

## STATION MANAGER'S REPORT

AGM

DATE: 20TH OCTOBER 2006

HELD AT RADIO TODAY BOARD ROOM

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### 1 Acknowledgements

I would like to acknowledge the beneficiaries of the station, Jafta, Noah and Drive Alive for their on going good work that they give to the community and the association value these three charities give to the station. On the periphery I would like to acknowledge the Salvation Army and its board for associating with the station, the **office** space and their on going trust and patience with us when we do not pay rent on time.

Coming to the station, the whole operation would not be possible if it was not for the help and dedication from the on air personalities, the board and the full time staff, not forgetting our free lancers both on air and behind the scenes. On that note I would like to welcome our new trainees and kindly ask them to adopt the same attitude. I would like to welcome Ellain and Duncan Errikson to the station and already in less than two months there is big changes.

Who would travel all the way from the Hartebeesport Dam to Parktown North five days a week sometimes seven days, heavy traffic to and from the office, twelve hours in the office for nothing?

BBC has been very generous to Radio Today, we are now approaching a year of good partnership without any problem, the relationship is growing from strength to strength and I would like to point few people from BBC that have been very instrumental in making everything possible, Milton Nkosi, Natalie Safar and Carlos Hendricks who became not just a business partner but a friend to the station, a mentor to our producers.

I do not understand John Mouat's motivation on why he is so generous to the station with his time, resources, his intellectual capital and finally his money we really owe Next big money and time.

My sincere appreciation goes to Moneyweb web about their on going loyalty, support and the studios they make us feel like we have four studios, Alec always has yes answers for Radio Today and his constructive feedback.

Ken Preston has been very generous to the station, donated two pages in the encyclopedia of Johannesburg brands and another two pages in Brands and Branding.

Many thanks to our service providers Andrew Brookes of Empirical as well as Alan Keny of Kliptech they are doing a great job in keeping us up to date. Not forgetting Franciour from Nerds on Site.

Take a second and ask yourself this question, who brought all these people we have just acknowledged? I don't have to tell you, he spends sleepless nights, he fights with individuals for change, he is so generous about his contacts, he takes the station to places we would never dream of going, without giving you all the clues I am talking about Dr May.

On behalf of 1485 I would like to acknowledge him for his tireless effort, siyabonga.

## 2 1485 HUMAN CAPITAL

On air personalities

### THREE HOURS

Mark Taylor  
Errol Ballentine  
David Betzofin  
Mpumelelo Mzaca  
Maq Vas  
Leon Economidies

### TWO HOURS

Clare Marshall  
Rosemary Royeppen  
Sue Jowel  
Nicole De Gruchy  
Anabell Linder  
Lesley Wright  
Mel Walker  
Anita Scott  
Laura  
Caroline  
Roy Desusie  
David Blood  
Stephen Kirker  
Chris Prior  
Phill Wright  
Doug Anderson  
Scott McRae  
Peter Wagenaar  
John Greg

### ONE HOUR

Rita Van de Heever  
Gwynne Conlyn  
Liz King  
Cathrine Constantinides  
Greg Tucker  
Andrew Levy  
Sam Sklair  
Alec Hogg  
Pine Pienaar  
George Mxadane  
Chris Evant Smith  
Allen Maker  
Lance James  
John Ferreira  
Ivan May  
Bob Courtney  
Sechaba Kitleli

### 30 min SPECIALISED

Linda Friedland  
Vevian Tothill  
Sibusiso Vilane  
John Hanks

### DEVOTIONS

Les Green  
Rabbi Wallach  
George Marchinkowski  
David Jones

**SPECIAL FEATURE**

Brookes Specter  
William Pretorius  
Peter Feldman

TOTAL = 53

**FREE LANCER'S**

Anton Coy  
Len Reez  
Allen Hale  
Niall Collie  
Neil Campbell  
Edward Masache  
Thomas Manamela

