

Policy and Procedures for On-Air Broadcast

Working to the general tenet of Radio, KCR exists to “educate, inform, & entertain”. With a core audience in the Hills region, our quality of weekday broadcasts and special interest programming is attracting greater listenership across the Metropolitan Area, Interstate and Overseas (through the live streaming facility).

The following document is designed to give Presenters a “Management Committee sanctioned” framework around which to build and structure On-Air broadcasts from the KCR studio. All Presenters will programme based on their own musical taste and breadth of their personal music collections, but the requirements of a timeslot are designed to ensure maximum audience numbers across the full day of Broadcast.

Please be mindful that the Community Broadcasting Code of Practice requires KCR to broadcast a minimum of 25% Australian Music across the totality of music played on air. It should also be noted that you must be a financial member of KCR to be eligible to appear as an on-air Presenter, and have paid your access fees as required.

Sunrise (7am to 9am):

- KCR's crucial starter for the radio day – if you can get an audience to tune in to the Breakfast slot, you're likely to keep many of them tuned in for subsequent programs (this point is reinforced by many Sunrise listeners' comments and feedback).
- The audience is a broad cross section – the early risers, parents and grandparents on the school run, anyone in the car on their way to work, school, college and the like
- Ideally, musical selection should be unobtrusive and inoffensive in the first half hour, with the bpm's increasing along with the activity levels of the audience. From easy listening, to classics, rock & roll, and dance music – the full selection of sounds will (of course) be influenced by the style of the Presenter.
- Regular time checks, Main Roads traffic alerts, and reminders of School Zones are very specific to this shift – Presenters become the Audience's companion on their various travels.

Anything Goes (9am to midday):

- As the name suggests, anything goes with regard to musical style and choice of Presenter Programming.
- Each program across the week has the distinct flavour of the Host, with song selection reflecting the audience that dominates at this time (usually home based – retirees, homemakers of both genders, those that work from home, and SME workplaces)

Afternoons (midday to 3pm):

- A shift that is very specific to the Presenter and their style, taking the established Anything Goes slot that precedes it into a defined Host direction.

Traffic Jam (3pm to 6pm):

- A critical slot for KCR, with the majority of listeners in the car and moving between 3.30pm and 6pm. If the audience is enjoying the presentation during the afternoon, there's a good chance many will continue listening to the evening programs.
- Like 'Sunrise', 'Traffic Jam' is the companion to listeners on the move - Regular time checks,

Policy and Procedures for On-Air Broadcast

Main Roads traffic alerts, and reminders of School Zones are very specific to this shift.

- Most audience members are coming to the close of their working day, so uplifting, melodic music is the order of the day. Like all other slots, the Presenter style will influence selection between classics, R & B, Rock & Roll and popular music from the 50's to today.

Weekday Evening Programming (6pm to midnight) & Weekend Programming):

- These slots give KCR an opportunity to reach the audience extremes that exist on the fringes of KCR's listenership bell curve and, as such, are so important in touching on the full extent of our Community Radio remit.
- Be it specific styles of music – Classical, Jazz, Folk, Country, Swing, Spiritual, Religious & Culture -all the details can be found on the KCR website.

To ensure KCR remains compliant with the various stakeholders that allow us to broadcast, and to ensure the smooth running of some practical constraints in our current location, please note the following procedural elements that must be adhered to. Some are specific to Presenters, but all members of KCR that utilise the premises or contribute operationally are required to observe the following:

1. Station Entry & Departure Procedure:

For details see the separate Policy Document – KCR Entry and Departure Procedures

2. Community Service Announcements:

- Any prospective CSA's must be submitted to the Programming Department – please provide as much information as you can.
- Your submission must include a start date, and finish date for live on air read.
- The CSA Team will draft the copy and add to the CSA folder for on air Presenter use.
- CSA's that do not go through the CSA Team process above will be removed from the file. It is a requirement for our Broadcast Licence to keep a record and register of all CSA's
- Please ensure your request falls within the confines of a Community Service Announcement and is not Quasi-Sponsorship, as this may be refused for the CSA process.

3. Sponsor Messages:

- The daily shift schedule denotes timing for playing recorded Announcements, Promos, Public Health Messages and Sponsor Messages. The denoted times are flexible, as it is not practical to cease mid broadcast to make a specific time – a common sense approach applies to ensure the various messages hit as close to the target as possible.
- It is essential that you note the time the item is played, particularly sponsor messages. This information is required for sponsor feedback, and to ensure the Managing Committee can report accurately to governing body enquiries.
- Please refrain from “personal endorsements” after playing a sponsor message – eg “The Team at Clip Joint did a great job of grooming my dog last week”. Aside from sounding very “Cash for Comment' on air, it is essential that our sponsors are treated in an even handed way (no fear or favour). This makes life easier for the KCR Sponsorship Sales Team, and helps us retain sponsors for as long as possible.

Policy and Procedures for On-Air Broadcast

- It is essential that there is no overlay when playing Sponsor Messages – please ensure your preceding and following tracks do not interfere with the clear broadcast of a Sponsor's Message
- Whether just playing the “Sponsor KCR” promos or not – feel free to reference contacting KCR to enquire about sponsorship in your live comments, particularly having played an existing Sponsor Message. The Sponsor grabs are of a very high standard, so we should make as much mileage for the Station from them as possible.
- Under NO circumstances are you to play a Sponsor Message that does not appear on the schedule.

