

Alpine Air Waves

Official newsletter of Alpine Radio 92.5 FM



Volume 5 Issue 11 Summer 2009

— “Community Broadcasting – Ordinary People Engaged In An Extraordinary Enterprise” —

Alpine Air Waves is published twice per year (*winter and summer*) to communicate station news to its members, presenters, volunteers, sponsors and others interested in community broadcasting in the Upper Kiewa Valley.

We are a community radio station that is independent, not-for-profit, community owned and operated and is run completely by volunteers.

We rely on the active support of our listeners, members, volunteers and sponsors for the day to day operation of the station.

The station is located in the Mt Beauty Visitor Information Centre Precinct in north-east Victoria.

Membership

We stand for Access, Diversity, Localism, Independence & Innovation. Your support is vital for this unique service to continue. Family/Couple \$20, Single \$15, Pensioner/Student \$10, Business \$30 & Community Organisation \$30.

Sponsorships

The station has developed a number of attractive sponsorship packages (i.e. paid advertising) suitable for all types of businesses. The packages can be viewed on our website at <www.alpineradio.com.au> or a copy downloaded. All production is done in-house. We are fully equipped for digital production using the latest audio editing software and backing music.

Broadcast Training

New presenters are always welcome and training is offered. We pride ourselves on delivering practical training on a one to one basis. In conjunction with Mt Beauty Secondary College, training is also offered for school students.



Alpine Shire



ACMA extends licence area of Mount Beauty community radio service in north-east Victoria

Alex Craig

The Australian Communications and Media Authority (ACMA) will extend the licence area of the community radio broadcasting service 3VKV, known as Alpine Radio, to include the townships of **Bright, Dederang and Falls Creek**.

The broadcasting frequency will change from 92.5 FM to 96.5 FM.

Following consideration of the supporting evidence provided by Alpine Radio, it is considered that there are strong community of interest links between these towns, Chris Chapman, Chairman of the ACMA, said.

The ACMA has varied the technical specifications of the service to reflect a change in the transmitter site, a variation of the frequency and an increase in power. These changes will ensure that the service will provide adequate coverage into the new licence area.

Alpine Radio's transmitter is currently situated on the corner of Mountain Creek and Damms Rd, Tawonga, but Rob O'Connor, the radio's technical officer, is in discussion with various companies who own sites at Big Hill where he is hoping to relocate the transmitter.

Alpine Radio began transmission in August 2003, and two years later began to have ambitions to extend its broadcasting area, but the process of getting the application through ACMA was extremely slow, with no appreciable advancement in the process after three years of effort.

The whole business was very frustrating for the station who only wanted to expand its coverage within the Alpine Shire for the benefit of all residents, secretary Paul L'Huillier said.

Finally, with some backing from Sophie Mirabella, Federal Member for Indi, an agreement was reached last week for Alpine Radio to enlarge its broadcasting area and relocate its transmitter to Big Hill (1,350m). The whole process took four years.

I believe that the fallout from the recent bushfires had a strong influence on the decision, Mr O'Connor said.

We hope to be very much involved in getting information out to the community in the event of any other disaster situations.

During the last two fire seasons, Alpine Radio was on air 24 hours a day during the danger period, reassuring residents and keeping them up to date with news from the fire fronts.

It is now officially listed on the Alpine Shire website as one of the emergency service contacts.

All members of Alpine Radio are looking forward to expanding into the Ovens Valley, to Falls Creek and Dederang, and are hoping for an influx of new members, presenters and supporters who will provide new input and ideas for the success of the station.



Nick Brown

Nick has been presenting for 12 months and has two shows: *Monday Breakfast* 6-9am and *Milestones (jazz & blues)* Thursday 9pm-midnight.



Ian Smith

Ian has been presenting for 18 months and presents *FSI (Folk, Show & Inspirational)* with *ILS Monday* 12 noon-3pm. He also assists with *Praise in the Alps* Sunday 5-6pm.