**SALES**

David Dupreez  
Roy Marsland  
Jame Kinloch

**TRAINING**

Gareth Owen  
Mokhesi Mokgobola  
Owen Matjie  
Ramon Andrews  
William Lehong

**FULL TIME STAFF**

Jacky Kanapi  
Micheal Phiri  
Sanele Sobantwana  
Cavall Burgess

BEHIND THE SCENES = 16

FEMALE PRESENTERS = 17

MALE PRESENTERS = 36

OVERALL BLACKS = 13

OVERALL TOTAL = 72

Having seen from Radio Today and other radio stations that it is normal for people in community radio to come and go, and I must thank the following people for their time, expertise, money, and their contribution in general who were with us in the past year/s and they left, they are Peter Lotis, Frans Erussmous, Tselani Tambo, Rafe Lavine, Ian Loggan, Leon Fourie, Mark Latila, Rita and Chris who are leaving towards the end of the month.

I must commend the people who assisted us in getting more female voices, this time last year we had half of the number we are currently having and I hope that we are going to increase that number. I also hope that we will be having some young ladies as well in our training academy because since it was started It has always been 100 percent male dominated, currently the station has only one black female and we all know that it is not a very good picture to our regulator.

Attempt has been made before by the management to get people of colour and because of our financial situation we could not keep them, mention but the few we had Bongani Bingwa, Tselani Tambo, Claudel Naidoo, Lydia

Sibanyoni, Mlungiseleli Shoba, Tsietsi Shai and they all could not continue with the company because of the same reason.

The sixteen people behind the scenes is not enough as you can see that some are still in training, three in sales, two free lancers and that puts a lot of strain to the full time staff with no back up system in place.

Let me use the opportunity to paint the picture, as you might be interested to know about my activities.

\*Pulling the links between the company and the station and that simple means long meetings, I am sure that people that joined the station in the past year will recall my meetings with them, some twice, three times and that is just only the recruitment process. The station attracts a lot of people lately so it simple means that I see a lot of people a week.

\*I work very close with the front desk in coordinating the station administration.

\*The station manager also works as the programme manager as well.

\*We all know that human resource management is a separate department in most company and it involves drafting policies, listening to individual concerns and monitoring, the list is endless with HR.

\*Spending a lot of time on both internal and external communication, remember that in the above 72 people approximately 90 percent comes once a week or once a month.

\*Attending to the listener's complaints and attending to the general feedback from both inside and outside.

\*I attend to sales related issues with the help of the sales team.

\*I spend hours reporting to the CEO and strategizing the way forward.

\*I spend a lot of time in marketing related activities and this is not just in the periphery but hands on.

\*Our CEO is fantastic in pulling new partners to the station and somebody must maintain that relationship and I assume that responsibility.

\*We all know that I am on call, anytime from a Sunday morning when we off air to a Friday evening when the power switch is off and I must just come and switch it on.

The list is endless and I am not saying this for you to feel sorry for me I enjoy what I am doing, I am painting the picture because I would like you to know what is going on behind what we all see and understanding the challenge behind the operation and there is one challenge we do not have enough human capital, going deeper we do not have money.

Take the above situation, I am my pa, technician, sales person, marketing person, programme manager, human resource manager, station manager, Pr officer and admin manager.

On the above list of presenters only three presenters do get their petrol allowance because they are here everyday, fifteen hours a week and they are Mark Taylor, David Batzofin, Errol Ballentine.

I tried to quantify the time the presenters give to the station and converted that to rands if we were to pay a minimum of R75 per hour and it came up to R31 000 a month, and R372 000 a year.

I would like to take this opportunity to thank you for your contribution in keeping the company on its one foot.

Other people who donated us with their time again and resource is Roy and James you would really think that they are the highest paid members of the company and the honest truth is they get nothing outside their commission.

Once again if you have any ideas, suggestion as far as human resource is concerned please let us know. We have prepared policies and procedures that are available in the office incase you do not have copies.

