

## MFM Board Meeting Minutes

13<sup>th</sup> December 2011

**Present** - Alan Sanderson, Doug McKelvie, George Brebner, Steve Holt, Carolyn Venters

**Apologies** – Raymond Christie, Ian Hunter, Peter Greig, Chris Ann Holt, Gordon Dunlop, Louisa Greenwell.

**Previous minutes** – Amended and approved by George Brebner and Doug McKelvie.

### **Chairman – Alan Sanderson**

Departments are beginning to work with people going to appropriate person with their enquiries.

Stonehaven transmitter having ongoing problems with signal fading in and out. Work is ongoing and is a process of elimination. This is only affecting Stonehaven transmitter.

### **Secretary report – Carolyn Venters**

All directors have been entered with Companies House with the exception of Louisa Greenwell, Bill Pirie and Alan Craig. Still waiting for their details.

### **Treasurer report – Chris Ann Holt**

BP have given £500, £300 paid by council for Safe Drive Campaign.£280 from CD sales. Thanks to all those involved in raising this money.

Bills are covered until the end of Jan so fundraising ideas are still needed urgently.

Cheques approved for internet security systems and for plugs and cables that have been needed.

### **COOP Intern Project**

This is a joint project with the COOOP and local academies and MFM to provide 2 radio internships per month for school pupils prior to leaving school. They will learn radio skills, broadcast and attend outside recordings. The COOP will provide a grant (about £1250) to MFM and some equipment to support the venture. Phil Mills-Bishop has been involved in setting this up and several members will need to be involved with various aspects of the project. Peter Greig will be board member responsible for the project. More information will follow.

## **Policies & Procedures**

All departments to produce their policies and bring to the board for discussion and approval. This needs to be considered urgent and deadlines may need to be set in the new year.

New volunteer Elaine is keen to do admin work and will happily help with typing and formatting of policies. Contact her on [elainestehouse@f2s.com](mailto:elainestehouse@f2s.com).

ID badges are being considered for members, these may be charged for.

## **Complaints**

Alan has received emails of complaints/queries. These have been passed to appropriate department heads. Some difficulties were noted when the pantomime was on and instructions were not followed. Hopefully this will not be a problem in the future.

## **Scheduling Team – George Brebner**

- Still working on procedures re library catalogue management including adding music to the library (following on from email suggestion by Nigel Griffiths).
- Schedule update sent to TuneIn Radio website.
- Billy MacKenzie back with MFM – presenting Friday night Remix, Fridays from 8pm till late.

## **Proposal re presenter slots**

### Background

Currently there are available slots on the schedule to accommodate some new presenters, particularly during the daytime. However there are only a few evening slots remaining. This makes it difficult for potential new presenters who work during the day to access the station and present shows at a convenient time.

However there are a number of presenters who currently present more than one two hour slots, or who present shows of longer than 2 hours. Whilst Mearns FM as an organisation is grateful for the time all volunteers put into producing and presenting their shows, we also have a duty to provide access to the station for new volunteers and to provide as wide a range of programming as possible.

Two presenters have approached me asking if they can do extra hours or slots. Whilst I have said this is fine I have stipulated that the extra hours slots may be required at a future date for new volunteers. I have therefore come up with the following proposal for the board's approval.

Proposal - Presenters who currently have more than one 2-hour slot or who present shows over 2 hours in length are contacted and asked to specify what their preferred slot would be should another volunteer be interested in a time/day when their "second" show is on.

The preferred slot then becomes that presenter's main show. The presenter can still do the additional hours until a volunteer needs to be slotted into that time.

Bear in mind-

- All evening slots would need to be filled before asking any presenter to step down from their additional hours.
- Careful consideration would be given before any new presenter is given an existing "second show" slot.
- This proposal is planning for the future – it may be some time before the scenario above happens, but presenters should be aware of it.

**IN addition** – George set out the above proposal to the Board which was approved. This will become part of the policy.

### **Studio Technical Team – Tom Macpherson**

#### **Sky News**

Following work by an external contractor on checking and adjusting the dish alignment, cabling etc., Sky News appears to have settled down with no further failures.

#### **Cut telephone Cable**

Another incidence occurred on 21 November. The cable was cut approximately 1 foot from the prior incident on 7 October. The police were notified and the call was assigned to Constable Joy Wood, who subsequently contacted me and then later came to my house and took a statement from me as the person who discovered the damage and reported it to the police.

