

Twenty4 Community Media annual Report

August 2007 – August 2008



**Twenty4 Community
Media**

TWENTY4 COMMUNITY MEDIA

Authored by: Philip Mallis - CEO

Twenty4 Community Media annual Report

August 2007 – August 2008

General Introduction

This year has impacted dramatically on almost every aspect of Twenty4 Community Media. It was marked mainly with the launching of Project Lyrebird, the most ambitious undertaking ever attempted by this organisation, the increased correspondence with the community and the expansion of the delivery area to Maud Street.

With the recent approval of the Victorian Government of the \$272 in funding required by Twenty4 to embark on our volunteer recruitment campaign, three of our 'six points' (Twenty4 Community Media's goals and aims), "To provide opportunities for young people in the community to become involved in community work", "To help and encourage young people to participate in local community organisation" and "To provide basic training and experience for volunteers who are members of the organisation", are now much closer to being achieved.

The respective launches of the websites for Twenty4 meant that now Twenty4 has excellent access to a new medium; the internet. With the launch of *The Sutton's* website, it meant that every edition for the past four months is posted on the website, allowing them to be downloaded by anyone anywhere. The launch of the recruitment website also meant that volunteers could apply without using 'snail mail' making it much more attractive to young prospective volunteers and hence, making Project Lyrebird just that little bit easier.

3NB report

Finance Department

3NB is allocated a minority of Twenty4's budget, only \$55 out of the \$152.50 available but this year we made it our aim to keep spending to minimum and still provide quality services to the community. We achieved this goal with few hiccups. We were still able to keep our technology and quality of broadcasting up to scratch and keeping spending down to \$6:00 this year.

Figure 1.1

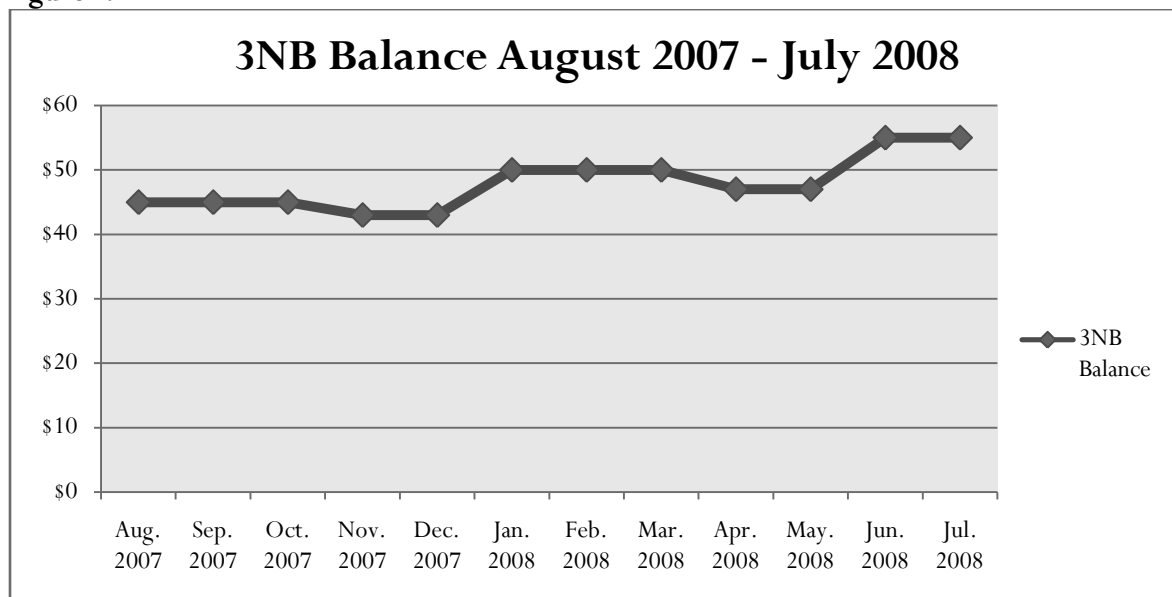


Figure 1.2

3NB Balance Table: August 2007 – July 2008

Month	Aug 2007	Sep 2007	Oct 2007	Nov 2007	Dec 2007	Jan 2008	Feb 2008	Mar 2008
Balance	\$45	\$45	\$45	\$43	\$43	\$50	\$50	\$50

Month	Apr 2008	May 2008	Jun 2008	Jul 2008
Balance	\$47	\$47	\$55	\$55

Research & Marketing Department

The Research & Marketing Department has been relatively quiet for the past year, apart from bringing some important contributions to Project Lyrebird. We brought forward the idea that at least one of the four projected new volunteers would be involved with 3NB to further widen our target audience to include youth interested in radio and public speaking. This was taken into account and is still under consideration by the general manager. For further information, see 'Project Lyrebird Report'. Our program sub-department is currently in the final stages of launching a new program for 3NB. The new program will be available on the 3NB website once completed.

