



THE BROADCASTER  
PRESENTERS & MEMBERS NEWSLETTER  
EDITION 3 –AUGUST 2009



A word from the President - Henry Grosseck.

We are really on the move now! News that we have secured a four year funding deal with the City of Casey has provided our station with the financial stability necessary to embark on our ambitious aims to grow Casey Radio into a most successful and influential community station. Our dreams are now within our grasp. The past two years have been very challenging – establishing high quality and transparent management practice as the basis for improvement was our starting point. We have now assembled a great team of dedicated and talented Board members, each bringing unique expertise to the Boardroom discussions. Our new program format is very exciting – new shows and fresh ideas. It has been hard work getting there and a lot of competition for program space. That can only be healthy for our station. Our next challenge is to establish an annual budget, one that enables us to fulfill our dreams in a realistic and achievable manner. We must never again find ourselves in a cash flow crisis.

The hallmark of a successful 21<sup>st</sup> century organization is one that operates in an open and democratic way. To this end, in future we will be advertising all salaried positions at the station in the local papers and conducting proper selection processes. The first position to be advertised will be our station manager position. This is a full time position and will be advertised in September. Other positions will be advertised following the appointment of our station manager who will be a member on the selection panel for these positions. Professionalism is a high priority for our station. Please read your station handbooks and guidelines as they are basis for how we expect people to behave when representing our station, either as a presenter, staff member or volunteer. Never forget that the public is our client! We are planning improvements to our premises, purchasing new equipment, increasing our memberships and sponsorships and becoming better known as a community radio station for all the right reasons. To achieve this we need to work together as a united team and in doing so we can only succeed.

## WEB SITE – NEAR COMPLETION

Peter Cummins has done a brilliant job updating the 3ser Web site. I ask that everyone please check their slot in the Program Guide. For those who Helen hasn't as yet taken your photo, can you please provide a snapshot along with a short description or other relevant contact details etc, by either giving to Craig or email [hturner@3ser.org.au](mailto:hturner@3ser.org.au). Thank you.



Katrina Mihai, our Sponsorship Manager, has been working very hard at getting new business for our radio station.

Vouchers promoting Krispy Kreme and Pancake Parlor, will be given away during these following programs.

- Monday  
International News by Jammie & The Living Life program
- Tuesday  
Craig Davenport's CD Variety Vault
- Wednesday  
Graham Oosthuizen's G-Factor
- Thursday's  
Tommy Carter Show
- Fridays  
Sport Show
- Saturday 6pm Music show.

Listeners tuning into Casey Radio 97.7fm during these program times will be required to provide their mailing address so as their prize can be posted to them.

## MONASH UNIVERSITY PROGRAM

We are very happy to welcome to our Breakfast program on Thursdays several Monash University students.



Samantha and Alicia are a couple of these presenters



## BOOKS BOOKS AND MORE BOOKS

The Friends of the Cranbourne Library had a book sale recently and raised a great amount to donate back to the Library. However there were still many books left unsold. I have been in contact with several children's hospitals, however they have restrictions at taking second hand books. Another idea was to send overseas to Orphanages or schools, again the logistics and costs involved is daunting.

It would be a shame to see such wonderful books pulped for the want of finding suitable destinations, thus giving others the joy of reading.