Alpine Air Waves

— Published in summer & winter —

Publisher

Alpine Radio 92.5 FM

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Committee of Management

— 2009/10 —

President	• Paul L'Huillier (Acting)	Volunteer Positions	
V-President	• Yvonne Sutton	Technical Officer	• Rob O'Connor
Secretary & IT	• Paul L'Huillier	Music Library	
Treasurer	• Wendy Hutton	Co-ordinator	• Ian Erbacher
Media & PR	• Alex Craig	Training	
Committee	• Bill Sutton	Co-ordinator	• Bill Sutton
	• Wendy Blake	Maintenance	
	• Warwick Randall	Officer	• Vacant
		Site Manager	• Dick Puttyfoot
Voluntary Staff Positions			
Station Manager	• Yvonne Sutton		
Sales Representatives	• Albury/Wodonga - Sally Ley		
	• U K Valley - Paul L'Huillier		



By Invitation

Senator The Hon Stephen Conroy
Minister for Broadband,
Communications
& the Digital Economy

Community radio is a valued component of our national media landscape and the Community Broadcasting Association of Australia should be congratulated for its great work representing and supporting this important sector.

There are more than 270 member stations actively broadcasting nationwide, providing important services to local communities such as news, information and special interest programming that may well otherwise never be created or heard.

“The ability to innovate is a key characteristic of community radio as it strives to cater to the needs of different groups across our national and local communities”.

Importantly, these stations support diversity in the broadcasting sector as a whole. They help ensure variety and choice, two important factors to meet goals for an inclusive and creative media sector.

Community radio has long played an important role in this regard and deserves continued credit for its commitment and passion, especially as so much is done on a volunteer basis. This special role is also ably reflected in the theme of the CBAA annual conference this year: Community Innovators. The ability to innovate is a key characteristic of community radio as it strives to cater to the needs of different groups across our national and local communities.

Community broadcasters rely heavily on the passion and creativity of volunteers to produce diverse and inventive programming and the growing success of community radio is testament to this character and dedication. The results of this commitment are borne out in statistics and the evolution of community broadcasters to exploit emerging media opportunities.

According to last year's McNair survey, 4.5 million people aged 15+ listen to community radio every week. Listeners who responded to the survey offered a strong view that they tune in because community radio provides unique programs and content not available anywhere else. This makes community radio an essential component of our broadcasting landscape, one clearly cherished by people all over the country.

The Rudd Government shares the public's enthusiasm for community radio, and has demonstrated that enthusiasm by providing \$16.3 million in funding this financial year. Amongst other things, this funding supports general station operations, Indigenous broadcasting, radio for the print handicapped, accredited training programs for volunteers and transmission cost subsidies. Government funding also includes \$600,000 annually for the National Training Project, ensuring that community broadcasters can develop the skills they need.

Additionally, and importantly as community radio plans for the future, we have funded the community sector to participate in the rollout of digital radio in the mainland state capital cities. The success of this new radio platform will be greatly strengthened by the presence of community stations alongside commercial and national broadcasters.

Digital radio is just one example of the increasing choice and availability for media content, platforms and devices. It is hard to ignore the fact that new technologies are transforming the media landscape in Australia and throughout the world. Technologies such as podcasting, the internet and digital radio pose challenges and opportunities for the community broadcasting sector as it seeks to find new ways of engaging with its audience.

Given the unique and valued role community radio has played to date, I have strong confidence about the way it will position itself to thrive in the emerging media environment. Recognition, support and celebration for innovation will be an important part of its future.

Congratulations on your ongoing successes and best wishes for the sector as you plan your future and the future of community broadcasting in the exciting emerging media world.

Acknowledgement is given to the CBAA's CBX Magazine (December '09 issue) for allowing us to reprint this article.

