

cambridge  
105 radio

PRESENTER  
HANDBOOK



April 2019

# all about us

**Cambridge 105 Radio broadcasts across the City and South Cambridgeshire.  
We commenced transmission on July 19, 2010.**

You can hear Cambridge 105 Radio online, on digital as part of the Trial Cambridge multiplex and on 105 FM. On your mobile, tablet or smart TV we're available through apps such as RadioPlayer and TuneIn. Content is also distributed via Mixcloud and iTunes with podcasts available to download.

During the day we broadcast a mix of music, news and information from our Gwydir Street studios. In the evening and across the weekend there's specialist music shows covering indie, folk, rock and country with an emphasis on Cambridge artists and live performance. You'll also hear a wide range of feature programmes on topics including film, books, food & drink and the arts.

Cambridge 105 Radio is regulated by Ofcom.

Cambridge 105 Radio is a voluntary, not-for-profit organisation, registered as a Limited by Guarantee company. Whilst we are not a registered charity, we operate with charitable aims and are recognised as doing so by the Cambridgeshire Community Foundation.

We're funded by a mix of advertising, grants and donations.

**[www.cambridge105.co.uk](http://www.cambridge105.co.uk)**

# what's in a name?

Here at Cambridge 105 Radio we're a little sensitive about what we're called. When writing about us in print or online we're "Cambridge 105 Radio". The radio bit is important as, like many stations we're listened to in many different ways: Online, on digital and on FM.

*We're not...*

105 FM

Radio 105

Cambridge 105 FM

Cambridge Radio 105

Cambridge FM Radio

... or even Cambridge 105 when it comes to print or online.

