

**Radio 1RPH**

**“Turning Print Into Sound”**

**The Radio Reading Service**

**for Canberra on 1125AM**

**&Wagga Wagga on 89.5FM**

**APPENDICES**

**to**

**Strategic Plan**

**2011 – 2014**

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# APPENDIX 1 – Group 1 Survey Responses (34 survey responses)

Ninety-four letters, with stamped addressed envelope for return of survey were posted. About 30 emails were sent out. Thirty-four responses were received. There was some duplication between the two distribution lists, so that some members received both hard and soft copy of the survey. The 34 responses therefore represent approximately a 30% response rate. There was a wide range of ideas and suggestions. Responses are grouped according to the Strategic Goal areas. The number of responses on a particular item is indicated in brackets.

**Question 1: What is your Vision for Radio 1RPH over the next 5 years?** (Nil Response = 6 [17%])

**SUMMARY**

The majority of those who responded had a Vision that Radio 1RPH would continue to provide a service similar to its current operation. Other responses indicated some ways in which changes to the Station might be made.

**GOVERNANCE**

A professional, focussed board, with business acumen & technical expertise (3)

Catering for the Print Handicapped (4)

Consider 1RPHs relevance in a digital age (1)

**FINANCE, FUNDING & SPONSORSHIP**

A secure, independent financial situation, with good insurance coverage. (1)

Independent from large organisations such as Vision Australia. (5)

**PUBLICITY& WEBSITE**

Expansion of the network to a wider area (7) including use of FM waveband, & expansion to a wider audience (5)

Greater use of technology, such as podcasts, streaming, MP3s, Internet (5)

Market to nursing homes, seniors i.e. people who are new to experiencing vision loss through age (1)

Recruit & market to Youth, both as audience & volunteers (through University Media courses, Colleges, (1)

Increase brand recognition (5)

**MEMBERS & VOLUNTEERS**

Increase membership and volunteer numbers through better recruiting (1)

Improve the training (1)

**PROGRAMMING& MANAGMENT**

“Steady as she goes” – no great changes needed” (13 = 38%)

Scope for “play acting” for some programming (1)

Have quality Programs relevant to the listenership (3)

**QUOTES**

*Please don’t jazz it up*

*It’s a vital necessity*

**Question 2: What are Radio 1 RPH’s current strengths?** (Nil response = 4)

**SUMMARY**

There were very few “Nil Responses” to this question, indicating that respondents had no difficulty in nominating the strengths of the Station. Nearly half of respondents nominated the fine calibre of the volunteers. A significant number of respondents referred to the value of newspaper readings programs. There were two instances of a positive vote being balanced by a negative comment on the same topic. These are highlighted in yellow.

**GOVERNANCE**

Oversight & dedication of the Board (5)

**FINANCE, FUNDING & SPONSORSHIP**

Good financial management (2)

Reliable government and community radio funding (1)

Good equipment (1)

**PUBLICITY& WEBSITE**

The regional reach is good (1)

**MEMBERS & VOLUNTEERS**

Enthusiastic, talented, dedicated volunteers (16 = 47%)

Volunteer professionalism (2)

Regular Training needed (2)

Young readers needed (4)

Dedicated staff (1)

**PROGRAMMING& MANAGMENT**

Generally good (6 = 17%)

Good programming variety (6) [including special mention of natural history (1) BBC (1) and science (2), local (2), International (2)]

Increase Pre-recorded magazine-type programs (2)

Don’t use the BBC world service (1) versus BBC is good (1)

Low numbers of advertisements and promos (2) versus too many promos (1)

Good management (1), good technical advice (1)

Newspaper reading (7 = 21%)

Book readings (3)

Friendly atmosphere (7 = 21%)

Volunteers can take a variety of roles (1)

**QUOTES**

*Presenting items without comment – antithesis of the shock jocks!*

*Good people can’t go on for ever.*

*Pages come alive to the listener.*

*Wonderful space, the house is fabulous and parking good – compared to other similar stations.*

**Question 3: What Suggestions do you have for improvements? (**Nil Response = 11 [32%])

**SUMMARY**

There was an interesting range of ideas for improvements, but none stood out as a strong consensus view. Once again there was a direct contradiction and this is again highlighted in yellow.