Did You Know

- 57% Australians (15+) listen to community radio every month
- 9.5 million Australians (15+) listen to community radio every month
- 351 fully licensed community radio stations
- 50 temporary licensed community radio stations
- 7 ethnic stations
- 15 RPH stations
- 19 Indigenous stations
- 34 religious stations
- 8 youth stations
- 5 senior/mature age stations
- 4 fine music stations
- 20,751 volunteers
- Average 74 volunteers per station
- 90% of stations have volunteers under 26 years of age
- 32% of all community radio stations were sole providers of local programming in their area
- Community radio stations broadcast 131 hours of local content average week
- 36% of music programming is Australian music
- 12,549 hours of Australian music broadcast weekly across Australia
- Average of 44 hours Australia music broadcast by community radio stations every week
- Nationally, 234 hours of Australian music recorded every week by community radio stations
- Nationally, 2,439 hours of programs broadcast for people from non-English speaking background, weekly
- 41% (1,411 hours per week) of stations broadcast programming aimed at Indigenous audiences
- 17% of stations provide programming for people who are print handicapped (1,594 hours per week)
- Sponsorship largest income category – 41% of national income
- Subscription/membership 7% of national income

The 'Schools In' — radio program

Cathy Gunn

This year the Mount Beauty Secondary College 'School's In' program on Thursdays at one o'clock was run by the students participating in the Mount Beauty Secondary College middle school English unit 'Radio Daze' run by Cathy Gunn.

As part of their assessment, the students were rostered in pairs to present the program every week. Some of the students had participated before when the Year 7 classes from 2008 had a turn at the microphone, but most were brand new to the joys of broadcasting. It was terrific to see some very nervous kids, who blanched at the sight of an on light turn into relaxed and cheerful presenters. Once the technology was mastered, and the kids do that really quickly, it was not so terrifying and being able to choose their own music to play made it just that much more fun. Little did they know they were working very hard on improving their reading, oral communication, listening and problem solving skills!

Two students have taken a program of their own (*The Tall & Curly Show*) through their experience. Zoe Dixon and Pat Schult are currently undertaking a little further training with Bill Sutton before being let loose on the air-waves.

Mount Beauty Secondary College is very grateful to Alpine Radio for the continuing support of the students. Next year we are hoping to continue the tradition of having kids on air.

Merry Christmas and see you in the New Year.



Mary Smith - Life Membership
Yvonne Sutton (right) presenting Mary with a Life Membership gift at the 2009 AGM

Program idea?

Do you have an idea for a program that should be on the station? Call us to discuss or drop us a line.

Check out the station's website
www.alpineradio.com.au

It includes station history, the latest program guide, sponsorship packages and past newsletters.

