

Radio Adelaide Station Worker Meeting

Saturday May 16, 2009

Governor Hindmarsh Hotel

MINUTES

Present

Don Balaz, Claire Thackray, Anthony Gibbs, Peter Godfrey, Geoffrey Mildred, John Johnston, Steve Sokvari, Clayton Werner, Graham Clarke, Ewart Shaw, Ekaterina Loy, Greg Kelly, Sarah Tomlinson, Raymond Zada, Lee Reiko Guerin, Bruce Guerin, Wally Sparrow, Geoff Peake, Jonathan Brown, Peter Trevasakis, Tara Egan, Anne Levy, Neil Smart, Imants Cielens, Michelle Smith, Max Hicks, Deanna Rohrsheim, Tomoko Arase, Diane Harris, Mark Martin, Tamara Pena, Ela Smith, Cezary Pawlusz, Meg Abbott, Sara McCarthy, Matt Buckley, Catherine Zengerer, Jessica Wynne, John Murch, Dean Hodgson, Christine Brown, Sue Gilbert, Nikkita Perkins, Philip van Hout

Apologies

Logan Bold, Amelia Dougherty, Lisa Downey, Clemmie Wetherall, Peter Kuller, Mike Stock, Julie and David Cavanagh, Jeff Oates, Alex Akritidis, Chris Champion, Miles Rowland, Sally Chance, Geoff Pullan, Myk Mykyta, Ryan Jones, Francis Willis, Keith Hempton, Terry Heazlewood, Chelsea Lewis, David Lang, Robyn Lidgett, Claire Knight, Mary Griffiths, Neville & Dorothy Hatwell, Natalie Oliveri, Margaret Monks, Kassim Dinno

Topic One – Digital Radio Thinking and Planning

The Station Manager provided a broad overview of the digital radio legislation, current situation and issues related to Radio Adelaide's involvement. It was contrasted with ABC Local Radio and commercial radio information to allow a broader perspective and sense of overall industry development. This presentation is available here.

Station Workers were asked to be part of the process of developing our digital radio service(s) by working on 2 exercises

Task One: DREAM STATION

- Think through - or discuss - the new radio service YOU would like to listen to
- Don't worry about being realistic, just dream
- Write a short paragraph describing it
- Give it a name

Responses

Max Hicks and Michelle Smith

Name:

Endless talkback linked to a blog, thematic. Programming the content 'loading themselves', private collection'

Deanna Rohrsheim, Tomoko Arase

Name: Voice of the People

Innovative interactive programming, young people, local music, global issues, world music, healthy debate, talkback, education

Geoffrey Mildred

Name: LOOM

Omnipresent in your face, easy to find on the dial AND the station weaves together – the warp and weft of broadcasting

Imants Cielens

Name: Radio Chaos

It would be cool if you were listening to something and you liked it and you could press a button to listen to more of it – eg the presenter would have prepared extra stuff, eg links to groups activities. It would also be cool if there was a way of giving feedback as to whether what you were listening to was likeable or disagreeable, or you could ask a question and then as a presenter

you would have an idea from listeners through what they answered

Lee Guerin, Bruce Guerin

Name: Storm, More

Start off as digital in concept – at least 25% new content, rather than translated. Live presentation. Share with others so in effect it becomes national, shared segments with other programs a la The Wire

Raymond Zada, Greg Kelly

Name: Get It On

More timely relevant content delivered by real people

Ewart Shaw

Name: Lumenus / Luminous/ Radiance

A blend of local content, both live or pre-recorded, folk blues etc as well as an orchestral, choral, chamber, etc with classic radio comedy blended with good local arts broadcasting and some clever science programming.

John Murch

Name: Adelaide Vortex

South Australia's centre beyond the vortex.

Enhances the local (beyond what 891 reckons) diverse in sound and content. Allows for the community to both engage in the daily context, needs to communicate not just provide a wall of sound.