**GOVERNANCE**

Have elected sub committees to oversee operations (1)

Refresh the committee (2)

Improve the level of professionalism (1)

**FINANCE, FUNDING & SPONSORSHIP -** No suggestions

**PUBLICITY& WEBSITE**

Have business cards with the station frequencies to give out (1)

Greater level of promotion of the station (5) including special mention of promotion to young people (1) and to old people (1)

Internal promotion i.e. of other programs played at the end of a program (1)

Improve the use of digital technologies (1)

**MEMBERS & VOLUNTEERS**

Increase number of young volunteers (1)

Regular training for ALL volunteers including group workshops and interaction opportunities to exchange tips etc. (7)

Minimal social activities (1)

**PROGRAMMING& MANAGMENT**

Increase the size of the program management committee to 3 or more people (4)

Improve the content for the regions (i.e. relevant to Wagga (2)

Increase the variety of programs:

* Review the music policy to increase the amount of music played and update its vintage (3)
* Add different newspapers (5) (including New York Times (1), SMH (1), Guardian Weekly (1) mentioned.)
* Have fewer Sunday paper readings (1)
* Reduce the number of readings of articles on the same subject but from different papers (1)
* Read more current or popular books (1)
* Have programs on films to enable greater knowledge for discussion with family and friends.

Edit long tedious articles (2) versus don’t edit articles (2)

**QUOTES**

*Stop announcements of garbage collection*

*Balance out the conservative and fundamental Christian religious programs, with commentary and discussion on religious matters i.e. a broader outlook*

*Increase the content of the music library, instead of jazz and music from the 30s and 40s*

*Avoid gruesome articles*

**Question 3: What are Radio 1RPH’s current shortfalls? &**

**Question 4: How can these shortfalls be minimised? (**Nil Response = 8 [24%])

**SUMMARY**

Once again there was a significant “Nil Response” rate, and a range of suggestions. All the shortfall responses have been transformed from a negative comment into a suggestion for future actions. The only significant number of suggestions related to aspects of Training of volunteers. Once again, the diametrically opposed comments are highlighted in yellow. One person commented that perhaps younger people who are print handicapped use different technologies and do not have a need for a radio station such as Radio 1RPH.

**GOVERNANCE**

Set up subcommittees for training, programming, technical support, production (1)

Make a succession plan (1)

Develop and display an organisation chart (1)

Use the email to organise working groups (1)

Increase the number of organisers of volunteers (1)

Ensure regular listener feedback to board (1)

Meet on the Southside sometimes (1)

**FINANCE, FUNDING & SPONSORSHIP**

Increase the funding (but no suggestions about how to do it) (1)

Engage a PR firm (pro bono) to increase marketing & sponsorship (1)

**PUBLICITY& WEBSITE**

Increase the use of digital technologies (2)

Have ongoing membership/publicity drives (3)

Survey listeners (4)

Increase the use of University Media students and other young volunteers (1)

Get Community Service Announcements on other Community Radio Stations, ABC radio, TV stations, Chronicle (2)

**MEMBERS & VOLUNTEERS**

Use training and preparation to (15 = 44%) to:

* reduce mispronunciations
* reduce coughing into microphone
* encourage Volunteers to spend more hours
* use a volunteer accreditation system
* increase numbers of volunteers

Use Virginia Hausegger as a Trainer (1)

Update, improve and use the Listening Panel (3)

Increase the number of male readers of both books and news (1)

Use mature voices for newsreading (1)

Volunteer talent is underutilised (1)

Improve understanding of the work load of programmers (1)

Have more young volunteers (1) versus have fewer (1)

**PROGRAMMING& MANAGMENT**

There was one suggestion to shut down rather than repeat a program (1)

Review the programs and balance old & new programs (2)

* Some program types are outdated (1) (but no examples given),
* some are repeated (1),
* some programs are months old (1).
* Imported programs are of poor quality (1)
* Some news articles are read twice (improve the filing) (1)
* Improve enunciation (2)
* Stop reading the TV program

Set up a programming panel with both male and female members (1)

Update the readers (1)

Maybe the young have different technologies and don’t need 1RPH

**QUOTES –** No quotes recorded

**Question 6: Any other comment?** (Nil Response = 9 (26%))

**SUMMARY**

There was a high “Nil Response” rate to this question. The majority of those who did comment used the opportunity to make a positive statement about the Station and its services. Once again there were a couple of comments with diametrically opposed views. These are highlighted in yellow.

**GOVERNANCE -** No additional comments

**FINANCE, FUNDING & SPONSORSHIP**

Campaign for more government funding (ethnic and Indigenous radio is better funded than 1RPH (1)

Expand to the Goulburn region of 25,000 people (1)

**PUBLICITY& WEBSITE**

Use Facebook (1)

Set up a Blind Bloggers website (1)

Increase media courses (1)

Use outdoor broadcasts (1)

Have 2-3 youth outreach activities (1)

**MEMBERS & VOLUNTEERS -** No additional comments

**PROGRAMMING& MANAGMENT**

Ensure program guides have good layout for print handicapped to read (1)

Consider use of different colour contrast paper for printing newsletter (e.g. beige) (1)

Introduce a program suited to youth (1) like the old “New Sensations” versus Concentrate on older listeners (1)

Allow readers to say hello and goodbye to listeners (1)

Have more (wholesome) Humour programs (1)

Have more short stories (1)

Keep the death notices (1) versus omit the death notices (1)

**ADDITIONAL COMMENTS**

Praise and thanks for the station were received from 8 (24%) respondents.

