



BROADCASTER HANDBOOK



June 2025

CONTENTS

| | |
|--|---------|
| Welcome and introduction | Page 3 |
| BCR Programme and Format | Page 3 |
| Styles of programmes | |
| General programme | Page 4 |
| Special interest programme | Page 4 |
| Syndicated or relayed programme | Page 4 |
| Music format | Page 4 |
| Presentation rules | |
| Station identification | Page 5 |
| Time calls | Page 5 |
| Temperature | Page 5 |
| Scheduled music during general programme | Page 5 |
| Personal messages | Page 5 |
| Competitions | Page 6 |
| Regular features | Page 6 |
| Programme introduction procedures (live shows) | Page 6 |
| Weather report format for presenters (live shows) | Page 7 |
| Ceremonial music | Page 7 |
| Presentation basics | Page 8 |
| General rules | Page 9 |
| Production | Page 9 |
| Sponsorship | Page 10 |
| After hours requests for sponsorship announcements | Page 10 |
| Studio and technical | |
| Food or drink | Page 10 |
| Studio Report Book | Page 10 |
| Care of equipment | Page 10 |
| The Law | |
| Broadcasting Services Act | Page 11 |
| Community Radio Codes of Practice | Page 11 |
| Racial Hatred Act | Page 11 |
| Copyright | Page 11 |
| Defamation | Page 12 |
| Contempt of Court | Page 12 |

WELCOME AND INTRODUCTION

We are pleased that you want to be part of the on-air team at Bunbury Community Radio (BCR). We trust you have a fulfilling involvement in broadcasting and the station.



The station was started to serve the community and our emphasis should always be on the broader community, rather than the small community within the station. Our Mission Statement, Objectives and Guiding Principles were adopted to ensure we maintain this focus.

This Handbook outlines the policies relating to the programme format of the station. These set the conditions under which on-air volunteers undertake roles to make the station operate. We believe it is important to understand these right from the start.

When a member volunteers to be an announcer or to produce/present a programme, the first step is to complete the Programme/Announcer Application Form. When approved by the Board, an agreement is prepared with details outlining the arrangements under which an announcer or programme goes on-air. This will provide a clear understanding of the role; the style and content of the programme being presented; the agreed duration, frequency and timing of broadcast; arrangements for monitoring and feedback and an end date for the agreed period.



As a broadcaster on the station, you must abide by the requirements of the Broadcasting Act and the Community Radio Codes of Practice. These are covered in this Handbook and are consistent with the rules in the Constitution of Bunbury Community Radio.

The BCR Board and volunteer leaders will support you in any way possible to have a great experience and to assist you to deliver great radio programming to our community.

BCR PROGRAMME AND FORMAT

The Guiding Principles of BCR state that:

The operation of the station is guided by the elected Board of Management

The Board sets and maintains format and presentation standards

The station will broadcast with high levels of presentation, with emphasis on good skills in the craft of broadcasting

Presenters will receive training and support in panel operation and broadcast presentation craft skills

The programme format and presentation rules and standards are set by the Board. They are part of our obligation to the Australian Communication and Media Authority (ACMA).

COMPLIANCE

REGULATIONS

GUIDELINES



The programme format includes all the elements that are broadcast. They include special interest programmes, news, community features, segments and syndicated programmes. Announcers and presenters are required to maintain the station's presentation rules at all times.

As a BCR member and volunteer, you have agreed to maintain the format and standards.

STYLES OF PROGRAMMES

Styles of programming undertaken by BCR are:

General programme: this is the programme that will go to air when special interest programmes are not being broadcast. The general programme includes community information, news, features and music using the station format. The music is selected using the station's scheduling system. Announcers presenting general programme air-shifts will not be able to select the music in their shift. The general programme will be used for both live and automated shifts. The Board has decided that General Programme must be used Monday to Friday, 6am to noon.



Special interest programme: these are programmes featuring a specific genre of music selected by the presenter; or one that provides a focus on an area of community interest (this could include some music selected by the presenter). Station features such as community information, news or segments that are normally scheduled when a special interest programme is broadcast must be incorporated into that programme.

Syndicated or relayed programme: these include news bulletins; or programmes and features that come from outside the station.



Music Format

The music format of our general programme is designed for 45 to 70 year olds. It is “popular contemporary” music from 1960 on. The format involves songs that are in groups that rotate.

The Groups are:

| | |
|---------------------------|--|
| <u>G 60:</u> | Popular contemporary songs from the 1960's |
| <u>G 70:</u> | Popular contemporary songs from the 1970's |
| <u>G 80:</u> | Popular contemporary songs from the 1980's |
| <u>G 90:</u> | Popular contemporary songs from the 1990's |
| <u>G 00:</u> | Popular contemporary songs from the 2000's |
| <u>G 10:</u> | Popular contemporary songs from the 2010's |
| <u>G Local:</u> | Contemporary songs from local artists that fit the overall station sound |
| <u>NA New Australian:</u> | New songs from Australian artists that fit the overall station sound |

The songs scheduled for broadcast each day are pre-selected using the stations music scheduling software. Our music content on the station must contain at least 25% Australian content. This applies to ALL programmes.



