about the quality of someone’s merchandise, their trading interests, etc.

Obscenity:

Material is obscene if its effects tend to deprave or corrupt people likely to hear it. Depravity and corruption are not only viewed in sexual terms – material stressing favourable aspects of drug taking or advocating violence can also be considered obscene.

The law always tends to take a narrow view on what is publicly acceptable here. For instance, you cannot claim a program was aimed at mature and broadminded adults if there is any chance a young child might have tuned in.

As a general rule, the words 'f...' and 'c...' will always be regarded as obscene. Any obscene words or expressions must be preceded by warnings to the audience that the material that follows may be considered offensive.

It is not sufficient justification that a recording being played containing obscenities has been recorded and sold in shops. Broadcasting law is more specific, and some commercial recordings have been considered to be obscene presentations.

Contempt of Court:

Contempt of Court consists of words that would obstruct the administration of justice. It includes comments on pending proceedings (which are subjudice, that is; under judicial consideration) and intemperate criticism of courts and judges.

To call a person's death a murder, to say that the local judge goes soft on juvenile theft, to allege a crime before a court case has ruled it to be so, all constitute contempt of Court. Particular care has to be exercised if interviewing witnesses to an (alleged) crime before it has gone to court. The jury may consider what is said on air in their deliberations, in which case the broadcast would be considered in contempt. If in doubt, leave it out!



Outside Broadcast from the Million Paws Walk

6. Copyright Laws:

This is a very complex area, which even experts have difficulty in following.

Copyright exists in every original literary, dramatic or musical work. The author is the first owner, including the rights to perform, reproduce, publish or broadcast the work. The copyright continues until 50 years after the death of the original owner.

Standard copyright agreements cover all commercial recordings.

However, you need to take particular steps before playing an independent recording, broadcasting a local production of a play or a live performance etc. Copyright in these cases has to be cleared both with the performers and the writers of the material.

MAINfm pays a large annual fee (based on gross turnover and % of music played) to be licensed to broadcast music that is copyrighted by artists with APRA /AMCOS.

[Australian Performing Rights Association \(APRA\)](#): That payment enables MAINfm to broadcast music recorded by other artists and, for a royalty to be shared back to the original content provider.

[Australian Mechanical Copyright Owners \(AMCOS\)](#) This is the license to record and broadcast AMCOS controlled production music sound recordings in Announcements, station promotions and station IDs.

[Phonographic Performance Company \(PPCA\)](#) MAINfm pays an annual fee to be licensed to broadcast sound recordings that are copyrighted by PPCA.

Under this licence we

- Must use best endeavours to announce the name of the artist or band and the title of each PPCA sound recording either immediately before of after the broadcast of such recording or in as close proximity as possible.
- Must endeavour to include at least 25% of Australian music within overall music programming and will encourage individual presenters to abide by this requirement
- Will complete logs as required.

7. Sponsorship Policy Guidelines:

All sponsorship arrangements at MAINfm are organised by the Sponsorship Manager and signed off by the Committee of Management. This includes cash, non-profit, event and personal sponsorship promotions. If a **presenter** knows someone who would be interested in sponsoring their show or MAINfm itself; please pass the name, contact details and details of sponsorship interest, along to the Sponsorship Manager so we can formalize the arrangement.

Staying within Sponsorship Policy Guidelines On Air:

- Interviews with guests from profit making, self-employed businesses and services should be conducted with care and preparation to ensure that the business or service is not specifically promoted. For example: you may interview a Tai Chi master and discuss Tai Chi in general terms, but do not mention where their classes are or their phone number.
- Musicians, Artists and Theatre Persons who wish to promote their gigs, exhibitions or plays are also requested to donate tickets or projects (CDs) to the station to be used for giveaways, even then care should be taken that the interview does not become an advertisement.
- You are required by contract to play all Sponsorship Announcements that are on your Running Sheets at the time they are scheduled. Failure to do so results in breach of contract with the Sponsor and MAINfm is legally obligated to honour the contract. If you have any moral, religious or ethical objection to a sponsorship announcement scheduled on your program please bring it to the attention of the Committee of Management who will arrange for it to be replaced.
- No comment is can be made about the sponsor before or after the announcement has been played. The Station's Community Broadcasting Licence allows for no more than 5 minutes per hour of Sponsorship Announcements. Embellishment increases that time.
- You can say hello to friends at their place of work but do not embellish on the business where they are working (e.g. "The best food in town!")
- It is your responsibility to fully understand the policies and procedures of Sponsorship that are set down in the Codes of Practice.
<https://www.cbaa.org.au/resource/codes-practice-code-6-sponsorship>
- Any breaches of this policy could lead to warnings and subsequent suspension of your program.