Information Technology Department

As technology progresses, 3NB must do its best to keep up but keep within budget. The I.T Department played a key role in ensuring that existing equipment does not fall in disrepair (through the Maintenance Sub-Department) and that new equipment can be purchased without going over budget. There were two major computer crashes this year and the I.T Department managed to rectify the first problem without too much disruption but the second problem took a little longer to solve and services were disrupted. We did excellently this year in achieving these goals and are on track to continue this successful policy over the coming years.

Reporter & Presenter Department

The Reporter & Presenter Department thankfully did not have much work to do this year. No breaches of rules were reported and no complaints from reporters or presenters were made. We hope that this continues.

News Department

There was additional strain thrown onto the News Department mid-way through this year with the collapse of the computer system twice, but was handled excellently. We still managed to deliver the news almost always on time and accurately for the newsreader. We are aiming to continue our problem-solving and improvisation when problems occur.

Public Affairs Department

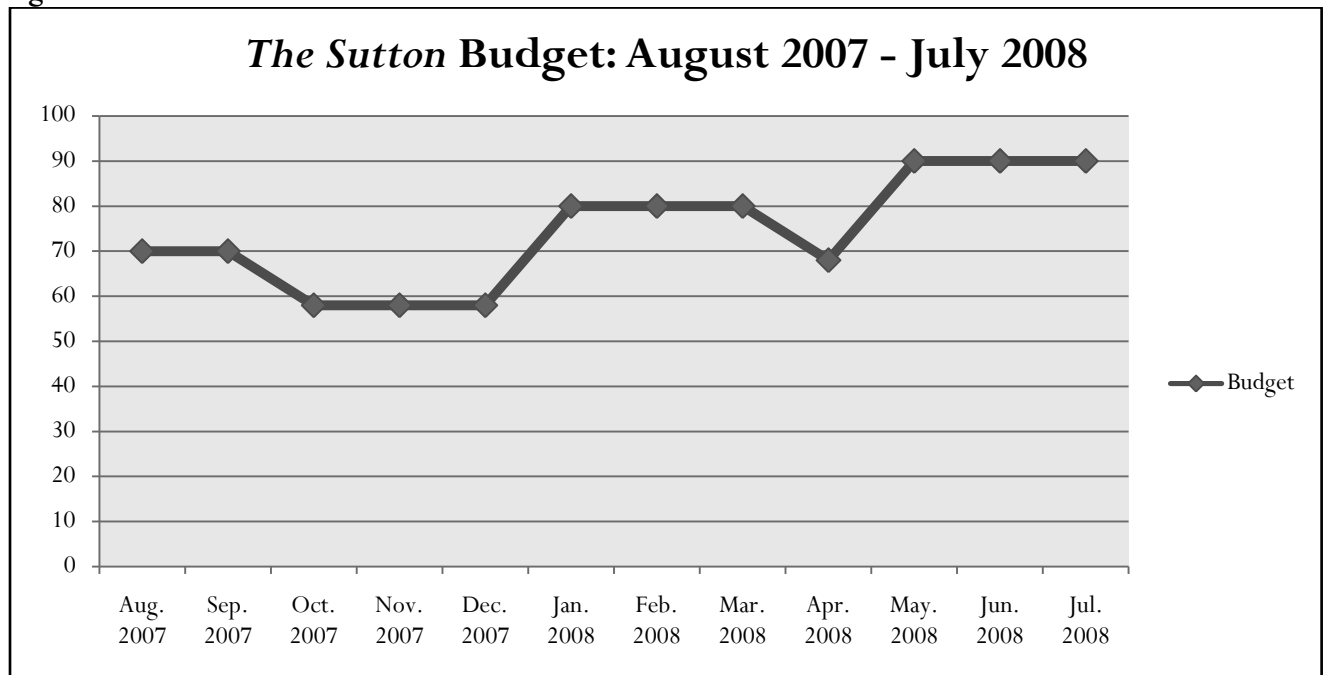
Project Lyrebird provided our first opportunity to make a real impact on 3NB. We helped the Research & Marketing Department bring forward and develop their proposals for Project Lyrebird which in turn made sure that our opinion was heard by the general manager and other departments.

The Sutton Report

Finance Department

The Sutton gets the lion's share of Twenty4's budget (\$90), but these funds have to mainly be spent on printing costs. This does not leave much money left over for other things, such as projects to improve *The Sutton* and its services. With the expansion of the delivery area to Maud Street earlier this year, printing costs doubled. This was predicted in a preliminary report and so we were able to keep the extra expenses in check. Another new expenditure was the printing of posters and other promotional material for projects outside of Project Lyrebird or as auxiliary projects of Project Lyrebird, such as Project Osprey. Project Lyrebird is expected to take up much of the Finance Department's resources during the coming months to keep track of where the funds go.