## SALES

INVOICES FOR OCTOBER 2006,  
Dave Du Preez

Arthur Bales - 3600.00

Dischem - 14700.00

Hirsch's - 9800.00

Hyde Park - 2940.00

Lynx Optics - 5240.00

Maropeng - 1720.00

OMD Media

Phumelela

Specialised Water Proofing

The Departure Lounge  
 Tinta Paints  
 40 Winks  
 Amazingwe  
 Direct Medicines  
 EMI  
 Fundi  
 Jimmy's Killer Prawns  
 Kirkpatrick & Associates  
 Onshore  
 Seniors Finance  
 Super Plumbing  
 House  
 Media Connection  
 Lou Bognon  
 Pick 'n Pay  
 SADET  
 Thom Kite Spot

Barter Deals  
 Bella's Florist  
 Nerds On Site  
 I burst  
 Next  
 African Geographic  
 Netcare  
 Wild & Marr

Six of the above clients are barter deals and they are written in italics, and five clients are sponsoring certain programme like the Radio doctor, travel, DIY etc.

Our target is ten percent of commercial airtime and in 24 hours a day and we are roughly sitting at anything between two and a half hour to one and a half hour a day.

We still have a long way to go as far as our sales are concerned, but we have made attempts in facing sales challenge.

- \* We brought an agency called united stations on board; they also own two commercial radio stations.
- \* We are in sales partnership with Theta fm from the south of Johannesburg and that will cover the question of coverage and the listeners, they are having 200 000 listeners.
- \* We are reorganizing the club so that it can bring revenues to the station.
- \* We are exploring sponsorships and donations
- \* We brought in programmes that are supposedly charming to the business man, like BBC, Talking of Nature etc.

We are making a call to anyone of us who can give us sales leads to do so.

## 7 PROGRAMMING

The station has got a very nice spread of both music and informative programmes but still entertaining, a call has been made to the presenters to mix their interviews nicely with music, and that is done by braking to music each and every 7 min, in that way we keep our programmes entertaining.

On a weekly bases we have:

Min 11hours = talk programmes  
 25 hours = rock music  
 25 hour = nostalgic music  
 6 hours = local music  
 44 hours = BBC news  
 Max 1hour 20 min = National news  
 2 hours = local news

The regulator wants us to do not less than 35 percent talk in our overall programming and that is in the hour between 05:00 – 23:00 at night. We are as well expected to do not more than 65 percent music each day, but for more information copies of the license conditions are available in the office

There two guiding principles in keeping the programmes, one it has to bring listeners and two - It must bring revenues to the station.

It is therefore important that whenever the station brings changes we are seen to be supportive of those changes than taking the opposite direction.

\* I would like to congratulate Vivian Tothill about the recent platinum award we have won from the animal anti cruelty league.

\* John Hank also made us proud because his programme Talking of Nature is now broadcasted at Channel Africa.

\* The arts and culture programme will be going to the commercial radio towards the end of the month and I would like to use this opportunity and thank the University of Johannesburg and specifically Rita and Chris for the job well done and wish them to move from strength to strength.

\* My appreciation to Cavall and the team for putting us on the map when the station came third in community radio documentary competition that was organized by the US Em

## 8 MARKETING ACTIVITIES

We have done a little bit in our marketing department :

\* We did a live broadcast of the Picasso and Africa from the Standard bank down town Johannesburg

\* The launch of Mervin King's book on governance at Sandton and it was taken live by the station.

\* The launch of our winter line up was a good marketing strategy, different news papers covered that and we had close to four hundred people at the Garden shop.

\* We did launch Karina's book at Constitution Hill

\* When South Africa the Good News was doing the Harrambe launch 1485 was there with our banners all over the place.

\* Another outside broadcast was recently done of Lou Bognon

\* On the 29th of May 2006 we did an outside broadcast of the BASA awards

\* Tony Farmer's memorial service at Sound stage

\* Rockfest in Durban made a great impact in the blues festival.

\* We made ourselves known at the Prisa conference in Sandton to about five hundred guests that were there.

\* Every year the station does an outside broadcast at Magoebaskloof, sponsored by Pick n Pay.

\* Recently we were media Partners to the CAFSA conference in Rosebank, where they had about three hundred delegates.