8. Programs and Presenters:

- If your program submission is accepted, the presenters and program style must remain as submitted. Any change in presenters or program style must have prior consent from the Committee of Management.
- Placement of programs is based on individual presenter eligibility and the style of the program as it fits into the overall sound of the station and the program grid as developed by the Committee of Management.
- MAINfm values all of its presenters. However, it should be noted that: The current On-Air Presenter is considered the most important person in the station!. The On-Air Presenter is projecting the image of MAINfm in the minds of the local community as well as the visitors. So please Do Not Disturb the On-Air Presenter unless it is urgent.
- All presenters, including backup presenters, are required to be current financial members. MAINfm has between 70 and 80 trained presenters in any given program period. Regular presenters who are unable to cover their program are responsible for organising a replacement presenter or pre recorded program.
- Back-Up Presenters must be fully paid members and have completed presenter training. They are obligated to play all announcements scheduled into the running sheets.
- Note that presenters doing programs outside of Office Hours need station access. The presenter organising a back up must arrange for access by sharing their keys/swipe tags, and notify office staff of key-holders.
- Presenters planning a temporary break from presenting their show should notify The Committee of Management or Program Director by phone and or email. Presenters should consider prerecording their programs or repackaging older saved programs to fill in the gap until their return. Extended absences may result in the program's timeslot being classified as "vacant" "
- There is no ownership of issues or musical genres by any MAINfm Presenter. Cross communication and common courtesy are expected. "Complement, not compete, to produce the best results for MAINfm."

9. Presenter Tips and Etiquette:

Shows before and after yours.

- Get the phone numbers of the presenters on either side of your show – the office is not a message service, it is up to you to let them know if you are running late, away for a week or have loaded up a pre-recorded show in auto play. If you do not let them know they will not know how to announce your show.
- Thank the show before ie: “Thanks to X and Y from ‘That Show’, for the last two hours”. If you don’t have anything nice to say, don’t say anything other than what is written above. If you have trouble remembering names write them down!!!! Get the name of the presenter and the show correct!
- At the end of your show announce the show immediately following and those following ie: “Thanks for listening, coming up next is Z with ‘Next Show’ and after that is Q with ‘Show After Name’. So stay tuned to MAINfm”.
- If there is no show before or after your just say ‘You are listening to MAINfm’ and ‘stay tuned to MAINfm’

How to sound GOOD On Air

- Think of your audience as just one person - you are broadcasting straight to them. This will make you sound much more resonant and personal.
- Stay one hand span away from the microphone so you don’t pop (the sound) but talk straight into the microphone, as they are quite directional.
- Speak slowly and clearly and if you want to really get people’s attention- whisper! (Be careful of the levels though!)

- Try not to say UM – but we are all human so ...um- some hesitations are inevitable.
- Don't be afraid of pauses. A bit of dead air is riveting.
- Smiling when you talk makes you sound automatically friendlier.

Idents, interaction and the Weather.

- People like to hear what time it is. Even if they have a watch- or a phone and check out the weather forecast and let people know that too. It makes for good companion radio - which is what we are!
- Mention MAINfm regularly (approx. every 15 minutes) 'you're listening to MAINfm, my name is X and this is My Show Name'
- Talk about how people can interact with the station. They can subscribe, can listen online, can go to our website, can be like us on Facebook etc

Faults

- If you are struggling with tech or something is not working, try to just keep talking as you fix it, if it is really taking ages to work, then say 'sorry folks, I'm having some technical difficulties, hopefully the song will play in just a moment.' A few seconds of silence is not the end of the world, and is better than constantly apologising or blaming the tech.
- Always have a different type of music on back up – so if you only use records, have a CD ready to go as back up, or something in Zara, or something lined up on you-tube. That way you can use this back up if your preferred tech fails for some reason.

- **MAJOR FAULTS:** If there are technical problems that mean nothing is going to air or your show is severely impacted, please call the phone numbers on the wall. These people can talk you through any problems you might be having. If the first person does not pick up then call the next one!
- **MINOR FAULTS:** If the technical problems are less urgent or just irritating but not debilitating, please make a note of them in the Faults Book, which lives on the stand with the sign in sheets. Please do make note of anything that you notice isn't working right, we often won't know there is anything wrong unless you tell us.

Introductions and Back Announce

- Don't forget to back announce who you have just been talking to, or the music you just played.
- It's good to introduce your guest before you speak to them, but it's vital to tell the audience whom they have just been listening to, especially since they were so interesting!

Music collection and New Music (the Library)

- There is already a substantial sound library that is constantly being added to. If you are interested in helping Music Director Pete Dawson to catalogue and sort the new music he receives every week - and get a chance to play it first on your show- you can contact him at mainfmmusic@gmail.com.

