

## **Curtin FM 100.1 Music Policy/Philosophy**

All presenters must be familiar with the Community Broadcasting Codes of practice and the University's [Code of Conduct](#), which are provided to all new volunteers. Any questions about the Code should be directed to the Station Manager or People & Culture.

- Curtin FM's primary function is to provide a community service, with an educational focus, to a broad Perth audience, and to provide a unique listening experience. The Station prides itself on high production values, respect for its listeners and intelligent and informative programming.
- The Station provides music and chat programming to a significant group of, predominately, baby boomers.
- Music is selected with listener appeal in mind and comes from the 1950s, 60s and 70s. The Station sources feedback from the Curtin FM community using a range of methods.
- The afternoon talk component holds the audience due to the ability of high-profile presenter Jenny Seaton to converse in a friendly and knowledgeable manner with a wide range of guests.
- Volunteer presenters are encouraged to take on professional broadcast roles, which would otherwise be unavailable to them. While the Station has consistent programming, individual presenters are encouraged to improve and broaden their on-air personalities and presentation skills, and to present programs in an educational and entertaining way. (See Guidelines/Hints for Presenters below.)
- Presenters must program approximately 80 per cent of their music content from the Station's music database, Rivendell, which has more than 10,000 individual tracks and is regularly reviewed. We encourage presenters to make suggestions to the Program Director about additions to Rivendell. The remaining musical component of a program can be sourced from the Station's music library (access to a further 250,000 compositions) or from their own collection in adherence with the Station's format. Presenters are provided with the music software Air Checker, so they can plan and preload their programs from home or within the Station.
- The Station's Program Director is available to assist with all aspects of music programming.

## Guidelines/On Air Hints for Presenters

The information is provided to assist all Curtin FM presenters:

- Our audience comes to us to be educated, informed and entertained by the music of the 50s, 60s and 70s; the information that we provide; our news service; and the interaction with the presenters.
- When speaking to the audience, think of having a natural conversation with a friend. Your comments should never be halting or overly formal.
- Try to sound natural but be aware that a lot of thought should go into what you say. While the music is playing you should be thinking of what to say when it comes to an end.
- It is important you are able to convince listeners that you deserve their attention.
- Even small incidents and anecdotes can be interesting if presented in an enthusiastic way. Not everything needs a punch line. Sometimes the story is enough.
- Talk about things that happened during the day or use snippets from wider sources. Expand on your own experiences.
- Don't be afraid to jot down notes while you are thinking about what to say. Sometimes the best ad-lib is written ad-lib.
- If you are new to the Curtin FM presentation line-up, listen to other announcers, especially the ones you consider the most professional. You'll be able to pick up certain skills through listening. Eventually, the nuances of good broadcasting will help you develop your own style.
- Remember, nobody wants to listen to a person whose only aim is hear themselves speak. Friends don't converse in that way.
- Enthusiasm is the essential ingredient in broadcasting. Without enthusiasm or evident enjoyment, a broadcast will fall flat.
- Please remember that Curtin FM is not a forum for you to air your personal opinions or any issues or grievances you may have. These must be kept off air.
- Above all enjoy yourself!

## On Air Hints

- Whenever you use material from other sources, such as a newspapers or Jock's Journal, try to make it your own. While you might begin with a line from the story, you should quickly change the words. Switch them around. Always paraphrase. And, try to tell the story in 30 seconds or less. It's a good exercise.
- Dates from musical history should used sparingly. Instead of saying something like: *"Ray Price – Born on January 12<sup>th</sup>, 1926...Died of cancer on the 16<sup>th</sup> December, 2013"*, try to be more uplifting. For example: *"Ray Price born on a little farm in Texas way back in 1926. He became one of the greatest country singers, giving us so many of his good years. Here's one of my favourite Ray Price hits and it's a great tribute to him"*.