Informational, localised, uncensored

Steve Sokvari, John Johnston

Name: Wildest Dreams Plus

Music and information that is current, Offer playlist Information on artists

Wally Sparrow and Dianne Harris

Name:

Good music, various adult contemporary, live presentation, not computer generated, current news and weather, interviews

Nicky Page

Name:

Like to hear the best from interstate on both RA and RA+, but never with parochial content from those places. Music quality is less important. Like to hear plenty of local views and information too, so I imagine both stations containing the best national (so I don't have to choose between 2 competing stations, rather, have two changes to hear things. like to see program info about both stations on RA+
Geoff Peake

Name: Beyond Adelaide

Live presenters, mostly talks, music to be 'underground', nothing commercial. News Radio meets Pete Godfrey's breakfast, eg regular interviews with regular folks similar to Australian Story on ABC TV

Talkback!

Jonathan Brown, Tara Egan

Name: AMRAP Radio

100%Australian music – all the time. Passionate about Australian talent

Sarah Tomlinson

1. Name: Radimuse

A music station showcasing the diverse mix and sample tastes of Radio Adelaide programming according to the time of day and what people might be doing, eg upbeat for morning, cruisy after 7pm, a variety of people presenting, real people

2. Name: Radinews

Incorporating independent news and current affairs, including multilingual, the Wire, breakfast interviews, NEO, YRAN etc

Also, I like Max Hick's suggestion

Ekaterina Loy

Name: RadAd

Access the whole program at any time, or for a month after the program / music co-ordinated with your preferences – ie you provide the song and the program gives you a playlist / interactive bits / possibility to listen to the same program in different languages

Anne Levy, Neil Smart

Name:

Split the service to provide more classical music / Not have the programs at the same time / more promotion through streaming test

/ stream University content / University of 3rd age? / link visual content of lectures to audio / work with University to collaborate on content / also Art Gallery? Museum? / Public Domain plus slides?
Clayton Werner, Graham Clarke
Name: A prefix like iAdelaide or nanoAdelaide – digital radio needs it's own sort of thing

Joe Tungaraza, Tom-Peter Changarathil

Name:

Innovative, local but with global, universal appeal, radio which is a form of social networking like Twitter, people driven content, radio theatre

Dean Hodgson, Christine Brown

Name:

More diversity of shows, more interconnectedness, prevent reinventing the wheel, need to plan more so we can do theme shows with other groups, downloadable playlist

Sue Gilbey

Name: RadioBalance, LiveCircuit

Diversify within programming, more co-operation with like programming, more connectedness with other programs, more idea of how many people listen, more live recording, podcasting, follow up themes, right for opposing groups to rely, pay one person to manage

Anthony Gibbs, Claire Thackray, Don Balaz

Name: RadioAdelaide+

Dynamic, interactive audio visual station with supporting text and images to the station

Sarah McCarthy, Matt Buckley

Name: In Tune, Digi-gig, The Gig

Shows with all kind of music, ie different shows for different genres, radio plays, documentaries, journalism, current issues, comedy, take your mind off your problems

Also like the endless talkback and link to blog idea

Catherine Zengerer, Jessica Wynne

Name:

Local music only with bios on bands and details of upcoming gigs – can playlist own sets and lyrics, be your own DJ; talk shows, have added info eg bios of talent and links to their works

Peter Tregilgas:

Name: Light's Vision, 5UV

I want a station that gives airtime to top quality programming. Being Australian is not, by itself, a measure of quality. A station may stress many certain aspects (music, politics, youth input etc) but it must put quality first. Above all instruction in good English and proper (not American!) pronunciation. A station must not fall for the notion that 'new and different' is not necessarily good programming.

