

Mearns FM – Board Meeting 27 APRIL 2011 – 7pm at the BELVEDERE

PRESENT

BB	<u>Bill Barclay</u>	Has been with MFM since November 2010. Was chairman of Grampian Hospital Radio (GHR) about the time that Radio Rainbow was started.
AC	<u>Alan Craig</u>	Saturday evening show and teaches at Mackie so involved in the lunchtime show there.
CS	<u>Charlie Sands</u>	Company secretary and not doing a show (yet)
TM	<u>Tom Macpherson*</u>	Two shows on Monday morning. Computing and IT background. Was request and technical coordinator at GHR.
CH	<u>Chris Ann Holt</u>	Treasurer and not doing a show
DM	<u>Doug McKelvie</u>	Been involved since the inception – does drive time shows on Mondays and Fridays.
SW	<u>Scott Wallace</u>	Involved in Stonehaven Community Radio (SCR) and since – and RSLs. Entertainments background.
NG	<u>Nigel Griffiths*</u>	Saturday breakfast show and used to do evening show. Did hospital radio and RSLs since the 80s and Moray Firth Radio
GD	<u>Gordon Dunlop</u>	Saturday brunch and previous background in Peterhead hospital radio
IH	<u>Ian Hunter</u>	Involved with MFM since SCR started in 1994. Broadcasting background at BBC, Grampian TV and aught Friday AM show.

* Nominated in their absence at the EGM

APOLOGIES

None

Convenor (Bill Barclay)

The Chairman welcomed everyone and hoped that the well-documented issues of the past may be over. We should all be looking to go forward in a positive manner, and the is the feedback he has been getting. Communication is an issue, which will arise later

Vice convenor (Alan Craig)

Communication with Mearns FM; job descriptions

Membership subscriptions

Websites - use of sites, training, future possibilities, fundraising, organogram

The primary issues I see facing Mearns FM are finances and communication. I have realised I am in the "inner circle" since joining the board and we can't afford to alienate anyone by excluding them. That needs to be a major drive. I tend to lean towards the internet – that is not the only way forward – but I see the Mearns FM Live website <http://www.mearnsfmlive.org.uk/> – encompassing the Mearns FM site <http://www.mearnsfm.org.uk/> – as a hub for that. There is a URL to be changed to have just 1 website.

There are two directions – for internal communications and for show communications. If you do a show your listeners can be authenticated on to the Mearns FM live site and be authenticated there – and what they post will automatically go back to facebook. On the internal side, I will create a forum. There may be a training issue but it will all be visible of who said what and when. The minutes can go there, but it is a work n progress. And you will communicate with the forum by replying to an e-mail, but only authenticated people can post to it.

20 – 30 user accounts have been created so far. And all presenters will have access to all of this. The contact list is better. There is a show page for everyone now (from the schedule) and most presenters have replied. So step by step we are improving the "content management system".

An "organogram" is what was approved at the EGM. I envisage a page that members can go to and see who does what role and how to contact them. This is vital so when you become part of

the organisation you know who to contact and how.

If everyone did a blog, there would be content going up and it and it would look busy – being fed to your phone or where you like. Steve and Alan maintained the old site. Now if presenters choose to do so they can log on and change their own page, although there is a training issue. If inappropriate changes are made, we would need to keep a check.

There is also the opportunity to fundraise within the site – in the individual show pages for example.

We have tried to find a venue for training courses in the past. The library is not suitable as there is no FTP access from the Shire council venues. "The Venue" in Laurencekirk is a possibility. The summer holidays is a better time for AC to get involved in running courses.

AC needs clarification for the organogram on who does what. He is arranging hosting at no cost. Membership subscriptions will be raised under fundraising or OACB.

Treasurer's report (Chris Ann Holt)
Current financial position
Approval of 2010 accounts

After discussion, PRS are happy to be paid over 4 months rather than a lump sum. The monthly commitments are £440 and we have £590 which will cover May's direct debits. As far as CH is aware, no other large expenditure is due. The Stonehaven Business Association has paid the only sales invoice that was outstanding

There will be a payment due to the farmers – maybe in July – for electricity in the barns etc. Maybe we should pay the two of them £105 this year. The quiz night is looking like it needs to be a success.