- Every track on Rivendell is a gem. Do not make comments like “*Oh I don’t know if I like that one*” or “*Gee, that’s a peculiar track*” or “*It’s only the Programme Manager who likes that one*”. There will always be listeners who appreciate what we play, especially if it is on Rivendell and fits into our 50s, 60s, 70s format. By criticising the music you are questioning someone else’s taste.
- Presenters should vary musical content rather than playing their personal favourites. If you don’t know the music on Rivendell, spend some time in the listening booth.
- Back-announce before going into sponsor breaks.
- Vary call sign announcements.
  - E.g. Curtin Radio...with the Beatles*
  - 100.1...Your favourite FM station*
  - We are Curtin Radio*
  - That was The Beatles..and this..is Curtin Radio*
  - Curtin Radio..it’s 100.1*
  - Curtin Radio and the sound of the 70s on 100.1.*
  - Here at Curtin...that was the Beatles*
- Vary slogan announcements.
  - E.g: Curtin Radio..where we are enjoying our lifetime of music.*
  - Ahh..The music of our life and The Righteous Brother*
  - Music is life here at Curtin Radio*
  - The energy and life of the 60s..with The Beatles*
- Please don’t refer to “*my show*”. Presenters are invited to do a broadcast by Curtin Radio and its listeners. Please say “*our show*” or “*the show*”.
- Avoid talking over song vocals.
- Try not to cut off the cold endings of songs, especially if the music is dramatic. Instead gradually lower the volume of the track.
- Please don’t allow fade-outs to drift into nothingness. Begin the back announcement before the music completely stops
- There is no need to interrupt songs to say: “*We have a winner*”. It can wait
- Always play music following jingles.
- Tailor weather and CSAs to sound conversational.
- Please don’t read all the weather at once. Unless there’s imminent danger, leave some for later. A weather report should be broken up and used throughout the program. Start with metro forecast and the estimated max/min temperatures. You can later do capital cities. Long range forecasts could come later still. Don’t read a full week of long range forecasts if every day is going to be similar.
- Even if it only means the preparation of a skeleton programme, please pre-plan music with our Air Checker software. Pre-loading will give you more time to think about what you’re going to say on-air.

## **Guidelines for Prizes**

### **Entertainment**

The presenter is entitled to announce:

- The name and content of any local event, such as a live music performance.
- The venue
- When the event will take place

The presenter *is not* allowed to announce:

- Ticket prices
- Contact details of booking agencies or booking phone numbers

### **Restaurants**

The presenter is entitled to announce:

- The name of the restaurant
- The suburb
- The type of food (Asian, Italian, etc.)
- Value of prizes associated with the venue

The presenter *is not* allowed to announce:

- Comments on the food or personal relationships with owners
- Booking or phone/website details

### **Books, CDs movie tickets**

The presenter is entitled to announce:

- The name of the book, CD, etc.
- Name and location of prize donor

The presenter *is not* allowed to announce:

- Whether they are a patron of the store
- Contact details for the prize donor

### **Other**

- Official and ongoing prize giveaways are preceded by a formal recorded announcement e.g. *"It's time to give away a movie ticket from Station sponsor Grand Cinema."*

- From then on any other information about the prize should be severely limited as it could be considered an advertorial.
- When you offer a simple prize, such as a one-off book, you don't need to say the words "Station sponsor."
- If no prizes are involved, and no benefit is being received, it is quite acceptable to mention what is happening in the city or suburbs. e.g. fashion parades in the city, art exhibitions, food fairs, street entertainment, etc.
- If an event is already being sponsored with on-air spots, it must not be mentioned; neither should anyone associated with the event be interviewed.
- Do not give away old books or other second hand material as it is unprofessional and costs the station a lot of money in postage.
- **All contests and giveaways are at the discretion of the Station Manager or programing/promotions personnel. Please get approval before giving away prizes in order to ensure appropriate on-air compliance**

### **Policy on the filling of vacancies in mainstream weekday shifts**

The following guidelines explain how Curtin FM allocates weekly shifts

- The Station will prioritise the best interests of listeners and sponsors when filling vacancies in mainstream programs.
- If there is a regular vacancy (for example, every second Friday) the Station will appoint a regular presenter to maintain consistency for listeners.
- If weekday presenters go on leave the Station will try to fill their shifts from the pool of volunteer presenters. Replacements will be paid a fee for presenting a weekday mainstream shift. Invoices must be given to the Station Manager.
- The appointment of existing Curtin FM personnel will be made using the following criteria:
  - 1) Availability. If a presenter is going to be absent for more than a week, we prefer vacancies to be filled in one week blocks.
  - 2) Balance and sound of the program - some presenters are a better fit for one program over another.
  - 3) Feedback from the presenter being replaced.
- The final decision to offer shifts will be made by the Station Manager
- If a longer term vacancy cannot be filled from existing Curtin FM personnel the Station may look to make an external appointment for a fixed period of time.

*This policy has been developed in accordance with the Community Broadcasting Codes of Practice*

**Last updated July 2020**