Sponsorship Announcements

- We need to pay nearly \$1000 per month in expenses to stay on air- so don't forget to encourage everyone to become sponsors

to the station. There are notices up on the boards in the studios to remind you of the prices. Please read them out and play the promos for sponsors and subscribers that feature the wonderful John Flaus who could possibly persuade people to jump off cliffs he's that good!

- When referring to Sponsorship Announcements and promos *Do not call them advertisements*
- You don't have to refer to them at all if you put them between songs.
- Do not talk about a sponsor's business at all, it may be considered extra advertising for them and is not fair to the other sponsors.
- Only speak in positive or neutral terms about the announcements. You can say 'Our lovely sponsors who keep the station going' or 'Important announcements from our valued sponsors. Or just keep it neutral: 'Now It's time for some announcements'
- Do not moan, groan or sound apologetic or bored by them. Our sponsors are very important to the station and allow us to exist so *you* can run *your* show.
- Never make fun of a promo or Sponsor announcement, no matter how tired of it you are, how dumb you think it sounds etc.
- We are always looking for new sponsors of the station – so if you know Bill Gates personally- or anyone with a business that could do with some very affordable sponsorship- please contact our sponsorship Queen - Sharon Soldatos here
sharon@caenterprises.com.au

Promote your stations FUNDRAISERS

- There is always a fundraiser or an Outside Broadcast coming up - the notices for those are usually on the board too - please remind people to come along (or come yourselves).
- Remember part of your responsibility, as a presenter is to volunteer for **at least 6 hours a year** on one of the many fundraising activities that are often done by the same people time and time again.

Tidy up

- Keep the studios tidy, take any rubbish out with you, clean your own dishes. No one here is your mother or servant. There is a vacuum that you can use if you would like to help keep the place tidy and feel free to wipe benches, dust or tidy up in general.
- We are all volunteers and we don't have enough money to hire a cleaner, so it is up to all of us to keep the place nice.



10. Live Broadcast – tips for the MC:

- Be aware of both of your audiences you now have to talk to not only the people in the live audience, but the people who are listening as well. These people can't see the visual gags or cues.
- You could try to make a bit more commentary on the visual aspects of the night, as long as it sounds natural. Eg. 'What a great outfit – so much sparkle going on' is enough to give the radio audience an insight into what is going on.
- If something happens that everyone is obviously reacting to you can say things like 'For those of you listening at home x and y just happened'

Talk about MAINfm You could say things like:

- 'Big shout out to everyone listening at home on MAINfm 94.9'
- 'We are here at Victory Park for the Youth Week Concert, having a great time with the bands and live music, I hope you are having as much fun listening at home on MAINfm 94.9'
- 'We encourage everyone listening at home on MAINfm 94.9 to come on down to Victory Park, it is such a fun night...'
- Fill all of the gaps with banter as much as possible – the live audience can watch what is happening and be entertained even as people walk on/off stage but to a radio audience a ten second silence is a long time. So try to fill all gaps as much as possible. That said, the radio audience will be very forgiving of a live event, so don't stress out about it too much. But maybe have some bad jokes up your sleeve to fill the gaps with, or pull someone up from the audience to talk to for a few minutes. This is also a good opportunity to talk about what is happening around you to paint a picture for the audience, as mentioned above.

11. Social Media and Promotion of your show:

MAINfm encourages presenters, volunteers and employees to use social media such as Facebook, Twitter and YouTube to engage with listeners and supporters of the station and /or their show.

MAINfm members are responsible for any content they post on MAINfm and personal social media accounts and sites.

The following standards apply to all MAINfm members and their use of MAINfm and personal interactive services.

- Do not conduct any activity, which is likely to bring MAINfm into disrepute.
 - Do not defame or vilify any person or organisation.
 - Do not imply MAINfm endorsement of your personal views.
 - Be respectful of our listening public and of all individuals involved in MAINfm.
 - Do not disclose confidential information obtained through interaction at MAINfm.
 - Do not engage in any process, petitioning or public statements about any MAINfm policy's or decisions.
 - MAINfm will enforce these standards as and when appropriate.
- Breaches of this policy may lead to disciplinary action.



12. First Aid:

First Aid

- MAINfm has a basic first Aid kit available in the Office – should you or your guests need it.
- If you do open and use ANY item from the First Aid kit please complete the incident form. This means one panadol or one band-aid – ANY use must be recorded. We must record all uses of the first aid kit to ensure the Kit is correctly maintained and to ensure we (MAINfm) are aware of all incidents at the station.
- MAINfm and the presenter may be held legally liable for incorrect use of any medical equipment (and yes I mean one band aid.)
- For example: June 12 I used one band-aid to replace an old one, which covered a wound, from home where I hit my thumb with a hammer signed 'presenter'.
- OR: I took two panadols on June 13 because I had a headache, signed 'presenter'.
- OR: on June 14, I sprained my arm tripping over and used the bandages to make a sling before I went to the hospital, signed 'presenter'.

