

Music Broadcasting Society of South Australia Inc

Report of the Board of Directors to the Annual General Meeting

29 November 2023

1 Station Management

1.1 Board of Directors

Following the November 2022 Annual General Meeting (AGM), the Board was comprised of:

Chairperson: Frank Seeley AM

Deputy Chairperson: Phillip Virgo

Secretary: Ian Newbery

Treasurer: Andrew Hanna

Ordinary Directors: Emily Sutherland, Meg Alexander, Stephen Davis, Mary Peterson.

As no personnel changes have occurred during the reporting period, the Board reporting to the November 2023 AGM is comprised of the members listed above.

The Board meets monthly to conduct the business of the station. Minutes of Board meetings may be perused by contacting either the Secretary or Station Manager. A monthly newsletter, 'In Touch In Tune', continues to be published to keep members regularly informed of newsworthy activities.

A new Board will be confirmed at the November 2023 AGM. Returning Officer, David Anthony, has supervised the call for nominations for positions on the Board and will formally report the outcomes of this process to the AGM.

1.2 Station Manager

Colin Scarlett was appointed as interim Station Administrator in August 2022, to undertake supervision of the station's day-to-day operations. Colin's position as Station Manager was confirmed in February 2023 following agreement on appropriate remuneration arrangements. The Board wishes to express its appreciation of the contribution being made to station operations by the Station Manager.

1.3 Coordination Committee

The current organisational structure provides for the appointment of Coordinators to supervise the station's key operational areas - Membership & Finance; Marketing & Sponsorship; Fundraising Events; Volunteer Co-ordination; Programming & Standards; and Technical & Operations. The Coordinators and the Station Manager meet regularly to ensure that activities throughout the station are properly coordinated, and two-way communication between the Board and the Committee is maintained.

Several Coordinators have stepped down during the reporting period - Peter Davis (Technical & Operations), David Anthony (Membership & Finance) and Bill Lawson (Volunteer Coordination). The Board acknowledges the important contributions made by these volunteers. David Wiffen continues as Programming & Standards Co-ordinator and Bill Cowley has been appointed as Technical & Operations Co-ordinator. Four coordinator positions are vacant at the time of writing - Membership & Finance, Volunteer Co-ordination, Marketing & Sponsorship and Fundraising Events. These functional areas are important for the survival of 5MBS as they are critical areas in relation to income generation. Key responsibilities under the 'Marketing & Sponsorship' heading are the development of marketing strategies and sponsorship packages, website management and membership engagement. Key responsibilities under the 'Fundraising Events' heading are event planning, event management and the production of advertising material relevant to the events. Members interested in making a contribution in these areas are requested to contact the Station Manager.

1.4 Programming & Standards Committee

Terms of reference for this committee were approved in 2021, clarifying and updating the committee's responsibilities and specifying details regarding committee composition and the method of making appointments. The ToR provide for members to be appointed for a term of two years, with half retiring each year.

The Programming & Standards Committee is responsible for determining adjustments to programs within the existing program grid; ensuring program content aligns with the station's broadcasting licence; monitoring the quality of programs, performance of presenters and compliance with program guidelines; monitoring presenter numbers and taking steps to recruit new personnel if and when required. Presenters and/or other

individuals with recognised radio programming expertise are eligible for membership of the committee. Every effort is made to ensure there is a reasonable balance of people from all musical genres represented in the program grid.

At the commencement of the reporting period, the Committee was comprised of David Wiffen (Coordinator), Yvonne Schwerdt, Sue Fitch, Bill Lawson, Dennis Johnson and Greg Schultz. In March 2023, the Board appointed Terry Heazlewood as a member to fill the casual vacancy created when Bill Lawson stepped down.

Following the mid-year call for nominations, the current Committee is comprised of David Wiffen (Coordinator), Sue Fitch, Terry Heazlewood, Michael Macklin and Andrew Gardiner. The Board is confident that the Committee's skills will enable them to make a significant contribution to the station's programming decisions. As a vacancy on the Committee stills exists, the Board appeals for one more person to come forward and apply.