BCR will not insert music from the scheduling system into Special Interest Programmes that are broadcast weekly. If for any reason a Special Interest Programme will not be broadcast as part of the agreed schedule, advance notice of 6-days must be provided to the Station Manager. This will allow for any promotional material to be withdrawn and for General Programme to be scheduled in its place.

Competitions must only be run when specifically authorised by the Board. They must be conducted openly and fairly. Competition details and the prizes must be clearly outlined on-air and the 'winner' must be announced on air. Broadcast the winners name as soon as possible, name and area only (do not give the address). The name, address and phone number of all winners are to be written in the Studio Report Book.



Regular features and segments will be broadcast. Each will have a presentation guide to ensure consistency in our presentation and you must maintain the presentation style.

Programme introduction procedures (live shows)

Live presenters are to use the following procedures for the introduction of programmes at the beginning of the hour to maintain a consistent approach and these two key objectives

- The news, sport and weather or the weather on its own need to be the main focus at the beginning of the hour and should only include a brief introduction with the name of the program and sponsor details. No other program details should be mentioned at this stage.
- After the news and/or weather the presenter should play a song (after 5 -6 minutes of talking our listeners need some music). Information about the program, such as the theme, or competition, can then be presented after the first song.

Introduction Format should follow this procedure:

1. News (if scheduled for the hour)
2. Brief introduction: Program name or your name and any sponsor details.
Example – “Good morning, your live and local with Jeff Macnish on Bunbury 103.7 and this is the Morning Show sponsored by the Apprentice and Traineeship Company Bunbury”
3. The weather (using the format outlined on the next page)
4. The first song.
5. Any information about the up-coming show.

The weather information for the station is obtained from the Bureau of Meteorology using the links (Bookmarks) setup in Google Chrome for the following:

- Bunbury Forecast
- Major City Forecast
- BOM Radar information (providing rain, temperature, wind speed and direction)

Bunbury Forecast

View the current warnings for Western Australia

Forecast issued at 4:50 am WST on Thursday 11 March 2021.

Forecast for the rest of Thursday

Max **26**
Humid. Cloudy.
Chance of any rain: 20%
Fire Danger - Low-Moderate
Sun protection recommended from 9:00 am to 3:50 pm, UV Index predicted to reach 9 [Very High]

Friday 12 March **Tomorrow's Forecast**

Min **18** Max **27**
Partly cloudy.
Chance of any rain: 5%
Sun protection recommended from 9:00 am to 3:50 pm, UV Index predicted to reach 9 [Very High]

Saturday 13 March

Min **12** Max **25**
Mostly sunny.
Chance of any rain: 0%
Sun protection recommended from 9:00 am to 3:50 pm, UV Index predicted to reach 9 [Very High]

7 day Town Forecasts

| Location | Min | Max | Temps |
|----------------|-----|-----|-------|
| Bunbury | - | 26 | ← |
| Busselton | - | 26 | ← |
| Margaret River | - | 25 | |
| Bridgetown | - | 25 | |
| Augusta | - | 24 | |
| Collie | - | 25 | ← |
| Manjimup | - | 23 | |
| Boyup Brook | - | 25 | |
| Harvey | - | 26 | ← |
| Pemberton | - | 23 | |
| Walpole | - | 23 | |
| Windy Harbour | - | 23 | |
| Yallingup | - | 27 | |



Weather report format for presenters (live shows)

Using the information from the previous page as an example the weather report should be as follows:

| | Morning and Lunchtime | Afternoon and Evenings |
|----------------------------|---|--|
| Forecast | <p>Today's forecast. Edit anything out that is no longer relevant (eg early morning showers)</p> <p><i>Humid. Cloudy. Slight (20%) chance of a shower. Light winds becoming westerly 15 to 20 km/h in the early afternoon then turning south to southwesterly in the evening.</i></p> <p><i>UV Index is 9 which is Very High Fire Danger is Low to Moderate</i></p> | <p>Include any relevant information from today. (eg Strong winds and thunderstorms in the late afternoon and evening). Otherwise</p> <p>Tomorrow's forecast</p> <p><i>Partly cloudy. Light winds becoming south to southeasterly 15 to 20 km/h in the morning.</i></p> <p><i>UV Index will be 9 which is Very High</i></p> |
| Days ahead (brief summary) | <i>Weekend will be sunny with a maximum of 25 on Saturday and 28 on Sunday</i> | <i>Weekend will be sunny with a maximum of 25 on Saturday and 28 on Sunday</i> |
| Expected Maximum Temps | <p>Today</p> <p><i>Bunbury, Harvey & Busselton 26 Collie 25 Perth 28 (Obtained from Perth link)</i></p> | <p>Tomorrow</p> <p><i>Bunbury - Minimum 18 and maximum 27</i></p> |
| Current Temps (from Radar) | <i>Collie – 21 Busselton – 22 Bunbury – 23</i> | <i>Collie – 21 Busselton – 22 Bunbury - 23</i> |

Breakfast announcer usually prints the Bunbury forecast which includes the weather for the next seven days.

