



Volunteer Induction Handbook

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Part 1: Introduction to Community Radio

What is Community Radio?

Community Radio Stations are owned, and driven by the communities they serve. No one can make money from Community Radio but in a community radio station, young and old, with all abilities, backgrounds, and interests, can come together to make a difference to their community.

In making that difference, those involved develop not just confidence and competence in broadcasting skills, but skills for the new economy (communications, IT), skills for active citizenship, and skills for social inclusion.

The communities they serve and the groups and individuals within those communities gain a voice with which to be heard. They gain diversity in the programming available, and they gain a forum for sharing experience, discovering fresh perspectives, and supporting community activity.

How do Community Radio stations start?

New stations often start with a public meeting. Members of a community (either geographic or community of interest) come together as a working group to create a vision for the station, plan programming and develop facilities.

Over time, more and more members of the community are recruited and trained to help out behind the scenes, produce and present programmes reflective of their community and experience.

100 day broadcasting licences are secured from the BAI and as a track record is built with regards to programming, operations, and community involvement, a multi-year licence becomes available.

To operate full licences, groups constitute themselves as cooperatives or limited companies with no share capital, and a board is elected from the community to manage the station transparently and with accountability in the interests of all.

Community Radio: A Global Movement

AMARC

(World Association of Community Radio)



AMARC Europe, AMARC Africa, AMARC Asia-Pacific

AMARC North America, AMARC ALC



CRAOL (Community Radio Forum of Ireland)



Individual Community Radio Stations

(Including **Claremorris Community Radio**

And 24 other fully licensed Community Radio Stations)

What is AMARC?

Established in 1983, AMARC (the World Association of Community Radio Broadcasters) is the international non-governmental organisation for the promotion, support and development of community radio world-wide.

It is an international non-governmental organisation with 3,000 members and associates in 110 countries involving over 30,000 people.

It is divided into regional sub-groups: AMARC Europe, AMARC Africa, AMARC Asia-Pacific, AMARC North America & AMARC ALC. AMARC - Europe is the European regional section of AMARC, grouping together radios and their national federations from 40 European countries, a network of 1500 community broadcasting services.

The principal activities of AMARC - Europe are policy, research and advocacy; training and exchange of personnel; programme exchange and co-productions; solidarity and cooperation between East, Central and Western Europe and with community radio broadcasters in other regions of the world.

For more information: www.amarc.org

The AMARC Charter

In 1994, the state predecessor to the BCI, the IRTC, adopted the AMARC charter as a model for community radio broadcasting.

There are 10 articles in the charter, each describing specific characteristics of community radio. This is also known as the 'ethos' of community radio.

The AMARC Charter states that Community Radio Stations

1. Promote the right to communicate, assist the free flow of information and opinions, encourage creative expression and contribute to the democratic process and a pluralist society;
2. Provide access to training, production and distribution facilities; encourage local creative talent and foster local traditions; and provide programmes for the benefit, entertainment, education and development of their listeners;
3. Seek to have their ownership representative of local geographically recognisable communities or of communities of common interest;
4. Are editorially independent of government, commercial and religious institutions and political parties in determining their programme policy;
5. Provide a right of access to minority and marginalised groups and promote and protect cultural and linguistic diversity;
6. Seek to honestly inform their listeners on the basis of information drawn from a diversity of sources and provide a right of reply to any person or organisation subject to serious misrepresentation;
7. Are established as organisations which are not run with a view to profit and ensure their independence by being financed from a variety of sources;
8. Recognise and respect the contribution of volunteers, recognise the right of paid workers to join trade unions and provide satisfactory working conditions for both;
9. Operate management, programming and employment practices which oppose discriminations and which are open and accountable to all supporters, staff and volunteers;
10. Foster exchange between community radio broadcasters using communications to develop greater understanding in support of peace, tolerance, democracy and development.

Adopted on 18 September 1994 in Ljubljana, Slovenia at the first AMARC Pan-European Conference of Community Radio Broadcasters

Why is the AMARC Charter important?

- It is the model on which community radio in Ireland is based.
- It acts as the 'ethos' for Claremorris Community Radio and community radio stations throughout Ireland.
- It promotes the development of community broadcasting worldwide.
- It is therefore very important that all community radio volunteers in Ireland understand the AMARC charter.

What is CRAOL?

CRAOL is the representative, co-ordinating, lobbying, training, and support group for Irish Community Radio.

