



MFM Board Meeting Minutes

10th November 2011

Present – Doug McKelvie, George Brebner, Gordon Dunlop, Peter Greig, Ian Hunter, Chris Ann Holt, Raymond Christie, Alan Sanderson, Elaine Smith, Carolyn Venters.

Apolgies – Mandy Roy, Tom McPherson, Steve Holt, Louisa Greenwell

Previous minutes – amended and approved.

Chairman – Alan Sanderson

A new vision statement is needed. The station has progressed over the last few years and a new vision is needed to take it forward. Could everyone have a think about it and feed back at next meeting. Once it is agreed then plans will be needed to achieve it.

Round Table has agreed to purchase equipment for the community to use but MFM will store it and use it. They have also asked for a list of equipment that MFM need. It was suggested that equipment for Stonehaven transmitter is submitted.

Each team needs to consider policies and procedures for their area. If any one person is unavailable then someone else should be able to find a procedure and undertake the work. This will be a big job but it needs to be done. Can team leaders please work on this.

Secretary – Carolyn Venters

I have met with Charles and now have codes to update Companies House. Myself, Chris Ann, Peter and Alan are updated and are listed under Mearns Community Radio along with Ian Hunter. Those that stepped down have been removed.

After discussion with Charles I agreed to leave the company address as 11 Allardice Street, Stonehaven.

I have contacted Charles as a number of membership forms are missing, including the Chairmans! I am hoping he has them but if not we will have to consider how to contact people who may be members. I have also asked him for his spreadsheet which may be more current.

Peter raised the problem of incorrect emails being a recurrent problem. Alan stated that he and Louisa are working on a group email but it may take a little while.

Treasurer – Chris Ann Holt

Snail race banked a sum of £279 due in part to the generosity of the chairman and the Town Hall Trust. The turnout was very poor and could have raised a lot more money.

Outstanding bills to pay are for Town Hall and a generator.

Monthly commitments for November and December are covered but will need about £500 for January.

Scheduling Team – George Brebner

Programme Scheduling

1. Mackie Radio recommenced broadcasting 31/10/11 12:50-13:20.
2. David Herron (DJ Dizzy) takes over Tuesdays 5pm-7pm and is doing a chart show. (Commenced 25/10/11)
3. New schedule list created (attached).

Auto Playlist Scheduling

I have received training from Tom MacPherson on playlists and scheduling on Zara. We've identified an issue with the use of the sequence file as part of an automated scheduled playlist and are investigating a solution to this. In the meantime I am currently identifying tracks and folders from the library to build themed music playlists that will fit into the schedule.

Music Database Management

Have identified some tracks with obscene language (which included a track found in a presenters show folder which was only added recently) and deleted them, however much more work needs to be done on this.

In addition

Ian raised an issue with the Mackie feed now that the schedule has changed from twenty to the hour to quarter to the hour. Also an advert fades out as it is not programmed correctly. George will look at this.

Equipment and settings has been adjusted incorrectly by unknown persons. Action to be taken to prevent everyone having access to settings.

Policy covering bad language has been started on.

Training Team – Elaine Smith

Here's what I've been thinking on the Training side:

- I would like to offer hands-on training for presenters in the Studio on Friday afternoons 2-3pm. As there are no shows on at that time, we can practise presenting/interviewing. I can also offer basic Audacity recording/editing training in the Off-Air Studio at that time. For

presenters who can't make Fridays, they can come on my Sunday show 2-3 pm when I have no other guests.

- I would also like to offer all presenters help with promoting their respective shows via the Mearns FM Live website and Facebook - Comms Team involvement?
- I would like to create quick-reference guides for presenters.
- I'll need to be kept posted with contact details of new presenters to arrange training.

In addition

A checklist was discussed for new starts so there is a record of training and consistency in what is covered. This would allow other presenters to share the training.

Ian also suggested that there could be a training video made as backup.

Events Team – Gordon Dunlop

The events team has covered one event in Stonehaven, we covered the Stonehaven Fireworks display for the 3rd year in conjunction with the Stonehaven Roundtable. DJ Dizzy let Mearns fm borrow his equipment, and with DJ at the controls Stonehaven rocked and rolled to keep warm on what was a very cold night. It was great to see so many of Mearns fm presenters turn up at event to lend a hand.

We have been asked to cover a two day event on the 11th & 12th December for Watties Sledge ride at Blair Park starting at 10am till 4pm both days. We are currently looking out for Presenters and committee members to assist on any of these days if possible.

Also on the cards for the 3rd year running is the Stonehaven Fireballs, this is well known event that puts Stonehaven on the map. Further details to follow on this event.

In addition

Gordon is going to be unavailable over next few weeks and due to lack of volunteers it was decided that MFM will not play a part at Watties Sledge event.

Discussion on the need for volunteers to be aware of their role at events to spread the work.