The expected maximum temperatures for Harvey, Collie, Busselton and Perth are written on this sheet. If working on the weekend these can be obtained from both the Bunbury forecast and Perth forecast web pages.

For the National News from 6am to 9am a summary forecast for each of the capital cities is provided for today and tomorrow and is obtained from the Major Cities Forecast.

For the State News just local weather is provided.

If there are other relevant weather events, such as cyclones, these may feature as an update if relevant and if it has not already been covered in the news bulletin.

Ceremonial music and features such as (but not restricted to) The Last Post; Reveille; The Ode and the National Anthem should not be used except in specified programmes and with prior authorisation from the Station Manager

PRESENTATION BASICS



Radio is a personal experience- This makes radio a one on one communication. Speak to one person; talk about “you” the individual listener; not “all you listeners”; or “everyone”; or “folks” etc.

Smile; a physical smile on your face automatically translates to a smile in your voice.

Prepare; the three most important things to do before a broadcast and opening the microphone – **prepare – prepare – prepare.**



Silence is not golden on the radio. Avoid dead air. Keep your programme flowing.



Maintain consistent audio levels through the programme. Monitor the VU display on the panel and ensure it remains constant and not too much into the red zone.

You must play all news bulletins. Other station programme material must be broadcast within 5-minutes of its scheduled time.

Sponsorship announcements are scheduled at 15 past and 25 minutes to the hour. The Grapevine is scheduled at 25 past and 10 minutes to the hour.



You can broadcast a talk break before The Grapevine segment or sponsorship announcements; but not afterwards as they are followed by a pre-recorded station ID.

Use “hooks” to refer to material that is coming up in a programme. This is done to encourage or “hook” the listener into staying with the station. Example: *Coming up, a song from an artist that had six Top 40 hits in less than two years.*



Be personable; the format will not get in the way of your personality shining through.

No profanity; BCR has a no tolerance policy to any form of profanity or crudeness by announcers.

Station promos for a weekly programme will not be scheduled in the 48 hours immediately after the programme has been broadcast. When promoting other shows within your programme, only mention those that will be on air in the next five days.



Individual programmes are part of the overall BCR programme. You are encouraged to think of any programme you present as being part of BCR’s programme; not MY show.



GENERAL RULES

PREPARE

Prepare for your air-shift, programme or segment and pre-read and mark up all copy. Check things; if in doubt - don't.

Maintain the format. The station format has been developed for the listener and it is the presenter's role to maintain the format.

Mention your name at regular intervals (about every 20 - 30 minutes).

Our aim is to identify every song we play in "live shifts".

Don't have other announcers/presenters on-air during your air-shift, unless previously arranged.

Don't make public or on-air comment on station policy, programmes or procedure.

Don't be derogatory about songs we present, we play only good music.



We regularly review the music we play on the station. This is done by members delegated to undertake this task. If you have suggestions on songs to add to (or remove from) the playlist, pass them on.

Don't get political. Our station (and community radio in general) receives support from Federal, State and local government. Do not bite the hand that feeds us.

While you are entitled to an opinion, when you are on air on behalf of BCR, you are required to remain neutral on contentious matters.

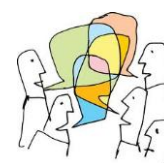
Studio Handover to another presenter at the end of a programme should be done with courtesy and good communication. As a general guide, about 5-minutes of programme content should be available to allow a timely handover



PRODUCTION

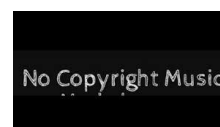
Production is the recording of material for later broadcast and includes things such as sponsorship announcements; Grapevine segments and station promos.

It will be necessary to mark copy as the written word is different to the spoken word. This means it is often necessary to "mark your copy" with subtle changes and reminders about punctuation. While it is normal to write **cannot**, it is more likely in conversation that you would say **can't**. This change should be marked on your copy. Other examples of words to look out for are **I'll** for **I will** – **don't** for **do not** – **we'll** for **we will** etc. A clear indication of logical pauses in sentences should also be marked.



While recording, listen in your headphones for "popping"; "sibilance"; and loud breathing. Popping is the explosion of air into the microphone when making a "P" sound. Sibilance is the hissing sound that comes from words that include the letter "S". Listen back to the finished product to ensure the production is free of these defects. Check the finished recording against the script to ensure all content has been included correctly.