Complaint about short response time for the survey (2)

Unable to give constructive comments because the respondent was only and occasional listener (2)

# APPENDIX 2 – Group 2 Survey Responses (14 survey responses)

The 14 surveys in this group were received after the Strategic Planning meeting, and a number were submitted by members who had also participated on that day. The responses have been collated under the 5 Goals identified by the Board, rather than under the separate responses to each of the survey questions. In large part these responses echo the sentiments expressed by the first group of survey respondents, and by participants in the meeting.

**SUMMARY**

The overall view (64%) of the Station is positive, with the good work and high calibre of volunteers, staff and Board repeatedly acknowledged. Fifty percent of the respondents specifically praised the Sunday afternoon Christian program and requested its retention. One respondent, whilst urging the recruitment of young volunteers and renewal of programming to attract younger listeners, also acknowledged that 1RPH may not hold relevance for them. This is highlighted in green, and echoes a sentiment also raised by the first group of respondents.

**GOVERNANCE**

Development of a Business Plan is essential (1)

Prioritise expenditure - Employ a cleaner (1)

Undertake landscaping of Gungahlin site (1)

Well-run, quality information service (3)

Set up cooperative links with other organisations & services for the Print Handicapped (2)

**FINANCE, FUNDING AND SPONSORSHIP**

Extend the broadcast area (

Current financial management good (1)

Employ a short term officer to research grant & donation opportunities (2)

Widen the fundraising focus beyond targeting existing volunteers and members (2)

Don’t confine fund raising to social events (2)

Increase level of government grants (1)

Combine Quarterly newsletter and program guide into a single post out (1)

Sponsorships dictate programming, endeavour to ‘uncouple’ these (1)

Increase sponsorship from Christian organisations (1)

**PUBLICITY & WEBSITE**

Greater promotion needed through wide range of avenues (5)

Business cards with Braille (1)

Improve the website (1)

Use new Internet technologies, e.g. Streaming, but current licence limitations[[1]](#footnote-1) (5)

Newsletters useful (2)

Professional loyal volunteers working in a good environment (9 = 64%)

**MEMBERS & VOLUNTEERS**

Increase the number of volunteers in lower age bracket (5)

More training of readers (4) and producers (3) with an urgent priority on latter

Raise level of Disability Awareness for volunteers (1)

Increase membership base (2)

Good social events (2)

Attract more young listeners and volunteers (2) but they may prefer other technologies and Stations

**PROGRAMMING &MANAGMENT**

Sunday afternoon Christian program is ecumenical, valued, balanced (7 = 50%)

Replace Chuck Swindoll Christian program in 6.30am time slot with <http://www.christianityworks.com> (1).

BBC world service & overseas programs (1)

High commitment of manager (1)

Include interviews with Canberra personages (1)

Improve relevance to Print Handicapped listeners (1)

Excellent (2)

Improve reading quality (3) e.g. Reduce background noise

More modern music (2)

Increase the range of journal & magazines used (1)

**QUOTES**

*Volunteers want to read not clean.*

*With each new membership, give the member a radio pre-set to our Station’s frequency.*

*Radio 1RPH fills the gaps that other stations do not cover.*

*Lobby for the installation of Radio 1RPH programmes in every hospital and nursing home.*

*Death & funeral notices could be charged for this service ….moved to a different time slot*

*Broadcasting films & plays with audio description, e.g. on a Saturday night.*

Requested book readings: Georgette Heyer, Jane Austen, Charles Dickens (1)

Short time frame given for responding (1)

# APPENDIX 3 –Survey of 1RPH Members and Volunteers

**RADIO 1 RPH – STRATEGIC PLANNING**

Radio 1RPH will hold a Strategic Planning Day at the Hawker campus of the Belconnen Soccer Club, corner of Springvale Drive & Belconnen Way from 2pm to 4pm on Saturday 26th February. In preparation for this meeting, the Board would be grateful if you could contribute your views to the questions below, and return the page in the enclosed Stamped-addressed envelope.

1. **VISION: What is your Vision for Radio 1RPH over the next 5 years?**

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1. **What are Radio 1 RPH’s current strengths?**

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**What suggestions do you have for improvements?**

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1. **What are Radio 1 RPH’s current shortfalls?**

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**How can these shortfalls be minimised?**

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1. **Any other comments**

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1. See Australasian Performing Rights Association (APRA) for information [↑](#footnote-ref-1)