

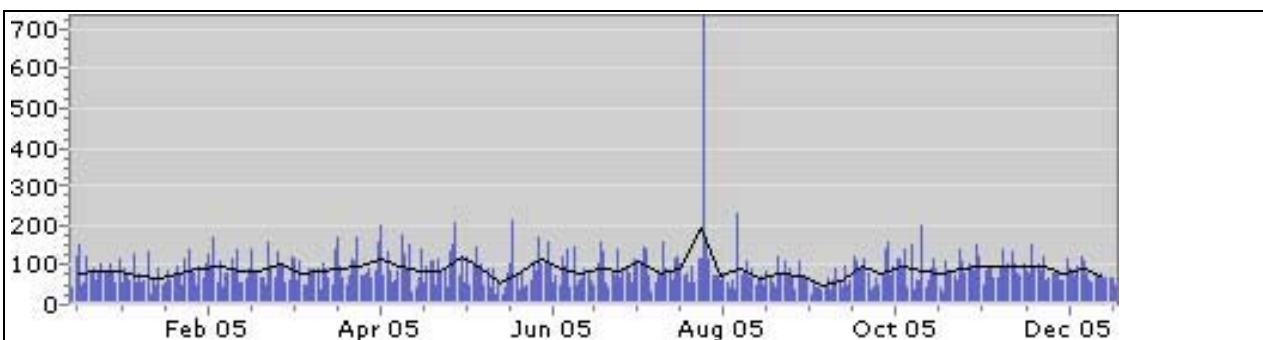
## Webmaster Report Neil Bailey

This is my second year in the Webmaster role and has proven to be an incredibly busy one with many updates during this important last year for Rookwood Sound.

Since the last AGM in March 2005, all pages were given a refresh redesigning and simplifying where possible. As was started last year a copy of the AGM reports were posted online, along with special events pages created as and when they happened. The website is updated regularly to keep both listeners and members involved of coming events.

2005 has been a busy year for the station with success at the National Hospital Radio Awards in April taking the bronze prize in the station of the year, All Request Saturdays in March and September, the 18<sup>th</sup> Birthday Bash in October, and the Plough Singers in Concert during December – all of these events have been promoted on the website, and helped to share news of our success to other stations including the Independent national newspaper writing an article about the top 10 hospital radio stations in the UK.

At the time last AGM report was written in 2005, the website had been viewed 10,900 times and our 4<sup>th</sup> year online year this figure now stands at 16,131 hits. In the last year the website has had 5231 hits in 2005 and an extra 531 compared to last year. In total, last year pages on the website were visited a total of 31,885 times which is an increase of 9,685 hits (30% increase) which is a fantastic result for the website.



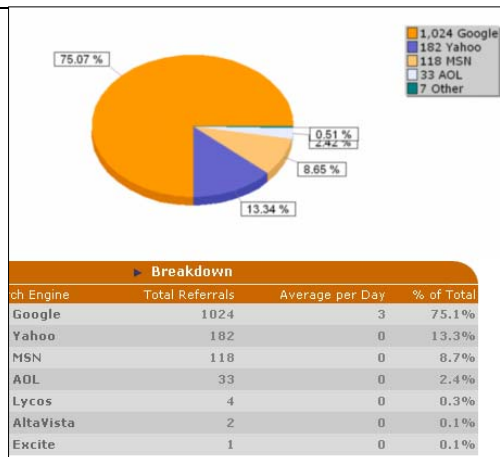
### Total Hits at Rookwood Sound Online from January to December 2005

Apparently according to the statistics 10<sup>th</sup> August was the most popular day with 7161 hits to our pages... Technology eh! In second place, 2<sup>nd</sup> May with 2000 hits and third place the 4<sup>th</sup> June with 1175 hits.

A hit is when someone accesses a web page – in this case any page on the Rookwood Sound website.

Last year the most popular day of the week to visit was Monday, changing from Tuesday last year – between 8pm and 9pm.

Building on last year’s success, Rookwood Sound online now gets more referrals from top search engines (e.g. Google). In 2004, Google was top directing 709 visitors to our pages; in 2005 this has increased to 1024!



Most commonly accessed pages	
/index.htm	with 4907 hits
/robots.txt	with 4213 hits
/programmemain.htm	with 1472 hits
/news.htm	with 1055 hits
/history.htm	with 1026 hits
/contact.htm	with 977 hits
/training.htm	with 857 hits
/join.htm	with 795 hits
/links.htm	with 768 hits
/technicalinfo.htm	with 746 hits

The most commonly accessed pages on the website are shown in the table to the left – robots is a system which checked our website for errors with our links hence why they number of hits are so high.

For the website, 2005 was a very busy year with regular updates to the main page and other pages on the site. We covered all the main events through the year, from the National Hospital Radio Awards in April, the 18<sup>th</sup> Birthday Bash in October, and of course the All Request Saturdays in February and September.

The website now has a photo gallery from the outside events through the year, current News stories, up to date Programme Schedule, last years AGM reports, new Online Application form and Sponsorship forms.

All presenters have an email address, and new members are issued with their address when they join the station.

What’s Next for the website? Well another exciting year for the website is in store, with Internet access soon to be installed in the record library. This will prove to be a huge

asset for the website with easy Internet access for all members of the station – this will allow members to access email and information at the station. Over the next year, there will be the publication of our policies online for members to access, with minutes from general meetings and newsletters available online (as part of an intranet – subject to development).

I also look forward to your continued support for the next year; I have had an enjoyable second year as Webmaster and look forward to the third successful year. I would like to take the opportunity to thank all of the members and Executive Committee of Rookwood Sound for your help and assistance over the last year, without you my role would be incredibly difficult!

### **Production Editor Report – Neil Bailey**

Since being appointed at this role in November I've been very busy with producing jingles for Christmas and New Year. Also I've remixed the news jingle currently in use at the station.

What's Next?! Steve and myself are currently re-arrange jingles on the Myriad system, with changes in locations of jingles and programmes. Also more Updates and refresh image jingles and other system jingles over the coming year.