About 12 months ago – when the swimming pool was opening - we obtained funds from an Aberdeen business (who do not want publicity). The head of the business said they cannot commit to regular funding, but it is more than possible that another approach will be successful. BB knows him, and will approach him.

There was also a girl with fundraising experience who was keen to get involved. SW is speaking to a few people from SHMU and this individual is potentially going to do a show.

Once we get to July, there will be a breathing space from PPL/PRS but an annual payment for Ofcom will then fall due. Our average monthly expenses come to £300 so we need about £4,000 a year coming in.

The 2010 Accounts need approved. The meeting left it to CS and CH to liaise with the auditor and finalise these.

**CS/
CH**

Funding and fundraising
Quiz night (21 May - Scout Hut) - licensing, live entertainment, tickets
(approval, amendments, production and distribution)
Car boot sale (12 June - Market Square)
Collection boxes

We need to do a lot more than just meet our outgoings. AC has been organising a QUIZ NIGHT, and the Scout Hut will hold 120+. The format is much the same as the Christmas party night – but the emphasis will be more on quiz than music this time. Doug Paton has agreed to act as quizmaster and he has done this very well on the past. On the music front, Steven and Ross Hull - father and son fiddlers, Dave Ramsay and perhaps Ray Milne, the Burnt Suppers, Richard Hannay and the 39 Steps.

There will be a communal buffet. Paul Bowden (the Liquor Store) is one of our presenters and he can hold the licence and because there is food being served, Children can be on the premises. Paul can provide drink (sale or return) but we have still to agree prices.

The poster (e-mailed) is also a ticket, and this can be printed as photographs to be used as tickets. The ticket price was agreed at £20 per team of 4 (or £5 per head), which seemed reasonable with food included and a fundraising bar. Children are free. The cheapest way is to upload the poster as a photo and get them printed for 7p each.

Tables may be an issue – even at 8 to a table - and will may need extra ones. AC will be moving tables and will get some shifted up to add to what is there.

We also need to have a raffle on the night. At the beach ballroom ceilidh we had tickets, wine and flowers and raised several hundred pounds. Agreed that AC should send e-mail asking for prizes (and attend!), but NG also to go around local shops asking for donations of prizes.

AC

There was then discussion about fundraising. Rather than have a committee, the suggestion was that the board settle on four or five events that we all support. The person in charge of fundraising can discuss any other events that are suggested, and the extra events that do not clash can be agreed. But someone has to be the fundraising "guru" coordinating this area. NG said he was happy to take on this role – but it was made clear other that the four cleared with the board, all events have to be cleared with him.

Paul Bowden is to be asked if he will act as a central point for ticket sales. AG asked for people to commit to helping move kit on the day. GD and TM agreed to try to help, and we need to find more. BB to e-mail for more help in the afternoon.

8pm

On CAR BOOT SALES the radio group get to keep the pitch fees, but if we want to have our own stalls and do other fundraising there is no cost in doing so. You can donate junk, but someone has to take it to the tip afterwards. But as a radio station, we should have something to sell for a couple of quid.

On the FEEIN MARKET – the forms have not been filled in. Last year it was free because we covered it. This year it is a flat fee of £75. [AC tried to phone David Lawman, and it was subsequently agreed that we could send in the forms late.]

IH wants a list of all the stuff going on so that it can be used to promote the station. AC was given agreement to apply for funding to record bands in association with the skatepart funding committee, and create a CD to do fundraising. But there is a Scottish Youth Foundation who are happy for us to apply for funding for the equipment plus something for volunteer time to be redirected to the station.

There are a lot of people you can apply to for grants. The problem is the forms. NG applied for a couple last year but was not successful. The problem is that NG did not have all the information. IH said that he and Steve Holt had attended a course and had a proforma style to apply for funds.

TM agreed and said the Aberdeen Students Association had funded GHR and there was a lot of information that was standard. IH explained the proforma was if anything too long, and covered everything comprehensively. BB offered to help with the applications and he had been involved in doing that for Radio Rainbow at GHR. NG suggested he and IH and BB could get together one evening to do this.

**NG/
BB/
IH**

IH also said that cold-calling shops was successful in the past. The best way to get to Asda now is through their staff (our presenters) and in a few weeks we will have a volunteer who is a member of staff.