\* We did an outside broadcast of the African Leadership launch where the President was the guest speaker

\* Again we were media partners to the launch of Volume two of the "THE ROAD TO DEMOCRACY" book launch.

The president was a guest speaker again and we distributed 350 CDs with 1485 logo to all the delegates that were there.

\* Radio Today successfully took live the Marketing Excellence Awards function where there were close to two thousand guests.

\* Wherever Africa Geographic goes it carries 1485 logo, the whole page dedicated to the station.

\* Citizen gives us one ear plugged in the front page of their copies.

\* Look and Listen had our flyers distributed in most of their branches, High Fidelity keeps 1485 flyers at the counter in Killarney.

\* We appear in the Johannesburg brands book

\* The station does appear in the Brands and Branding book 2006 Officially Released on October 19th 2006 in Sandton.

I must once again commend Dr May for coming up with all the ideas, Roy and James make it happen.

Most of these events have absolutely no cost to the station except two of them, that is the blues festival and winter line up launch and the rest generated some income for the station.

Everything was done on the zero budget, limited resources, strong criticism in many instances, total lack of support from certain individuals but the station made it possible.

We are hoping that everybody will come on board next year with great ideas to make it even better and take the marketing of the station to another level.

## 9 COMMUNITY ACTIVITIES

- \* An average of seventeen spots are given to community announcements every week that we give to the local churches, clubs, associations and other NGOs that are doing any kind of work for the community.
- \* We give the Salvation Army 20 plugs a week by using the pre-recorded commercials.
- \* Jafta Vilage has about twelve commercials per week and it is an on going relationship

The station also does programmes that are of community interest on a weekly basis.

- \* PET GAZETTE is one of those programmes, Viviane Tothill who takes the welfare of animals very serious is really doing a great job in that programme and it shows from the platinum award she just received from the league.
- \* READY WILLING AND ABLE is one of our powerful instruments in challenging the stereotypes in the community and the society in general, Doug Anderson who hosts the programme for an hour every Sundays is very open minded and he talks just about anything that people with disability are facing. The programme has received a very good response from the community; the Quadriplegic Society gave the station a certificate of recognition.
- \* JOZI TODAY hosted by Rosemary Royyepen looks at the regeneration of the inner city, we felt that the focus has moved from the inner city of Joburg people no longer feel comfortable to go to time because of the number of reasons ranging from crime, traffic etc. Not only individuals are moving away from the city of Joburg but also businesses are doing the same. The municipality and several NGOs are trying their level best to make the area user friendly to all of us, and the programme updates the public about the new developments.
- \* VOICE OF THE SURBURBS hosted by Carine Hartman, the programme goes around different suburbs reporting on crime issues, new developments, community activities, community development projects and updating the residents of what is going on around them, the programme is every Saturday at 12:00.
- \* DIY programme sponsored by Jacks paint every Saturday morning is there to assist the community with ideas on many domestic issues.
- \* GROUNDED is a gardening programme hosted by Melanie Walker and she give ideas on how can people look after their gardens.
- \* RADIO TODAY ACADEMY the idea was born in about two and a half years ago, to help give the first hand experience to the young people who need experience in radio.

## 10 RADIO TODAY ACADEMY

The programme is 99.9 percent successful, so far 16 people have benefited from the training and mentoring process and they are :

1. Jacky Kanapi
2. Tsetse Shay
3. Sanele Sobantwana
4. Kenny
5. Edward Masache
6. Thomas Manamela
7. Lesley Wright
8. Mpumelelo Mzaca
9. William Lehong
10. Catherine Constantinides
11. Claudel Naidoo
12. Bongani Bingwa
13. Gareth Owen
14. Owen Matjie
15. Ramon Andrews
16. Mokhesi Makgobola

Our biggest challenge as the station though is to continue to maintain the balance and reflecting the demographics of our community and be in the forefront in creating tolerance and cooperation between people

I believe and hope that the station will have a successful year next year and our challenge as a collective is to try and do better than we have done this year. I must also wish the station all the best when it re applies for the

license in May 2007.

**SANELE SOBANTWANA**  
STATION MANAGER