Task Two: GET REAL

- Think like a Manager who has to develop a viable new service or lose their job!
- What new service do you think will work?
- Consider likely audience, source of income, resources needed to create it, offering something others aren't
- Write a short paragraph describing it
- Give it a name

Responses

Lee Guerin

Name:

More educational programs, especially targeting young children, eg target 3 year olds, kids songs, games. Mums can have a break, daycare professionals can tune in with children, sponsorship from related business

Steve Sokvari, John Johnston

Name: What's Happenin'

General local information, information provided by local groups, talkback, liase with emergency services

Name:

Tamara Pena, Ela Smith Meg Abbott, Cezary Pawlisz

Income generating – ability to buy programs or individual tracks or a podcast, purchasing work of new artists

Audience generating: submission of work instantaneously by new artists

Sue Gilbey

Name: Circuitbreaker Radio

Climate change radio, ecological radio, mobilising radio – theme each week in terms of social justice. Have a competition where you ask people to envisage where they think they will be in 1 year, 2 years etc in terms of their particular interest, charge them and conduct evaluation within timeframe. An alternative to mainstream talkback, Aboriginal language groups on air, compulsory percentage of learning being Indigenous. Repeat good programs at different times, have someone paid to listen and evaluate access programs.

John Murch

Name: Adelaide Uncovered

A place to meet with the community it drives through the days.

Staggered simulcast, shared resources, eg Life FM pays us to have 4am to 9am. Income – weekends of ethnic programs. Recorded lectures (unedited) with advances to TAFEs to offer airtime.

Also following up the talkback idea, produced live, good idea

Sara McCarthy, Matt Buckley

Name:

Allowing listener feedback, eg online voting and comment posting, this includes but is not restricted to music. An incentive offered for each listener who provides feedback. Unique programs and promoted as the only station where you will hear particular types of programs

Catherine Zengerer, Jessica Wynne

Name:

Music with interviews, feature bands, gig guide, info as data, eg the listeners can hear a song they like, find a bio (data), find interviews (audio), find gigs (data), local venues pay to submit gigs

Christine Brown, Dean Hodgson

Name:

Language learning, interviews from analogue shows, concerns about computer keyboard skills, need to upskill, huge drain on current resources/volunteers

Max Hicks, Michelle Smith

Name: Private Collections

Oral history station – use blogs, pictures photo collections, myspace, cultural history. Can link in with museums and potential funding bodies linked to museums

Tamara Pena, Ela Smith, Meg Abbott, Cezary Pawlisz

Name: Adelaideio

Anthony Gibbs, Claire Thackray, Don Balaz

Name: Edu on Air

Education, offsite per lecture, catch up on Uni, RA could give lectures, Uni events or () and uni pay for that

Nikkita Perkins, Phil van Hout

Name:

Visual images changing every 15 minutes, piggybacked on a low kbps advertisement

Extra audiences will listen to different types of music, less movement on screen better for dinner parties, breakfast, reading the newspaper

Tom Peter Changarathil, Joe Tungaraza

Name:

Use existing low or no cost platforms, semi professional media organizations and partnerships, partnerships with global organization writers, allow submetro station licence holders to submit a segment, like an access program.

Through small pilot programs (citizen media organizations are keen to collaborate and extend their reach)

Generate content like what we do in Live Music Week –

programming of that sort throughout the year or on special issues-eg global financial crisis was covered by local people all over the globe.

Geoffrey Mildred

Name:

Stress our differences rather than similarities to other stations.
Local audience inclusive; for example start children's program or interactive program for carers. Harness listener power for political power and fundraising

Graham Clarke, Clayton Werner

Name: Twitter Radio?

Connected – get the listeners to be able to share their thoughts, comments, suggestions via internet and SMS, moderated, some of it goes to our on screen enhancements, so listeners own some of your content. SMS provider may actually be an income source?

Can we link the incoming text to a speech processor and therefore make it audio?

Peter Tregilgas

Name:

People don't like programming that makes major changes through the day. Radio National is poorly patronised because it spends all day being different, deep and meaningful – audiences tend to like their favourites rather than being constantly challenged. Some challenge is highly interesting and useful. We can't change the listening audience, much as we would like to. The current Radio Adelaide system of classical in the morning, discussion late afternoon and evening, youth at night, ethnic etc works well but constant mixing does not breed much loyalty from a general audience. And you have to start with general to build up to specific.