Figure 2.1



Research & Marketing Department

Project Lyrebird is expected to keep our attention and much of our resources for at least the next two months as we work towards securing advertisements and designing posters and leaflets for our upcoming advertising campaign. After phases one and two are completed, the Research & Marketing Department has no further role in Project Lyrebird and so will be able to focus its attention on Project Osprey, another project focusing on advertising to attract more volunteers from a more specific medium. Over the past year, we have been quite busy organising and securing funding for Project Lyrebird, as well as a host of other projects. One of these being Project Ibis, the expansion of *The Sutton's* delivery area into Maud St which we spent a lot of time and effort on compiling the report and project. This project was one of the few projects which were completed ahead of schedule and, as the Research & Marketing Department played a major part in this project, we have a lot to be proud of.

Reporter & Photographer Department

The Reporter & Photographer Department thankfully did not have much work to do this year. No breaches of rules were reported and no complaints from reporters or presenters were made.

Public Affairs Department

With the expansion of the delivery area into Maud Street, the Distribution Sub-Department has had a bigger task on their hands and with plans to expand even further, the Public Affairs Department has been lobbying on behalf of the Distribution Sub-Department to either find a new volunteer that delivers (and perhaps prints) *The Sutton*, or give this responsibility to one of the volunteers that comes upon the completion of Project Lyrebird. The Public Affairs Department has generally done very well, but with the exception of one debacle: The William Foley 'scam'. This was a major research error made by the Public Affairs Department that resulted in the department wrongly accusing a man who emailed us some information on a family tree that he was trying to find in North Balwyn, of being a scammer. But the problem was rectified very well by the department in the end.

Other

Training & Recruitment Sub-Department

We have been very busy in the past year and expect to remain this busy for at least the next five months due to the effects of Project Lyrebird. The first new volunteer was accepted earlier this year and almost all the processes ran smoothly. The ones that didn't were reported to the Public Affairs Department and acted upon.

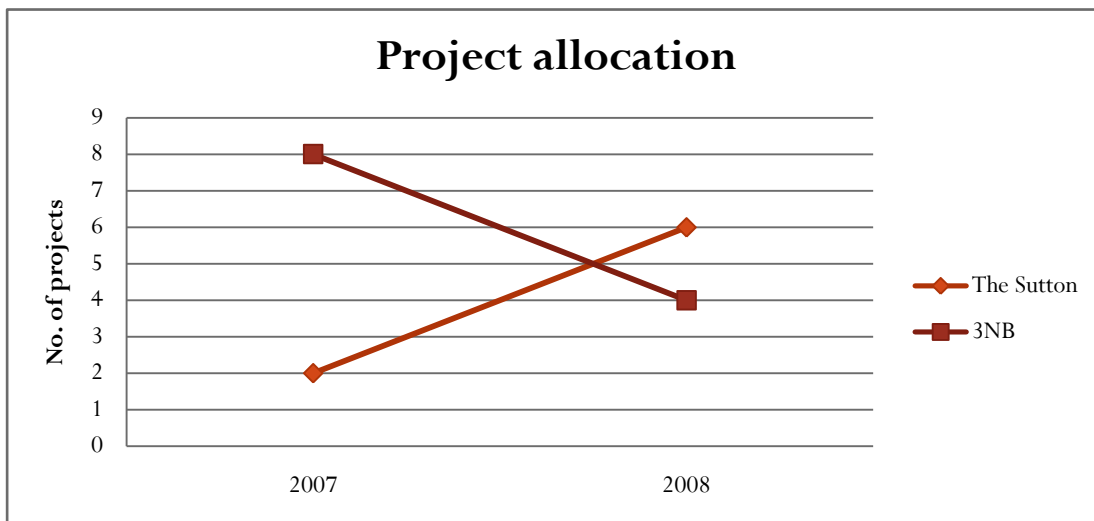
The Future

The Sutton has now become the flagship of Twenty4 Community Media and will continue to remain so. But this is not to be done at the expense of 3NB; funding would be allocated according to needs (as it is now). For example, *The Sutton* receives more funding mainly because of printing costs. But with Project Lyrebird swinging into action, *The Sutton* is almost the entire focus of the project, with at least three of the volunteers to be allocated to it and only one (possibly) to 3NB. As figures 3.1 and 3.2 show, the number of projects specifically allocated to *The Sutton* this year has increased.

Figure 3.1

Project Name	<i>The Sutton</i>	3NB
Ibis	✓	
Jabiru	✓	
Kangaroo		✓
Lyrebird	✓	✓
Mudskipper	✓	✓
Numbat	✓	
Osprey	✓	✓

Figure 3.2



The Sutton will also be a major part of our next projected volunteers project, Project Peacock. Although this has not been officially launched, and only minor work has begun on it, it will be a follow-up project to Project Lyrebird for an extra one or two volunteers, obtained without funding from the Victorian Government.

Conclusion

Overall, this year has been a very successful and active one for Twenty4 Community Media. The balance of projects between *The Sutton* and 3NB has been struck, new volunteers will be coming in shortly, *The Sutton* is set to expand even further and our balance is in the green.

Signatures

Sign and print your name and position

Approval 1

Date

Approval 2

Date

Approval 3

Date