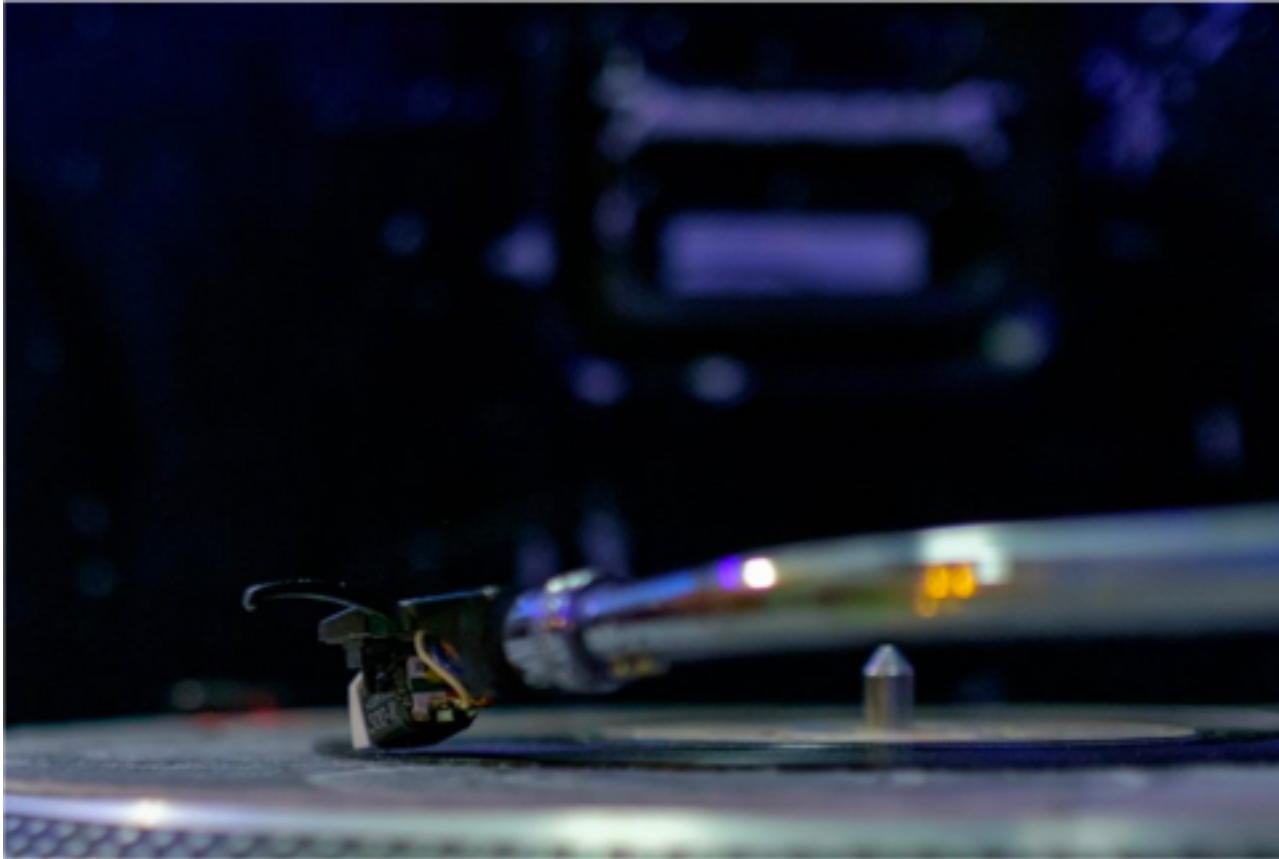


On-air you may occasionally still hear the shortened phrase "Cambridge 105".

While our logo is always written in lower case, when spelt out the name is written in title case with a space between each of the three elements, 'Cambridge 105 Radio'.



# identifying the station



As of October 16, 2017 our name is  
"Cambridge 105 Radio".

We're "Across the City and South Cambridgeshire".

You can find us "online, on digital and on FM"

If you're presenting a specialist show you can refer  
to us as "The Home of Cambridge Music".

Encourage the listener to download the RadioPlayer  
app from their favourite app store. (You might want  
to say how you've used it).

Please avoid using the old strapline "Community  
Radio in Your City" or shortened phrases like  
"Cambridge 105" or "105" (after seven years the  
listener will no doubt do that, but we shouldn't  
encourage them!).

## our area

Cambridge 105 Radio broadcasts to Cambridge and South Cambridgeshire.

It's important to remember this, because while it might be exciting to get an email from Germany or the United States, the bulk of people who listen will either be within our area or have a connection to it.

During the day that means referencing places you've been to or a local organisation that is doing good work within the community – and not just when there's a studio guest.

After dark, we've made a reputation as the "Home of Cambridge Music", a place where you can hear upcoming local artists, or music that isn't generally heard on radio in the city.



# timings

A Cambridge 105 Radio hour is actually 57 minutes and 52 seconds.

That's to allow for the Sky News at the top of each hour.

For 'live' shows the studio clock will count you down to the start of the news jingle – or a top-of-the-hour ad break.

If you're recording a show you need to leave 1:59 at the start of your show and 90 seconds at the end.

An additional 10 to 15 seconds of silence should be added to the end of a recording to allow for the transition of one show to another.

With music-based shows we don't usually break for news midway through a programme, so just leave the space at the beginning and the end.



# catchup

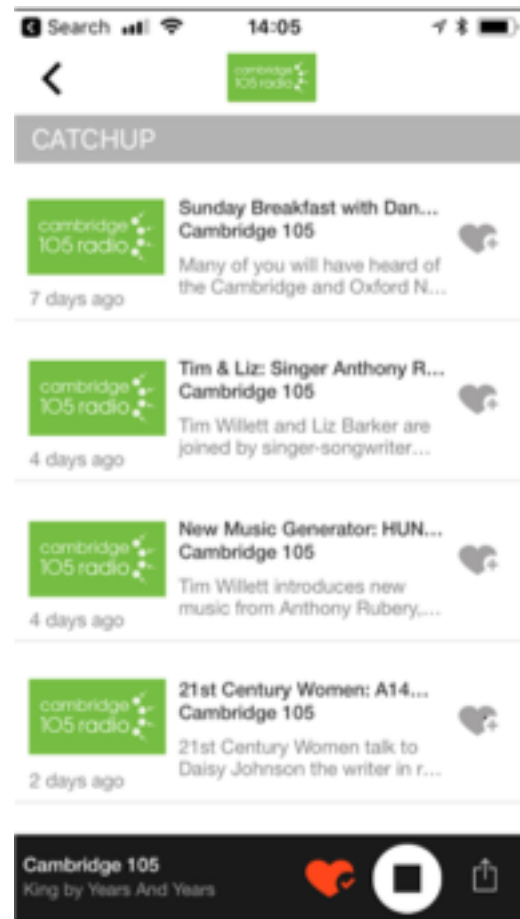
Increasingly, listeners want to hear Cambridge 105 Radio on their own terms – and we want to make it as easy as possible for them to do so.