Neil Smart, Anne Levy

Name:

Enhancements: song information, promotional text stream, station ID. Audience will be moderately well heeled because of the cost of the receiver. Source of income –sell message son the text stream. Resources: attract more volunteers interested in the enhancements, eg digital media students. Point of different is our educational role, more collaboration with UniSA

Tara Egan, Jonathan Brown

Name:

Audience – in the beginning will be the audience we have, but will move to niche audiences – we think those who will actually be using/buying a digital radio will be niche audiences. Income, viability – sponsorship, womadelaide, subscriptions, LOTE programs. World music 24/7 is a possibility. Breakfast/drive time must be live/interactive

Ewart Shaw

Name: Radiance

A cultural gift to Adelaide, it's music its arts its intelligence We have wit, style, humour and some great tunes. We're not afraid of new ideas, we have them every day.

Funding from State and City (..?) online etc

We have the archive and the contacts to really support local live music – especially concert music. We have the arts reputation and contacts to present new programs/extended content.

Also, local government content, Royal Institution, three universities, offer more of what we are really good at

Sarah Tomlinson

Name:

Actually I think my wildest dreams stations are actually more realistic as a lot of the content is already produced and its audience would be those listening for simply either talks or music – info or entertainment as such. There are possibly music grants (APRA, ArtsSA, AMRAP) to fund Radimuse and Radinews could be networked to sister stations in the capital cities (possibly Asia/NZ via the net)

I'm loving the idea of educating the community and now too listening to the discussion Max's talkback idea – life skills radio?

Tomoko Arase

Name:

Website should be improved. It's difficult to imagine something still to be described on the radio, but we can use the internet. For example, after the show, we post picture of what we talked about. That helps listeners imagine easier. There is a limit to just use voice.

Deanna Rohrsheim

Name: Vision Sound

Diverse voices and music dealing with current and important issues of the local national and global communities. Shlick production sound, providing a platform for all people to be involved in a variety of ways in blogs, phone ins etc

Student radio, young people need more airtime, sing our existing volunteer base, we need more interaction with our audience. The audience is ageing, perhaps it is baby boomers that will listen.

The most popular shows are talkback shows

Ekaterina Loy

Name: RadAd

Interactive music element, identifying song titles would be great.

More ads via enhancements in different languages for different communities

Greg Kelly, Raymond Zada

Name: GROW

Educational skills development program with a mental health focus; opportunity for funding. A programming committee to co-ordinate content creation. Similar to Radio Adelaide with content to attract a new audience

Geoff Peake

Name:

I absolutely stole the idea, but what Jonathan Brown suggested in the wildest dreams stage! Australian content 24 hours a day. We are digital and we are there from the start, we are proud of the talent this country has. Be the premier, forefront, cutting edge Australian proud, community proud radio broadcaster that leads the way in giving back to the community. Artists, opinions, bands etc are given airplay without cost

Dianne Harris, Wally Sparrow

Name:

(something) service like Foxtel, standard of presenters, restructuring programs to have more consistency, eg music/talk shows

Bruce Guerin

Name:

Public info and current affairs, eg health, educational issues, anything there is a public need to inform/discuss / people talking re forthcoming events/concerts- behind the curtain, but needs an educational slant / Talking books / local government and lots of other ideas that would form part of this general idea

Imants Cielens

Name:

I think these new radio sets are just a marketing gimmick and there will be less radio sets and more sound systems that you plug into your phone or MP3 player, but not everyone will listen to radio. I like the idea of radio teaching and learning new things – this would be a lot more useful with the aid of pictures and text

Topic Two – New Station Policies for Consultation

The new community radio code of practice requires us to develop one new policy and revise others to see if they meet the codes. In this meeting we discussed one new policy and one revised policy.

Emergency Services Policy

Nikki Marcel presented the draft new policy, which includes information about resources available to volunteers to fulfil their roles.

The meeting was asked – is this policy and these resources enough for you to fulfil your obligations under this policy?

Discussion noted the need to:

- Update the Station Duty Officer responsibilities to reflect this
- Add a requirement to contact the stations designated emergency contacts if an emergency situation develops.

The draft policy has now been updated to include this feedback and can be found at www.radio.adelaide.edu.au/stationworkers
Further consultation on the policy is open until June 15.