Thanks to a temporary repair by Steve Holt, MFM was back on the air by late morning on the day the cable was cut. BT engineers replaced the cable with an armoured one on the Thursday and advise that although it would still be possible to cut this cable, it would need some heavy duty tools to do so. Converge advised that the signal loss took place at 4:31 am, with the previous one at on 7 October at 4:01 am. It seems that this is not casual vandalism, but carried out by someone with a grudge against MFM and who is prepared to turn up at 4am to do the damage. Constable Wood confirmed that unfortunately there are no CCTV cameras in the vicinity that cover the town hall or alley entrance. However, they are checking to see if there were any other instances of vandalism at the times our cable was cut to see if there might be a link.

#### **Norton Internet Security**

Following concerns that some of the stations PCs might be infected by viruses, copies of Norton Internet Security have been purchased and installed. This provides individual firewall protection and complete anti-virus protection. Some minor issues were found by the initial scans, but the only serious concern was with the off-air pc which had many add-ons, links and other web related threats which appear to have been downloaded by member(s). We are currently investigating a limited access account to block the download of material which may threaten the pc.

#### **Fading Signal**

This is currently the most serious problem, with the received off-air signal fading in and out for a few seconds on a regular basis. Investigation reveals that the network stream is working correctly and the problem is occurring when the stream reaches the equipment at Boggarty. It appears that the problem may be with the router, Barix box or even the transmitter at the Boggarty site. I think that this should be an agenda item for discussion to form a plan to address this.

In addition – please do not download film or use internet. This has caused some problems. Misuse will be covered in the IT and internet policy. Also please tidy up behind yourself and could everyone have a share in keeping the premises clean.

## **Events – no report**

### **In addition –**

MFM will not be involved with the fireballs 2011. MFM have made a commitment to be involved in 2012, meetings will commence in July.

Olympic torch – Steve is in discussions with the council about what we can do.

## **Training Team – Elaine Smith**

Here's a draft list of things that I think new presenters need to check off - for input from others:

### **TRAINING CHECKLIST - DRAFT**

- Presenter's Paperwork Completed & Signed
- Issued with Tips for Presenters
- Introduction to Zara Radio
- Presenter's Etiquette - Penalty for inappropriate language/music
- Can understand/operate the following:
  - Music Folders
  - News and how it plays
  - Commercial Breaks and how they play
  - Create Playlist & Manage Tracks to Play
  - Mics 1, 2 & 3 - sound check and how to use
  - On Air red light
  - Autoplay before/after show
  - Answer an incoming call - on/off air
  - Responsibility for Studio
  - Station Security - Keys, Doors, Off Air Studio

## **Sales & Marketing – Doug McKelvie**

Disappointing that only two volunteers came forward. Still rome wasn't built in a day

We discussed the pros and cons of specific sales practices and eventually agreed a way forward strategy based on product, price and commitment

Product 1 Sponsorship

Product 2 Advertising

Product 3 Multi Pack

Price 1 sponsorship £60: for one specific hour on one specific day every week for a year

Price 2 advertising £60: for a minimum of two ads per day every day for 30 days

Price 3 Multi pack £105.70 incorporates 1x sponsor & 1 advertising

Commitment 1: Three x 10 second sponsor messages per chosen hour

Commitment 2: Two x 30 second ads per day for 30 days

Commitment 3: One of each above

Minute price 1: £1.00

Minute price 2: £2.00

Minute price 3: £1.18

Specials: one year advertising £700 two ads per day for 365 days

Minute price £1.92

Internet Sponsorship £700 pre listen live pop up

Courtesy entry in advertisers directory with link to individuals website from the MfM website

Kevin to work on some presentation ads and sponsor messages

Next meeting TBA prior to next Directors meeting

### **In addition**

A client has requested an advert. A company has been recommended to us so we shall use their service to see if it suits MFM.

### **Communications**

New email addresses @mfM for board so they will remain when the directors change.

[Board@mearnsfm.org.uk](mailto:Board@mearnsfm.org.uk) – All Board Members

[Secetary@mearnsfm.org.uk](mailto:Secetary@mearnsfm.org.uk) – Carolyn

[Treasurer@mearnsfm.org.uk](mailto:Treasurer@mearnsfm.org.uk) – Chris Ann

Each department will also be set up with an email address i.e. [sales@mearnsfm.org.uk](mailto:sales@mearnsfm.org.uk) .

**AOB**

**Transmitter** at Collardo has moved in the strong winds so costings of fixing this have been undertaken. Will require a project plan to be written.

**Social** get together on 6<sup>th</sup> January 8pm at Belvedere Hotel.

**Next meeting 5<sup>th</sup> January 2012 @ 7.30pm. Merry Christmas and Happy New Year!**