There was also some discussion about whether we should charge a fee to attend community

events, and now we can show we can do them well NG suggested a structure of fees to charge for attending. CH made the point that we did the events for "free" but when we wrote a lot of the groups gave us donations later. IH suggested raffle tickets. AC suggested it be free, but given the poor state of the finances we had to make a small charge over the summer to get a little bit of money in the bank. TM asked for something to cover the cost of equipment. £50 or £75 or £100 were suggested. DM said he thought it we could have a fundraising stall we should cover the event for free.

As far as feein' market coverage was concerned, AC suggested we only attempted to cover the acts inside the Town Hall, with a line feeding the studio. The Lions have decided to go elsewhere on the desk/sound/pa for the stage. We could still try to take a line from the stage, but it was agreed we should not do this – just supply the studio from upstairs. IH was prepared to do interviews. NG said it had to be part of the shows that were on anyway – and it was agreed it must not be separate from the ordinary shows anyway. If we had not presenters who were not capable of doing this themselves, they could be given help. AC agreed to coordinate the shows coming down to the studios for interviews. **AC**

There was further discussion and we agreed to still do a stall if we could. Two years ago we had the Plainstones end, and it was good because we could get an electricity supply from the Unionist Club. It was almost better than being in the square – it was so visible.

AC also raised the subject of COLLECTION BOXES as shops like the Liquor Store will put them on the counter (possibly in lieu of his annual subscription!) He has bought 4 and it was agreed he should place them around the town. **AC**

After discussion, the consensus was that in the short term we should "charge" for the PA system for outside broadcasts. There was a vote on whether we should have a minimum donation of £50 or a sliding scale of £50 to £100 being asked for and the former was accepted. This is to be reviewed next year when the funds position has hopefully improved.

Secretary's report (Charlie Sands)

EGM minutes

Paperwork for new board members

Co-opting further directors (nominees Tom macpherson and Nigel will attend)

OSCR annual return

SCBN & CMA

Disclosure / protection of vulnerable groups

The EGM minutes had been circulated and were accepted. (Proposed by BB, seconded by GD.)

The NEW MEMBERS were issued with a letter and form AP01 for notification of the appointments to Companies House. It was suggested they were posted on the website, but not everyone has accounts. So on this occasion it was agreed they simply be e-mailed.

AC asked about directors potential personal liability, and CS referred to the links on the letter and explained that if you act with the skill and care of a reasonable person, there is no liability. As a member, you may be liable for £1. As a director if you are careless and reckless you can be liable but we are not going to do that.

NH and TM were both in attendance. AC suggested we needed to coopt as many people as we can to give them their voice. BB and CS disagreed, and any issues that can be raised by anyone. CS thought if people had particular skills, they should be encouraged. AC then thought there should then be a mechanism to involved people at public meetings to allow everyone to take part. CS pointed out the obligation to Ofcom to hold outreach meetings – not just within the members. IH agreed we had to do consultation – primarily with members. That could be an opportunity to involve people with skills – the Bill Piries and others. The Forums are another activity. If people

want to take up these posts and had an asset then we are not going to refuse it but at this stage things should be allowed to settle. The concern here is about communication and inclusion. The CAB meetings could include people like Bill Pirie

9pm

Presenters could go to the studio controller to raise things that they wanted to discuss at the board. BB has said to people after this meeting, and everyone has said they are happy for us to do that.

There is no need to co-opt NG and TM as they were elected at the meeting (if they are prepared to act).

TM was concerned at various comments – for example on competitions and prizes. He said his strengths were technical rather than managing the 20+ presenters. IH would be divided to split studio technical from transmitter technical – that TM would look after the studio equipment and IH the transmitters. So TM did not have time to manage the schedule and presenters – only studio technical.

SW thought that various departments sitting as a group would create various focal points for the studio. Several people were sharing responsibility, so – for example - although SW was doing commercials he was also getting involved with the presenters who needed technical help to produce an ad. TM agreed the roles were overlapping.

Various examples were discussed – e.g. putting an old show on when presenters were off. And SG has asked IH or TM to do things. So there was a technical issue that made it a long task. More notice of the absence would have meant more people could have been involved.