Volunteer Principles, Rights and Responsibilities

Our policy in this area was already in place but some proposed changes are suggested based on suggestions in the new Code of Practice appendices

Nikki Marcel presented the draft new policy, which also includes a new section called 'Principles of volunteering'

The meeting was asked to quickly check through the new policy and then, as time was limited, provide further feedback during the consultation period.

Discussion noted the need to:

- Address access issues for people with limited mobility
- Clarify what we can do (check this with Ewart)

The draft policy has now been updated to include this feedback and can be found at www.radio.adelaide.edu.au/stationworkers

Further consultation on the policy is open until June 15.

When finalised in June, both policies will be added to the Station Worker Handbook

Topic Three - Quick Updates

Live streaming: who listens – stats now show that our average number of online listeners each day has risen from 45 last July (streaming) to 97 in March (when we switched to the new Windows Media). Further detail to these stats takes more work to find out, so the biggest thing to note is the healthy trend

Licence Renewal – still no response from ACMA to our second submission. Licence renewal needs to come through by early September. Deb will contact them to see how things are progressing

Topic Four – Station Workers Representative Election.

The Station Worker Representative is nominated by volunteer Station Workers prior to the Station Workers Meeting where elections take place. Candidates need to be a current volunteer and up to date subscriber.

The responsibilities of the position are to:

- Participate in station planning and development as a member of the Radio Adelaide Advisory Committee and to attend 80% or more of its meetings.
- Bring volunteer issues to the Advisory Committee and management attention.
- Meet all of the standard responsibilities of volunteers as outlined in the Station Worker Handbook, especially in regards to being prompt and reliable with regard to commitments and agreements.
- Possess a full understanding of, and commitment to upholding the rights and responsibilities of Radio Adelaide and Volunteers.
- Advocate for volunteers, at their request, in disputes or grievances, following the Radio Adelaide policies and procedures in such events.

There were two nominations when nominations closed at 12 noon on Friday; Jonathan Brown and Raymond Zada

Both had been informed of the rights and responsibilities of the role and had confirmed they could take it on. Both spoke for 2 minutes and then an election by ballot was held.

Jonathan Brown was the successful candidate and was congratulated on his election

Topic Four – Programming Committee

Raymond Zada presented a proposal for a programming committee. He described how he sees the current system and advocated for

greater volunteer involvement and a more transparent service. Raymond proposed a committee that would source and program content across FM, streaming, on demand and digital. He handed out a worksheet for participants to respond to the ideas and proposed ongoing discussion.

There was not time to pursue the fifth topic which will be held over.

Meeting closed 3.30pm

To provide further comments on any issue discussed at any station worker meeting, please use the form available at www.radio.adelaide.edu.au/stationworkers

Ethnic Broadcasters specific meeting

3.20pm

Present

Cezary Pawlusz, Always on Sunday

Tamara Pena, Amistad

Manuel Otero, Amistad

Morteza Mohammadzahari, Persian Program

Tomoko Arase, J-Talk

Ekaterina Loy, NEO Voices

Joe Tungaraza, NEO Voices

Lee Guerin, J-Talk

Deborah Welch, Station Manager

Apologies

Kassim Dinno

1. Method of providing CBF funds
the meeting discussed the method in place at Radio Adelaide for the last 10 years, whereby the CBF is deducted in advance from program access fees. Program representatives were asked if they would like this method to continue or consider a different method. The meeting decided unanimously that the current method should continue

2. The Station Manager explained the roles of the Ethnic Broadcasters Representative and the Ethnic Youth representative; to bring ethnic broadcasters issues to management attention and to review and sign the CBF grant applications to ensure a transparent process

Tamara Pena was elected Ethnic Broadcasters Representative, **Ekaterina Loy** was elected Ethnic Youth representative and both were congratulated on their election.

Retiring Ethnic Broadcasters Rep Dan Jovanovic and retiring Youth Rep Baqir Rezaie were thanked for their roles over the past year.

3. Other Business

Morteza asked Deb to check if the Persian program was being billed for the correct 1.5 hours per week.

Meeting closed 3.40pm.