Every week across Ireland, 2,000 Community radio volunteers engage with an estimated 307,000 listeners in 24 fully licensed stations and 41 aspirant stations at different stages of development.

Community Radio is a rapidly growing broadcasting sector and a force for community development, identity, and expression.

Part 2: Ownership, Funding and Finance

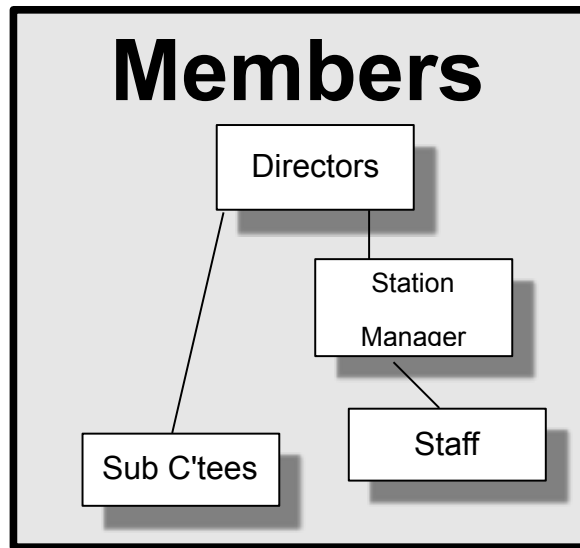
Different Models of Community Radio

- All licensed community radio stations in Ireland follow the same ethos as guided by the AMARC charter.
- They do, however, differ in terms of broadcasting hours, times, staff and volunteer numbers, funding sources and ownership structures.
- Community radio stations adopt the AMARC charter in relation to their ownership and operational policies
- AMARC article number 3 states that community radio stations “seek to have their ownership representative of local geographical recognisable communities”
- This is outlined in the first section of the station's constitution (the Articles of Association)
- This states: The objective of the company (CCR) is

'...To provide the people of the greater Claremorris Area with a radio service, owned and managed by the people in the locality, dedicated to their needs and to promote Community Development in the area'

- For community radio stations, it is paramount that there is an ownership structure which allows for local community participation and access

Ownership Structure of Claremorris Community Radio



Legal Status

- CCR is a not for profit limited company with no share value.
- It has the same legal reporting requirements as a profit making company – it must produce audited annual accounts and file these with the CRO (Companies Registration Office) and the revenue.

Governing Body

- Within CCR, the Board of Directors (governing body) are responsible for the adoption of policy, governance and strategic direction of the organisation.
- The board, as well as the station manager, are responsible for the delivery of the business and operations plan.
- The committee is made up of 7 members and the station manager.
- They meet every 2 weeks and make decisions in line with the plans and objectives of the station.
- The management committee is comprised of volunteers and board members with the necessary skills and interests for the management and the organisation.
- The committee comprises of a representative of each sub-committee.

Sub-committees

- Sub-committees meet on a monthly basis and report to the board
- The station manager (or relevant member of staff) is present at sub-committee meetings.
- Sub Committees are responsible for specific activities of the station and report to the management committee.
- Their role is also to develop future direction and concepts for inclusion in the next stage of the stations development.
- Requests are made for members to nominate themselves to a specific sub-committee.
- If there are more than 4 nominations then an election should be held to determine the composition.
- Each sub-committee will then elect a representative to the management team.
- All appointments to the management committee should be approved by the board. The board have the power to veto a member if it is felt that the appointment is not in the best interest of the station.

How do community radio stations get their money?

Five main sources of funding:

- | | |
|---------------------------|---------------------------------|
| • CSP Staff Funding | • Fundraising (very important!) |
| • Sound & Vision | • Commercial Training |
| • Advertising/Sponsorship | • Other grants |

Part 3: Claremorris Community Radio

People at the station

- Ca. 80 Volunteers.

These range from presenters, producers, cleaners, admin and editors.

Not to mention community groups who get involved and volunteers who make one-off programmes.

Volunteer led not-for-profit organisation with staff to facilitate the running of the station and to provide training.

Volunteers from the community at the heart of the station, without the volunteers there would be no programmes and **no station**.

Staff:

Manager – Allan Tiernan

Administrator – Marcella Kreiser

Community Development Officer – Ed Coulson

I.T. Coordinator – John Nolan

Broadcasting Requirements of the Station

In keeping with our PPS (Programme Policy Statement) there are certain requirements we need to adhere to:

- **Speech / Music Ratio:** 'The station will broadcast a max 60% music and 40% speech.
- **Current Affairs:** Speech programming will comprise of 20% news and current affairs.
- **Music:** There will be no playlists; presenters will be able to choose their own music.
- **Music:** Music programming will include a minimum of 25% of Irish music, reflecting the general music policy of the radio station.