13. Emergency contacts:

Emergency Contacts (inc Ambulance) - Dial 000

Castlemaine Police Station – 5470 4100

VicEmergency Hotline – 1800 226 226

CFA Website <http://www.cfa.vic.gov.au>

CFA Headquarters – 03 9262 8444

Burn-off Notifications – 1800 668 511

Castlemaine Health

142 Cornish Street,

Castlemaine

Phone Enquiries

Hospital (03) 5471 1555

MAINfm Personnel – Updated phone list is posted on the office wall near the front door.

Glossary:

(ACMA) Australian Communications and Media Authority: The major Commonwealth broadcasting regulatory authority which oversees the operations of the commercial 'free to air' and 'Pay TV' and community radio and television broadcasting sectors, as well as being highly likely to regular on-line computer delivery services. Established by the Broadcasting Services Act of 1992 (as amended.) Also manages all Spectrum (see below)

Back Announce: Provision of information following the conclusion of an item – at the end of a music track, for example.

(CBAA) Community Broadcasting Association of Australia: The peak Australian body that represents community radio and television broadcasters.

Console: The panel that contains the technologies to mix the components involved in the presentations of radio programs or productions.

Cross Fade: A form of segue. Fading in a sound source while another source fades out, but maintaining an equal volume level. Also applies when a program needs to be presented without interruption but its duration requires a number of tapes.

(CSA) Community Service Announcement: This is a free service offered to all non- profit, community organizations.

Cue has two meanings:

- Firstly, the indication of the end of an item, usually the last few words of a sentence.
- Secondly, to prepare a recording for presentation so as to eliminate dead air.

Db: Abbreviation for decibel, a unit of sound loudness.

Dead Air: A gap in the program, silence where sound should be.

Demographics: Statistical information related to the structure of an audience regarding age, gender, marital status etc.

Fade: Apart from its obvious connotation, as an out-cue it signifies that the music fades at the end of the cart / mini-disc / CD, or as a script instruction that the music or sound effect should diminish in volume.

Fader: Is the controller of sound volume from nil to the capacity on the studio desk. Also known as a pot, slider, attenuator

Feedback: The howling effect that is generated when sound from a loud speaker or headphones is picked up by a microphone and re-amplified.

(FM) Frequency Modulation: An improvement on AM because of almost noise free transmission, but is limited in coverage due to its “line of sight” signal. Instead of the height or amplitude of the signal being varied, the frequency of the signal varies within a strictly determined bandwidth. Typically broadcast in the VHF Band, ie.88-108 MhZ.

Hertz: Cycles per second.

Kilohertz: One thousand Hertz.

Level: The reading on a VU meter indicating audio energy in the program channel.

Megahertz: A million cycles per second

Popping: Small explosive sound created by blasts of air into a microphone; most frequently from words starting with 'P'. In Audacity these can be removed for recorded items using the 'effects' option. ('Click' removal).

Pre-Announce: Provide information on-air concerning an item about to be played, also called Forward announce

Promo: The name for any promotional spot designed to create awareness of a forthcoming feature, sponsored or unsponsored.

Segue pronounced "SEG-WAY". Commonly used to describe the playing of two records/CDs back-to-back with minimal or no silence between them.

(SFX) Sound Effects: The abbreviation of "sound effects"

Spectrum Management: ACMA, within the Department of Communications, Information Technology and the Arts (DCITA) manages the spectrum: allocates and regulates broadcasting

frequencies across the entire broadcasting spectrum, so that no broadcaster's activities interfere with another broadcaster's activities.

Sponsor: The person or organization identified with the announcement or program paid for by the advertiser.

Sting: A production effect that can be electronic, musical or a sound effect. Used for punctuation at the start, within or at the end of recorded spots.

Voice Over: Sometimes abbreviated to VO. The reading of copy for radio commercials and television spots.

VU Meter: A volume meter situated on the studio console to measure and indicate loudness of sound. They can be either in conventional meter form or LED.



Acknowledgments:

To create this handbook we have drawn from a variety of sources and being a not for profit we greatly appreciate their support.

The basic template was drawn from BayFm in Byron Bay, specialist notes and tips from past and present MAINfm presenters and Committee, CBAA, the Community Media Training Organisation (CMTO) and to any others we may have missed - Thank You Too!