TM talked about GHR there was a technical coordinator and a technical team – and remote access being helpful. With everyone working in tandem, the problems can be overcome. BB agreed TM being technical in the studio was fine, but someone had to be first point of contact with new presenters etc. The shared roles also allowed the several various departments to be involved.

It was agreed that TM would not have the formal commitment to dealing with presenters issues (as opposed to technical issues), although there was obviously an overlap. And TM spent 9 months writing a 90 page manual for GHR and happy to do the same for Mearns FM

SCBN and CMA are groups that we get correspondence from. Steve & Ken were involved with SCBN, and they are people worth keeping in with – meetings tended to be midweek in Glasgow. IH suggested the e-mails go to all the directors, but CS said there were sometimes too many e-mails. The toolkit is free.

We are not registered to do DISCLOSURE CHECKS and we need to work out what to do next. SG said he was shocked to find under-age presenters on their own in the studio. This is unacceptable. The decision has to be that unfortunately you can't do your show. Peter and Ken sit in with permission of guardians, but we can't have other under 18-year olds. There are perhaps five. And if there are 3 under 18 year olds, there need to be 3 parents (not just a single parent of one of the three).

AC queried the regulations and was referred to the CRB rules and Children and Vulnerable Persons Act. It was suggested we check that Peter and Ken (with their agreement), and that CS should approach them.

BB asked for contact details for the youngsters who were not following the rules, and said he would get in touch with them. SW said he would provide the volunteer forms with this information.

**BB/
SW**

[Break]

Sales and marketing (Doug McKelvie)

Advertising

DM said he needed a presentation to be able to e-mail to potential sponsors and advertisers, and also assurance that the sponsorship and advertising would go out as scheduled. SW confirmed that the ads would go out. He also wanted demo mp3 ads to take out to customers, and whilst he has some SW was doing more.

The cost and charge for adverts also had to be decided. An ad tends to cost £75 to make, but our proposal is not to charge people separately. We embed the cost in the rate we charge and the customer gets the ad made for them "for free".

For a 30 seconds ad going out – how much to we charge? It was £60, but it was "Messy". If you take them out for a long time it gets cheaper. The norm is a 13 week stint, which is what we press people to do.

DM said that sponsorship would "sell itself" but he first needed to be able to take this out to people and for example show them the website. So the current proposal is £100 for two hours (one peak time and one between 3 and 6), or £65 for just the one hour. That gives you three name-checks on your sponsored hour (auto played) for a year. An average of £50 per hour would bring in £8,400 (24 hours a day, for 7 days a week = 168 hours at £50)

Sponsorship should all go through the sales team, so if you have a contact willing to sponsor a show then introduce the contact to the sales team to do the deal. So if the show is 2 hours long, you can have two sponsors (or one sponsor takes both hours). So sponsoring a hour is £65, or £8 a month, or £100 for two hours (one off-peak). And you get a year because it is on autoplay and it doesn't matter if the presenter is on holiday.

DM said he thought he also needed a dongle to get onto the internet – and show a customer there and then what it looks like. AC said this could be done "offline" and GD suggested soundclips, but DM thought a live internet connection would be better. And DM had set up a dummy website, with slots for sponsors. The sponsors get a link to their website. And he confirmed this was immediate with four customers already lined up to take slots.

10pm

AC confirmed that the content could be built in to the main website, and DM said as soon as he had the go ahead he would be filing the sponsorship hours very quickly

In addition to the show sponsorship is paid advertising. A coffee shop agreed to a £500 deal to advertise the shop hours – but when we went back she was so busy she thought she did not need to advertise.

DM wants a standing order form to close the deal with. Could then not just pay up front, given our financial position? It is hard to get them to part with money. And having peak hours and peak rates (e.g. Mackie lunchtimes) overcomplicate the situation for customers. But there should be recognition that you try to sell a whole show, not just the first hour of the show).

Weather or Community Ads can be sponsored too – across the whole day. Someone would pay premium rates to sponsor the Mackie slot. DM and GD thought we should go with the simple solution of a flat rate.

DM wanted two bank accounts (for sales and sponsors) but CS was concerned at the bank charges of multiple accounts.

There is no reason why the presentation and standing order form could not be sent out to all presenters – with potential advertisers and sponsors being directed to the Sales Director. We need to ask everyone "do you know someone who will sponsor your show".