Contribution of Volunteers

'A volunteer is defined as anyone who has any connection with the station regardless of what amount of work they do, position held or authority given.'

It is the right of every volunteer:

1. To work on this station, and present their own show, (as defined by the Broadcasting Authority of Ireland and the AMARC Community Charter for Europe)
 - a) Anybody, from any section of society or creed, connected to the locality can become a volunteer and request a show.
 - b) Provided their proposed show fills a need, they have a right to be trained and then given a time slot, subject to clearance by the Editorial Committee.
 - c) All Shows with a new concept or presenter, i.e. Pilot Shows must be submitted to the Editorial Committee for review.
2. To be respected and appreciated, and have their work and efforts acknowledged.
3. To be responsible for the running of their own show,
 - a) Any topic is open for discussion once it is presented in a professional manner, and conforms to The Code of Programming Standards of Claremorris Community Radio,
 - b) Nobody owns a slot or show, however volunteers have the right to continue presenting, their show every week if they wish, and in the event of a change of schedule all efforts will be made to accommodate said volunteer to continue presenting a show at some time.

It is the responsibility of every volunteer:

- Strive to produce shows of the highest quality (this requires preparation, planning and thought)
- To endeavour to meet the quotas outlined in the PPS (music/speech, Irish music etc.)
- Be prepared for every show and show up for a live show at least 15 minutes beforehand.
- Speak to and prepare all guests before going on air (this includes making sure all guests abide by the CCR Code of Programme Standards and all libel laws).
- Treat all property and station equipment with the uppermost care. Clean up after one's self and to leave the studio in an orderly manner.
- Commit to participate in the daily running of the station, fund-raising, promotional events, in-house training, etc.
- Attend Volunteer and Committee Meetings regularly and to fulfil whatever duties/functions are agreed to.
- Sign in whilst entering the station.

4. Libel & Slander Guidelines and Procedures

Defining Libel

There is no statutory definition of defamation and often the terms defamation, libel and slander are mixed up and used interchangeably

What is defamation?

The traditional definition of defamation was publication of a false statement which subjected a person to hatred, ridicule or contempt.

This definition has given way to a more modern one: a defamatory statement is one which tends to lower the reputation of the subject in the eyes of right-thinking people.

Defamation is divided into two forms: libel and slander

Traditionally, libel was the written form of defamation and slander was the spoken form. But the advent of modern technologies has changed these, now a defamatory statement made on radio, television or the internet is often regarded as libellous rather than slanderous.

Defamation is what is known as a "strict liability" offence, which means that the state of mind of the offender is irrelevant. No intention to defame is required

Everyone involved in the publication of a defamatory statement is liable to be sued - including the journalist, sub-editor, editor or producer, owner and distributor!

Repetition of a defamatory remark may give rise to a separate action - and the complainant may sue everybody who repeats the libel.

Avoiding Libel

- With so many inexperienced broadcasters (and low levels of staff), community radio can be at a higher risk of libel action than commercial stations
- That means it is particularly important that volunteers understand libel and issues around libel
- A libel action has the potential to cripple a station's budget and it is important to remember that a simple slip of the tongue could result in the closure of a station
- The words can be taken in their ordinary meaning, or by what is implied by the words. The latter is more dangerous, and is where most care needs to be exercised.
- A comment is no less libellous just because it has already been made elsewhere. If a newspaper makes a defamatory statement and it is repeated on air, the station can be held to account – whether or not the newspaper is sued
- Using the word 'allegedly' is no defence. In fact, the opposite is true and it may make it even worse!
- A comment can be libellous even if the person has the immediate right to reply
- Be particularly careful when inviting guests on your show – have they been well prepared and do you know what they are going to say?
- Remember, if a defamatory comment is made by somebody on air then anybody associated with that broadcast is liable to be sued
- Also, be very careful when reading out texts or conducting phone interviews on air.

Some Helpful Tips

- Ensure you have researched your topic adequately and carefully
- Check that your sources of primary data are accurate and correct – do not use rumours
- If you are unsure about anything, speak with the station manager
- Don't take any quotes or sayings out of context
- And the most important rule....

'If in doubt, leave it out!'

Contact Details

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Co Mayo, Ireland

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Email:

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Station news updates: www.ccr946.ie