Off-Air

- **Memberships due!** — If this newsletter has a membership form enclosed, it indicates your membership is now due. We appreciate your on-going support of the station and urge you to renew by returning the enclosed form and appropriate fee as soon as possible.
- **Station relocation downstairs** — Stage 2 — The construction of the 'shell' within the large Shire building to house three studios, a music library, reception area and manager's office is in progress thanks to the grant received from the Alpine Shire in 2008. Local builder Mike Smith has built the downstairs main studio with local painter and radio presenter Larry Gardam painting it for us. The electrical work is currently being completed. Dick Puttyfoot (Site Manager) and his various helpers have been instrumental in keeping this major undertaking on track. Further work will depend on the availability of funds and volunteer labour. The third Stage will involve the complete outfitting of the studios and other areas. Thank you to Liz Smith and Jim and Meg Crebbin for the donations of carpet and curtains for the area.
- **Relocation of Transmitter to Big Hill** — This has been a four year project for the station to enable us to increase our coverage throughout the Alpine Shire. On 26 November 2009 The Australian Communications and Media Authority (ACMA) announced that we had been granted a licence extension to broadcast into Bright, Dederang and Falls Creek — a major achievement for the station.
- **Welcome to new presenters & committee members** — Zoe Dixon and Pat Schult (Mt Beauty SC students), Mariel Anderson, Alex Craig, Lin Baird and Brody Pownall. Also a welcome back to Wendy Blake who has recovered from her illness and is presenting her 'Sharing & Caring' program on Tuesdays at 12 noon. Also returning is Derek Hutton who is presenting the *Sunday Night Classics* program. New presenters and volunteers are always welcome. Please talk to our station manager Yvonne Sutton if interested. We welcome *new committee members* Alex Craig (media and public relations), Warwick Randall and newly co-opted member Wendy Blake.
- **Retiring presenters & committee members** — Thank you to Mary Smith (president, presenter and sponsorship manager) and Jemma Houzaife (presenter) for your contribution to community radio in the UKV. Both have left the area. Also Dave Horsfall, our long serving presenter from Wodonga, current committee of management member and Albury Wodonga Sales Representative is retiring from the station. All the best, Dave, and thank you for your contribution to the station.
- **Toot Your Own Horn** — We were successful with a minor award in this CBAA competition. The award related to our first *official* outside broadcast in December '08.
- **Station working bees** — A number of these have been organised by Dick Puttyfoot and Rob O'Connor over the past year to continue our efforts to relocate the studio downstairs. Thank you to all volunteers who have made themselves available for one or a number of these working bees. We are getting there.
- **Programming** — The station takes some programs from the Community Radio Network via Satellite i.e. *Top of the Pops* (UK top 40), *Deadly Sounds* (indigenous music), *Spotlight* (latest country news & music), *Off the Record* (roots & blues), *Beale Street Caravan* (blues), *Country Roots* and the *Daily Interview* aired each Monday to Friday at 11:30am. Other additions have been: *Heatwave Country*, *Memories of Yesterday* and *The World of Music* (refer to the enclosed Program Guide).
- **Emergency Services Broadcasting** — During the 2006 and 2009 local bushfires Alpine Radio kept residents updated on the fire front via direct local CFA information, that supplied by DSE, CFA and Police, and with local weather conditions. The station has been working with local organisations and community radio associations (SCMA & CBAA) to put in place station guidelines and presenter protocols that can be used if the situation occurs again.
- **Outside Broadcasting opportunities for your business** — Your business can promote its goods and services by broadcasting from your actual business location. Contact us for costs and conditions.

Outside Broadcasting

Taking it to the street



Mount Beauty Post Office



Mount Beauty Bakery



Zest Cafe



Emergency Services Day



Kenton Ford

Mt Beauty Primary School

For over a year during school terms Kenton has been presenting his own weekly one hour program 'On Track' Friday 5-6pm. The station is very proud of young Kenton who has gained a lot of confidence behind the Mic and presents a great sound.



Zoe Dixon & Patrick Schult

Mt Beauty Secondary College

Zoe and Pat have just started presenting a regular program 'The Tall & Curly Show' Monday 6-7pm. They have gone through the SC Radio Daze unit and are keen to do the real thing.

New Main Studio under construction

Committeeman Bill Sutton keeping the boys on the job.

From left: Bill Sutton, Larry Gardam (Painter), Sam Beveridge and Mike Smith (Builders).



Sponsors

— *The Team Behind the Team* —

Alpine Radio survives and prospers thanks to the support of its listeners, presenters, volunteers and the following current sponsors as at **December 2009**.

- Mt Beauty Country Club
- Mt Beauty Bakery
- Mt Beauty Post Office
- AGL – *Mount Beauty*
- Baker Motors – *Albury*
- SSA Club – *Albury*
- Mt Beauty Property Sales
- Peter White Furniture – *Wodonga*
- Tawonga South Butchery
- Dederang Hotel
- Boulevard Motors – *Wodonga*
- Kiewa Valley Spring Water – *Wodonga*
- Tate Funeral Services – *Wangaratta*
- Len Plum Cabinets – *Gundowring*
- Mt Beauty Foodworks Supermarket
- Mt Beauty Hardware & Drapery
- Bogong Estate – *Tawonga*
- Ceccanti-Kiewa Valley Wines – *Mongans Bridge*
- Mount Beauty & District Community Bank
- Warehouse Sales – *Wodonga*

In acknowledging our sponsors we would also ask our members and listeners to support them by purchasing their products and services whenever possible and please make yourself known as a member of Alpine Radio.

For the latest Sponsorship Schedule visit our website at: www.alpineradio.com.au