Do not use commercially released music or songs in programme themes or production of spots or programmes. It leaves the station open to problems with copyright and complicates our reporting on the broadcast of licensed music to APRA and PCCA.



Sponsorship announcements should be recorded within a 2-second tolerance; eg 28 to 30 seconds. A 30 second spot provided by a sponsor that requires a "station sponsor" tag is acceptable at 31 seconds.

Grapevine segments can be produced at a length up to about 60 to 70 seconds.

SPONSORSHIP

BCR is permitted to broadcast 5-minutes of sponsorship announcements (spots) per hour.

Sponsors must pay in cash or in-kind for the spots. BCR is not permitted to give away sponsorship for free. All spots must include words that indicate a station sponsor.

Examples are:

- proud sponsor
- station sponsor



The Broadcasting Services Act permits “accidental” or “incidental” advertising where it is an accompaniment to a broadcast of other matters. This is likely to happen when presenters talk in a general way about local places, businesses, personalities or events.

Examples of what is permitted are:

- In an interview with a musician, an upcoming concert is mentioned with the date, but no details of the venue or ticket price
- In a garden show, a product is specifically mentioned, but it is noted other products are equally suitable
- In a local gig guide, basic details of the performer, venue and performance time



Examples of a breach are likely when:

- An announcer/presenter provides information about a local business as a free advertisement
- In an interview with a business owner about general industry topics, the phone number or contact details of the business are broadcast
- In a gig guide for local entertainment, ticket prices and the details of one venue are provided

After hours requests for sponsorship announcements (spots)

Announcers/presenters must never accept sponsor instructions for spots to be broadcast, or remove spots that are scheduled.

Callers are to be referred to the Sponsorship Manager or Station Manager if the matter is urgent.

STUDIO AND TECHNICAL

Food or drink

Food or drink (apart from bottled water) MUST NOT be taken into the studios.



Studio Report Book

A Studio Report Book is in the on-air studio. When doing an air-shift for a live programme or when pre-recording a programme or segment, the announcer should sign the Studio Report Book noting the times they commenced and ended in the studio.

Any problems or faults should be noted in the Studio Report Book. Be specific but brief about technical problems. Note the details of any equipment giving trouble. Before going on-air, check the Studio Report Book for any entries from the last time you were there to ensure you are aware of any problems that have surfaced. Any remedial action that has been taken will be noted in the Studio Report Book.

Care of equipment

Our equipment is sensitive and expensive. Treat it with care and respect.



THE LAW

The **Broadcasting Services Act** regulates broadcasting in Australia. It is administered by the Australian Communications and Media Authority (ACMA). A copy of the Act is available at http://www.communications.gov.au/radio/broadcasting_content_regulation3

The **Community Radio Codes of Practice** is a requirement of the Broadcasting Services Act and have been implemented and adopted by the Community Broadcasting Association (CBA) of which BCR is a member.

You can find a copy of the Codes at www.cbaa.org.au

It is a requirement of being on-air on BCR that you can demonstrate an acceptable knowledge of the Code.

Under the **Racial Hatred Act** it is forbidden to undertake unlawful acts (such as a public broadcast) based on the race, colour, national or ethnic origin of a person or group which are likely to offend, insult, humiliate or intimidate.

More information can be found at www.hreoc.gov.au



Copyright relates to music, other recorded material and written works that may be used on-air. Presenters are not to breach copyright in any way.



It is a complex field, but should not present a problem for presenters who are playing commercially released music in their programmes.

The music scheduled to be broadcast on BCR in the general programme will be covered by copyright licences we hold with the Australasian Performing Rights Association (APRA) and PPCA.

Material on the internet is not available for re-use unless there is “implied permission” to use it. The Copyright Council is an excellent source of information and advice with many factsheets available for download for personal use. More information can be found at www.copyright.org.au

Copyright arises on the creation of a work, and does not need to be registered. To qualify for protection, a work must be original, although the degree of originality need not be marked.

Copyright law affects radio announcers in two ways; the writing and broadcasting of original work by and for the station; and the use of recorded material already subject to copyright.

Original work broadcast on the station will include programmes that are specifically produced by or for the station.

The station will not pay any copyright fee to volunteer members for material it transmits. However, if the station wishes to sell the material to another organisation, or make copies of it for distribution, the question of copyright will be discussed with those people concerned.

In general, copyright ceases fifty years after the author’s death so that, for example, works by Gilbert and Sullivan and earlier writers are now out of copyright. However, the actual recorded performance will be held by the artist or publishers.

In general, it is illegal to copy a recording without permission, even if the copy is for private use only. Radio stations are however, permitted to make *ephemeral recordings* to permit the pre-recording of a programme.