DM also handed back the sales phone he had been given by Raymond. AC phoned it and it took 2 weeks for him to get a response, so it is not working. The sales number is therefore to be removed from the website.

AC

DM's preferred method of contact from advertisers or sponsors was a text message to 0787 105 2 105 with the first word being "sales" or "sponsors".

Music & commercial production (Scott Wallace)

The new ad schedule is in place – 20 minutes past and 20 minutes to the hour. He suggests mixing up the sponsored community and paid ads, up to a maximum of 4 ads (30 seconds).

DM was concerned that there were no adverts clashing with sponsorship of the same type of product. SW suggested an "overlay" of the sponsorship times and advertising times.

SW will also put together script templates for advertising. 15 second ads would be 2/3rds the cost of 30 seconds, not half price.

The desk is operational when required, but leaving it off air means the studio is available for training or recording problems. AC was going to arrange for a PC to be donated.

AC

The Mackie slot will be automated from Mackie (except during school holidays)

The tech team is going to put a zulu clock on the PC to stop the news time floating off – and this avoiding a gap before or after the news.

SW said there was an issue recently of presenters not turning up for shows. CS agreed to send around a draft station policy and draft presenters' passport.

CS

Studio operations

Competitions and prizes - Chrissie Stirk's comments at the EGM

TM offered to write a job description for studio technical

TM

We need to get the organogram finalised with a list of contacts for the studio

We perhaps need to look again at the access to the studio – can't put in keypad, need to live with keys.

Technical operations (Ian Hunter)

State of the portacabin needs to be addressed. We have funds, but need to do the work to get this Leader Funding.

There is a possibility of raising the height of the transmitters, but there are cost implications so no immediate action is being taken here.

The link from studio to transmitters without using broadband is also on hold pending funds being available. It will be about £300 to the local transmitter.

A new meter is being installed in the studio so presenters can see there levels more easily.

Events & outside broadcasts (Gordon Dunlop)
Skatepark fun day (25 June - MFM to provide music)

The Feei'n Market has preciously been discussed.

GD said we should not take bookings until it was clear we had people. The Skatepark day clashes with the St Cyrus Gala. The events team needs to be formed and meet first. GD to organise team meeting.

GD

Training and recruitment

Deferred until next meeting

CAB Reps

Outreach - meeting in Laurencekirk

Deferred until next meeting

AOCB

Websites - use of sites, training, future possibilities, fundraising, organogram

BB said he had received two e-mails about COMPETITIONS AND PRIZES – raising the issue that members had won prizes and tickets had ended up being given away. We need to have a clear process for using tickets and prizes. They must be logged in and used on any shows, but we also need details of who won them (on the website).

SW proposed to have Terms and Conditions on the website – a standard blurb he has now produced. AC will place this on the website. Immediate family CANNOT win competitions.

AC

We need to have a book in the studio to immediately log prizes that are handed over (e.g. by guests) with a person who controls them and documents them.

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It was agreed that competitions could be publicised on facebook, but they are on-air competitions.

What about if the deadline for using the ticket is here, but no-one has one. That has happened before. Do we sell them (on air?) – there was no general support for this. They could be donated to a local school – albeit at very short notice when the school may not be organised to deal with it.

The central person has to set a deadline for the competition to be won, and if that date is reached then we still have time to donate them. It does not look good if we can't give presents away, so we may need to publicise them more. And watch out of things that are not real fundraising.

There was a wider discussion about what we "advertise" for free and what we charge for. Is it ok for community radio stations to tell people about commercial events and not just community ones. For example, two hotels get free mentions as they are hosting clubs and it is hard to distinguish the event from the venue. Where is the line?

BB said he had no issue with mentioning that events are on and where the events are on. The presenters can themselves choose to mention the event itself. But you do not mention the promoter and we don't say how much the tickets are or where you can get the tickets (because that would straying into advertising, for which we would want paid). So we need to tighten up on this.

?

Agreed that meetings will rotate through the weekdays, starting with Monday. And for a short time the meetings will be approximately fortnightly rather than monthly.

NEXT MEETING – 9 May 2011 at 7pm in the Belvedere [which CS has confirmed is available]

Apologies from CH and NG who will not be able to manage on that date.

10:53pm