2 Membership

At the commencement of the reporting period, the total number of members was 573.

The Board recognises that maintaining membership in the post-COVID era is a key priority if the station is to remain sustainable. To this end, several initiatives (e.g. pro-actively following up lapsed memberships and use of the website to facilitate increased member/listener engagement) have been pursued.

The major membership and donation drive for 2023 was conducted between Monday 29 May and Sunday 11 June. This drive was very important for the financial sustainability of the station. It repeated the format trialed last year, carried out over two weeks plus weekends. Total membership revenue raised was \$12,090, consisting of \$8,980 from renewing members and \$3,110 from new members. The donation drive was equally successful resulting in donations totalling \$13,775. This was an extremely encouraging result.

The Board wishes to congratulate and thank those volunteers involved in the planning and execution of the membership drive and encourages all members to spread the word throughout their networks that new members are always welcome at 5MBS.

The total number of members at the time of writing is 538.

3 Fund Raising Events

The following events occurred during the reporting period:

- 5MBS Movie Night, Regal Theatre, April 2023 (\$1,000 revenue)
- Konstantin Shamray Recital, North Adelaide Baroque Hall, June 2023 (\$5,956 revenue)
- Jazz Live in the Courtyard, 4A River Street, October 2023 (\$3,000 revenue)
- 5MBS Young Virtuoso Awards, St John's Anglican Church, October 2023
- Tim Barton Piano Concert, Mitcham RSL, October 2023.

The Board congratulates and thanks those volunteers involved in the planning and execution of these events.

It is worth highlighting that tickets for the Konstantin Shamray Recital sold out and that this provided excellent public exposure for 5MBS outside of our regular membership. Attendees commented on the superb performance by Konstantin and the ambience and acoustics of the hall - all of which amounted to a wonderful evening establishing 5MBS as a professional organisation promoting fine music. The Board thanks Emily Sutherland and Mary Peterson for their efforts in staging the event.

4 Sustainable Power for the 5MBS Transmitter

As reported last year, the major project over the course of 2021 and 2022 was the relocation the 5MBS transmitter from the old location at South Terrace to the new location at 461 Belair Road, Belair. The new transmitter is now fully functioning.

In August 2023, the Board announced that 5MBS received a grant of \$23,500 from the Community Broadcasting Foundation Ltd to support the purchase and installation of photo-voltaic panels and battery storage at the Belair transmitter site. This will reduce the power costs of transmission and provide a reliable backup supply in case of mains failure.

The purpose of the grant is to support community media organisations to build and develop sustainable practices and longer-term thinking that will ensure a resilient sector into the future. The benefits for 5MBS include:

- reduced power bills providing funds for increased community involvement
- additional battery capacity increasing transmission reliability in the event of grid failure (the present backup power capacity of 5 hours will increase to 22 hours)
- mitigation of the impact of extreme weather events (reducing significant power outages from one per year to one per hundred years)
- Adelaide (and internet) listeners will support the transition to green and sustainable energy.

The 5MBS application was one of 132 applications requesting a CBF Development & Operations Grant. The Board would like to acknowledge the key role played by Technical & Operations Coordinator, Bill Cowley, in preparing the application and securing the grant.

The panels and battery storage have now been installed. This project was made possible by the generous grant received from the Community Broadcasting Foundation.

5 Review of Membership Fees

Given that the fee structure at the station had remained unchanged for many years, the Board conducted a review of 5MBS membership fees in April 2023. As a consequence, due to the rising costs of essential items, the full membership fee has been increased to \$85 per annum and the concessional membership fee to \$65 per annum. All other fees remain unchanged. The new fees compare favourably to those of other comparable Adelaide community radio stations while still not exceeding the rates in our sister MBS stations in Melbourne and Brisbane. In return for the increase, members will receive better programming and customer service.