Peter asked for help at the tree on the square. Doug volunteered and will play xmas music.

No further information on Fireballs.

Sales & Marketing – Doug McKelvie

Nothing to report on the sales front

There still seems to be some difference in opinion as to what we should be charging.

At the moment there are different pricings for individual advertisers

It is my intention to repeat the advertising scale proposed to the last committee with a few subtle changes

Keeping it simple, keeping it easy to understand making it simple to explain and sell

- 1 hour community sponsorship £60 per annum
- 1 month advertising £60 per 30 days
- 1 hour sponsorship + 1 month advertising £105.70p
- annual advertising £700
- the sponsorship is for one hour on one particular day every week for a year. the sponsors message of 10 seconds to be pre-recorded and played out three times in the chosen hour
- the advertising package is for a 30 second pre-recorded Ad which will be played a minimum of four times a day
- the Ad could be professionally recorded Steve has a contact which incur a further charge of "£35.00"?
- Annual Ad same as 30 day Ad for a full year

We will need to discuss the implications of programming in the Ads and Sponsors so that we fulfill our obligations to the advertiser as laid out above

Also the possibility of expanding the MfM Buisness directory and web links to advertisers

On a brighter note, at the moment MfM's share of the Charlotte CD campaign is £202.50 this will rise by 15% of any amount taken between now and next Friday 11/11/11 when we make the presentation at the Cloverleaf in Bucksburn.

In addition

Doug asked for reassurance that what is sold is aired as sold that is the times , frequency etc. Concerns due to previous problems with transmission consistency. He was assured this would be the case.

Prices to be increased to include a professionally produced advert. Doug to be given details of company from Peter or Steve and liase directly.

Working to get sponsorship for community adverts.

Coms Team – Alan Craig

Mackie Radio now up and running again. School "house" based shows on a six day rota. Teams of presenters, house captains and teachers established.

Website - mearnsfmlive - minor fixes for play again option for Nigel.

In addition

Alan and Louisa working on MFM group mailing so that all members can be updated via the newsletter. The technology being used allows them to see who is reading their emails so those that don't read them or don't get them can be followed up.

Alan asked that any group communications go through him so that people are not overwhelmed with individual emails.

Alan proposed a social night for all members to get to know each other, hopefully mid January when people are not so busy.

Transmitters – Ian Hunter

No issues with transmitters. Ian has two keys for Collado, anyone needing to go in his absence would need to let the farmer know in advance. Alan asked for a procedure to be written so that in the event of problems in Ian's absence it would be clear what needed to be done.

Any transmission problems please email or text Steve, Ian or Tom straight away and not wait until a meeting.

Bogarty floor needs to be replaced at some point. Alan asked for it to be written up as a project with requirements, costings and timings of work and then funding can be searched for more easily.

Doug asked if microwave boxes and transmitters were still a viable option. Was agreed that it was viable but again would need to be written up as a project before funding could be sought.

Barrix box tripped again, seems to be weather related but difficult to locate problem.

Studio Technical Team – from Tom McPherson

1. The logging PC failed and was initially replaced by another. However, this unit's disk drive capacity was insufficient and the PC also developed logging problems. This was then replaced with another PC supplied by the Chairman and this has proved successful.
2. The "somebody" donated two 1tB external drives. These have been used to backup up the logging database and the music database, as the security of both is vital to the continuity of MFM service in the event of hardware failures. It is planned to set up automatic backup for the music database to ensure that the backup remains current.
3. The Mackie broadcasts resumed on Monday 31 October, but failed immediately. Investigation traced this to a problem between Zara Radio's scheduler and the Mackie Internet stream. The problem was resolved and Mackie broadcasts are now going out successfully each day.
4. The Sky news signal failed yet again. As the box has been replaced several times, it is suspected that the fault lies in the dish and/or cabling. A local contractor has agreed to renew the cable from the Sky dish and check the dish's alignment. The work will be done in exchange for advertising time on MFM.

In addition

Tom would like a meeting for those interested in this area.

Alan would like each section to do the same. This would allow anyone having a particular interest in an area to go along and learn more and help out. Names can be given to team leaders or board members or turn up when dates are announced.

AOB

Olympic torch goes through Stonehaven on June 12th. Steve speaking to council to find out if MFM can be involved in any activities on the day.

Peter raised the MFM passport which had previously been drafted. It may be worth revisiting as it covers a number of items discussed such as a checklist for training. For next meeting.

Mearns Leader – no mention of MFM on item on fireworks. Discussion on ways to build closer ties with them such as a recent joint competition.

Protection of Vulnerable Groups training – Peter will feedback at next meeting.

Problems with funding of calendars so they have been withdrawn.

Best wishes and a speedy recovery to Gordon.

Next meeting is Thursday 8th December 2011 at 7.30pm in Town Hall