4. You are a KCR Ambassador!:

- Further to the above mention of Sponsors, all members and volunteers within the Station are ambassadors for KCR 102.5fm. In our day-to-day activities, we all have interaction with entities that are potential Sponsors – please take the opportunity to suggest sponsorship, as pre-qualified, interested parties are more likely to support and fund the Station's activities.
- If you can add value (in any way) to the other functions within the Station, please signify this to a committee member. Many hands make light work, and there is plenty to do!

5. News and Weather on the Hour:

- It is essential that News and Weather go out on time – there is no negotiation on this point. The cost to KCR in providing a news service is substantial, and it is a critical service our listeners demand. Likewise, Sponsors may pay for the privilege of presenting Weather – so you are obliged to play the Weather Intro of the day and live read the current day and short term forward forecast. (See the KCR Policy Document on Weather Announcements). You must manually fade back any music currently on air to ensure the full hourly news bulletin is broadcast.
- Availability of news service across the day varies seasonally – ie Eastern Standard Time v. Eastern Daylight Saving Time. The Head of Programming or Station Manager will keep Presenters apprised of this season variance as it occurs.

6. Taking over the Desk/Handing over the Desk:

- When leading to handover, or taking control of the desk – please do your fellow Presenters the courtesy of welcoming or thanking the individual in question. This is an industry convention for a good reason – the audience can't see camaraderie, but they can certainly hear it. 'Talking Up' KCR Programs and Presenters communicates our culture of inclusiveness to the listeners, making KCR a preferred listen.
- While we operate from a single broadcast studio, please ensure that you are well prepared for the live handover. Make sure to silently acknowledge your presence to the current Presenter, so that you can move items into the studio when the microphone is off and without disturbing the current show. Likewise, if you are vacating the studio, try to remove as much of your material out prior to your handover buddy arriving. Courtesy is King, particularly with a shared studio.
- Please ensure you leave the studio clean, tidy and debris free. If you are the last Presenter on air for the day, please place the completed daily shift schedule on the Programme Manager desk in the office.

Policy and Procedures for On-Air Broadcast

7. Inability to meet your Shift Schedule:

- From time to time, there will be circumstances under which Presenters will not be available to host their slot in the schedule.
- It is your responsibility to notify the Programming Manager at the earliest opportunity that you will be unable to attend.
- Presenters who fail to meet their on-air commitments on 3 occasions without warning or explanation will forfeit their scheduled slot. Should said Presenters wish to continue broadcasting on KCR, a written application for another slot in the schedule must be presented to the Management Committee for review.

8. In the event there is no Program/Presenter after you finish your slot:

- The last Presenters for the day's "live" broadcast are required to patch the desk through to Standby Music/Play It, unless required to go to CRN, and ensure that the Departure Procedure above is followed. *This will also apply if the Presenter to follow you on air fails to show up for their Program – make sure you switch to Standby Music/Play It and follow the Departure Procedure above.*

9. Presenter Access Fees:

- In an ideal world, KCR would not have to charge an access fee to the raft of volunteer Presenters who give so much of the own time to not only appear on air, but do the behind the scenes preparation that ensures the quality broadcasting that KCR listeners enjoy at present.
- With the Sponsorship Sales team adding more Sponsors into the mix, so the Station's cashflow position has begun to improve. More sponsors = viable cashflow, and the Managing Committee hopes to be in a position to remove the Access Fee at some point in the future as KCR becomes "a self sustaining, going concern".
- While Access Fees are in place, it is essential that Presenters make their payment to the KCR account no later than 14 days from date of Invoice issue.
- In the event that your Access Fees are in arrears you may be removed from the on-air schedule, and/or charged a late payment fee.

10. Explicit Lyrical Content:

- KCR policy allows for explicit lyrics to be played (with an appropriate warning from the Presenter to their audience) between the hours of 9pm and 6am only.

11. Foreign Language Broadcasting:

- Programs may be broadcast in a language other than English – providing the Presenter plays the Disclaimer Announcement prior to commencement.

12. Kitchen Etiquette:

- The kitchen facility is for the use of all who attend the station. As we are all volunteers, we have no paid cleaning service to clean up any mess.
- If you utilise the facilities, please ensure that you clean surfaces and utensils used in the process before exiting the premises. This includes cups, spoons, and the microwave oven provided.



Policy and Procedures for On-Air Broadcast

13. Air Conditioner:

- The KCR offices have a tendency to retain heat during the summer months, and can be pretty stuffy when first opened for the day. If you use the air-conditioner, please turn it on and off at the wall plug only. It is an old machine, and is set to optimal cooling conditions – under no circumstances should you adjust any of the unit settings yourself. KCR pays for all the electricity we use.

KCR 102.5fm in 2022 is a broad church, but ultimately a group of individuals who are brought together by a love of radio & music, and a desire to provide community broadcasting of the best quality we can produce. The Management Committee has worked hard to put KCR on a solid footing for the future, and is most appreciative of the efforts and contribution of all active members – particularly the time involved for each Presenter in the preparation and presentation of their programmes.

The Committee also welcome constructive suggestions for improvement and new Program ideas. We look forward to a successful future together, and to the growth and evolution of the KCR brand in Perth local radio.

KCR 102.5fm – Heart and Soul of the Hills since 1997