The benefits of membership will remain unchanged. Members currently receive:

- free monthly program guide
- CDs and give-away tickets during membership and donation drives
- discounts on 5MBS sponsored events
- access to the new 5MBS website with informative presenter articles, CD reviews and program details.

The introduction of the membership fee increases was delayed until 1 August 2023, thus providing the opportunity for members to join or renew membership prior to the price rise.

6 Website Enhancements

A new website was unveiled for public use in April 2022. This was a particularly exciting development designed to make the website more user-friendly for members, along with the prospect of the site generating interest in the station from a much wider audience.

6.1 Listen-on-Demand

In February 2023, the Board announced an improved and expanded 'Listen-on-Demand' facility on the station's website, which includes the ability to collect and analyse statistics. As has been reported regularly in the 'In Touch In Tune' newsletter, 5MBS is listened to all over the world. A summary of visits to the website for the three months from 1 July to 30 September is included in this report at Appendix 1.

6.2 Automatic Membership Renewal

In April 2023, the Board approved the addition of an auto-renewal feature to the membership renewal form on the 5MBS website, similar to the feature on the 3MBS website. Members of the public now see a check box at the bottom of the form which allows them to auto-renew their membership. The feature is also used to allow for automatic donations to the station. This has greatly enhanced convenience for both members and 5MBS administration staff.

6.3 Remote Access to the Computer Network

In May 2023, the Board approved a policy designed to provide presenters and others with access to the areas of the 5MBS computer network they need to carry out the tasks associated with their roles at the station. The purpose of this policy is to define rules and requirements for connecting remotely to the 5MBS network for all volunteers with a 5MBS-owned or personally owned device used to connect to the network. Development of this policy is a necessary precursor to finalising a secure system whereby 5MBS presenters can have on-line access to the station's digital music library.

7 Presenter Training

In March 2023, the Board resolved to review and consolidate documents relating to new presenter training. This task was assigned to a sub-committee and the resulting documentation was referred to the Programming & Standards Committee for feedback. As a result, the Board endorsed the following outcomes:

- a document entitled 'Broadcasting Live-to-Air' - covering the technical aspects of studio operations for all presenters
- a document entitled 'The Classical Program Planner' - covering all aspects of this application for use by classical presenters
- a document entitled 'Program Design and Presentation' - a general overview of these matters for all presenters (to be read in conjunction with existing program guidelines)
- a document entitled 'Pre-recording Programs Using Adobe Audition' - covering the technical aspects of pre-recording for all presenters.

Rather than produce separate sets of documents for classical and jazz/blues/world music presenters, these documents (apart from the Classical Program Planner) identify issues specific to a particular class of presenter where necessary. They are designed to be read in conjunction with the '5MBS Presenter Training' overview now on the website and the existing individual program guidelines. The documents are meant as a set of tools to assist mentors in fundamental training tasks. They are not intended to constrain presenters, once trained, from developing their own individual on-air styles and operating preferences. One of the strengths of community radio is its diversity, much of which comes from the wide ranging interests and styles of a station's group of presenters.

8 Acknowledgement

The Board acknowledges with gratitude the contributions made by all volunteers - presenters, reception staff, finance controllers, recording personnel and the technical and maintenance crew - to the successful operations of the radio station.

Appendix 1

Summary of 'Listen-on-Demand' visits for the three months from 1 July 2023 to 30 September 2023.

Top 10 by Program:

- Opera + Nocturne (2,860 visits)
- Baroque & Before (1,622)
- Sounds Classical (1,466)
- River Blues (1,012)
- Jazz @ 4 - Modern Jazz (852)
- Jazz Lunch (734)
- NY Jazz (732)
- Jazz @4 - Traditional (470)
- Jazz Moods (413)
- World Music (361)

Top 10 by Country:

- Australia (4,270 visits)
- United States of America (2,534)
- United Kingdom (1,255)
- Japan (523)
- Canada (441)
- Colombia (429)
- France (412)
- Germany (365)
- Spain (247)
- Netherlands (245).