All shows that offer catchup can be found on the Cambridge 105 Radio website.

Speech shows or individual interviews (without commercial music) are placed directly on the website and forwarded to iTunes, TuneIn\* and the RadioPlayer (pictured).

Mixclouds are directly embedded on [cambridge105.co.uk](http://cambridge105.co.uk) – so please direct the listener to your show page rather than the Mixcloud website.

\*We love TuneIn, but to avoid bombarding the listener with too many names we only promote the UK centric RadioPlayer.



# uploading catchup

You can download a recording of your show from the Record of Transmission (ROT).

This can be found on any PC around the studios.

Like any show remember to start with a jingle identifying the content as coming from Cambridge 105 Radio. This includes any sponsorship messages.

If you're uploading to Mixcloud you'll also need to make sure that Cambridge 105 Radio is identified in the text.







## dressed for success

While we're here to do radio for the benefit of the community, rather than offer fashion tips, it's important that when representing the station we look the part.

The green t-shirts that served us well also have a habit of making us look scruffy.

So when deciding what to wear on Cambridge 105 Radio duty, take a lead from your favourite news or sports presenter.

Of course what you choose for Strawberry Fair might be different to when you interview the boss of a local business.

Consider some of the branded items available exclusively from the Members' Area of the website.

# social media



Social Media, notably Facebook and Twitter, is an important part of the marketing toolbox.

Cambridge 105 Radio actively promotes its Facebook and Twitter accounts and there are many individual show accounts.

Please make sure you correctly reference 'Cambridge 105 Radio' or better still '@cambridge105'.

When Tweeting in a personal capacity keep in mind who you may meet on the air. For example, it's not a good idea to declare your support for particular political party if you might be interviewing its rival a few days later.



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**Cambridge 105 Radio**

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Web [www.cambridge105.co.uk](http://www.cambridge105.co.uk)

## sending email

If you're booking a guest or writing to someone on behalf of the station it's important the email looks like it's come from, well, the station.

You'd think it strange if your bank manager sent you an email from a Hotmail account wouldn't you?

Create a Cambridge 105 Radio email signature similar to the one on the left and configure your email client so the sender address shows a [@cambridge105.co.uk](mailto:@cambridge105.co.uk) email address.





# schedule info

Please send details of what's coming up in your show well in advance or at the very latest 24 hours before broadcast. (The later it's sent, the less likely it is to be included.)

The address is [schedule@cambridge105.co.uk](mailto:schedule@cambridge105.co.uk)

There's some key deadlines, for example the presenter of a mid-morning show might want to tell everyone what's on at the same time tomorrow.

If you're recording a programme for later broadcast, then you're probably doing so a few days in advance, and it's always good to say what's coming up next.

And of course there's the Cambridge 105 Radio Weekly, published every Friday. It's a great opportunity to get what's on your show to 1,300 readers.

Deadline is Wednesday lunchtime.





# the boring stuff

Our text is 07919 070490 (oh seven nine one nine oh seven oh four nine oh).

The website address is [cambridge105.co.uk](http://cambridge105.co.uk) (dot co dot you kay). Don't bother with the WWW bit. It's pretty obvious and is also cumbersome to say.

Tweet: @cambridge105 (at Cambridge one-oh-five).

Or "Find us on Facebook".

On-air we're simply "Cambridge 105 Radio" Please don't use any other variants.

Remind the listener that he/she can receive us "whenever and wherever you want" online and on the RadioPlayer app.



# contacts

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**Julian Clover:** News Editor & Webmaster  
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**What's Ons:** (Karen Stringer)  
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**Board:** (Steve Potter, Greg Butler & Trevor Dann)  
[board@cambridge105.co.uk](mailto:board@cambridge105.co.uk)

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**Report Engineering Fault:** <https://goo.gl/N8hzYG>

**Members' Area:**  
[www.cambridge105.co.uk/members](http://www.cambridge105.co.uk/members)

**Facebook Group:**  
<https://www.facebook.com/groups/259684997489116/?ref=bookmarks>