

Alpine Air Waves

Official newsletter of Alpine Radio 92.5 FM



Volume 5 Issue 8 Winter 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.



Teresa Green is one of the station's longest serving presenters having been with the station for five years. She presents three programs: Monday 9pm to midnight – *Music with Teresa*, Wednesday 3-5pm – *Ozzie Music* and Friday 8pm to midnight – *A Bit of This and a Bit of That*. Teresa, thank you for entertaining the residents of the UKV for so long.



Alpine Radio's contribution to the *Emergency Services Display Day*. From left: Mary Smith, Dick Puttyfoot and Wendy Blake conducting the outside broadcast using the internet via the Next G network and a USB wireless modem.



Annual General Meeting – Wednesday 12 August '09
7:30pm at the Mt Beauty Visitor Information Centre.
— Includes Mary Smith's farewell from Mt Beauty and our 6th Birthday Celebrations —

Alpine Air Waves

— Published in summer & winter —

Publisher

Alpine Radio 92.5 FM

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Committee of Management

— 2008/09 —

President

• Mary Smith

V-President

• Yvonne Sutton

Secretary & IT

• Paul L'Huillier

Treasurer

• Wendy Hutton

Media & PR

• Bill Sutton

Committee

• Alex Craig

• Ian Erbacher

• Vacant position

Volunteer Positions

Technical Officer • Rob O'Connor

Music Library

Co-ordinator • Ian Erbacher

Training

Co-ordinator • Bill Sutton

Maintenance

Officer • Vacant

Site Manager • Dick Puttyfoot

Staff Positions

Station Manager

• Yvonne Sutton

Sponsorship Manager

• Mary C. Smith (position vacant '09/'10)

Sales Representative

• Alex Craig (position vacant '09/'10)

President's Report 2008/09

Mary Smith

Editors note: Sadly this will be Mary's last report as she is moving to Shepparton soon. She was a founding member of the station in 2001 and has been president, sponsorship and production manager for six years. We will miss her greatly and wish her well for the future.

- **Volunteers & Presenters** — There is a natural turnover of these workers with all volunteer organisations and Alpine Radio is no exception. This year we gained some and lost some. Many opportunities exist within the organisation to get involved with community radio in the UKV.
- **Youth Presenters** — The Station supports the development of youth presenters and their music. We need more. Kenton Ford is currently the only permanent youth presenter. We are looking forward to the Secondary College encouraging students to accept the challenge of broadcasting on their local radio station.
- **Training** — Bill Sutton's time and efforts needs to be recognised. What a mammoth undertaking this is but once again, Bill has dedicated his time and efforts into developing many nervous in-house trainees to being a confident on-air presenter. Thank you Bill.
- **Production** — Yvonne Sutton, Wendy Blake and I have done all of this. We do all of our own in-house digital production for our sponsors and also community service announcements.
- **Music Library** — Ian Erbacher, Jess Brew and Jill Heberle are the dedicated volunteers who handle the music library. This involves data entry of CD's and record titles and songs plus the uploading of many onto computer hard drives for easy playback.
- **Grants** — Two success stories - Successful with: Alpine Shire: assistance with our station relocation and Community Broadcasting Foundation for outside broadcasting equipment.
- **'Schools In' Program** — We support the Mt Beauty Secondary Colleges radio broadcasting unit run by teacher Cathy Gunn through the 'Schools In' program which goes to air on Thursdays between 1-2pm. Great to have students from Mt.BSC back on air.

- **Donated Programs:** Tiff Rayner, Ken Jeffery and Heatwave Country are adding variety to our program schedule.
- **Neighbourhood Centre** — Staunch supporters of the station by publicising our program guide each quarter in their *Course Booklet*. Thanks to Yvonne Evans and all the volunteers.
- **Station Cleaning** — Our hard working station cleaner Thora Carrol has retired and other volunteers have put their hand up to take a role here. Two have been rostered to do a month at a time (once per week). Thanks to these wonderful people.
- **Station Relocation Downstairs Project** — By Xmas we hope to have one studio built and occupied as our main studio. Dick Puttyfoot our site manager is keeping this project on track. Many thanks Dick.
- **Wendy Blake retirement due to illness** — Committee member, presenter and assistant station manager. Also helped out with production. Wendy, best wishes for the future.
- **Transmitter relocation** — After an arduous three years, finally we feel we are getting somewhere and hope in the near future to update you with news of our transmitter relocation whereby all residents within the Alpine Shire will have access to Alpine Radio.
- **Alex Craig & Sally Ley** — Both appointed as sales representatives during the year to assist me in sourcing sponsorships while I have been recovering from my ankle and knee injuries. Thanks to both of you for your efforts.
- **Yvonne Sutton** — Station manager while holding down the taxi driving job. A very committed volunteer. Where would Alpine Radio be without such a dedicated volunteer? Heartfelt thanks Yvonne.
- **Committee of Management** — We need keen and committed people to make up the 2009/10 management committee as we have lost four during the year due to relocating to another area, retirements and illness. Please consider this challenging but very rewarding community project i.e become one of the 'Ordinary People Engaged In An Extraordinary Enterprise' which is Alpine Radio. I encourage you to challenge yourself here, the rewards far outreach any 'Oh! I could never do that!'
- **Religious Programs** — Two of our local churches continue to support the station and conduct regular Sunday afternoon programs. With grateful appreciation to The Anglican and The Upper Kiewa Valley Uniting Churches for their dedication each Sunday afternoon.
- **Outside Broadcasts** — "Taking radio to the streets" — Outside broadcasts have been conducted at the following locations over the past twelve months: Mt Beauty Post Office, Mt Beauty Hardware and Drapery, Zest Cafe, Emergency Services Day and Mt Beauty Bakery. Thanks to all presenters and volunteers involved in this aspect of radio broadcasting. Outside broadcasts not only assist in promoting a business's goods and services but is also a way for presenters to improve their presentation skills and to give Alpine Radio direct exposure to the public. I ask you to get involved.
- **Sponsors** — Our heartfelt thanks and appreciation to our supporting sponsors — "The Team Behind The Team" for their faith and continued support. Where possible we encourage and ask you to support these business because without their support Alpine Radio would not be able to broadcast the variety of programs we have come to appreciate and enjoy.

In conclusion, I personally thank each and every one of you for your loyalty, support and encouragement of Alpine Radio and sincerely ask you, if you have that precious spare time, to become involved with your radio station. What a difference you could make. Remember, you are unique so why not share "you" with your community?

Bushfires Feb. 2009

Wendy Blake

Were you one of the presenters who, at short notice, and at odd hours, provided the means for Alpine Radio 92.5 FM to broadcast 24 hours a day during the bushfire threat in February '09?

People in our listening area found that our coverage was the only one that related to our area, and so our service became a life-line to many. I think of the young woman who telephoned in a most anxious state – she was very frightened and didn't know what to do. She was 'talked through' the CFA Stay or Go policy, advised to contact relatives to meet her along the road, to drive carefully and notify the police that she was leaving.

We also became a sort of clearing house for agencies with information that needed to get out to the public, like the schools needing to let student and parents know of closures, and the operation of the school bus.

The day started for me at 3.30am, with a phone call from Mary Smith, that the CFA had made contact, asking that the radio station be available to broadcast information as it came to hand. I had a briefing at the fire station, and went to air at 4am. Mary logged in from home, and we started broadcasting the information that the Beechworth fire had burnt through Running Creek, and was heading in the direction of Mount Beauty.

I telephoned Paul L'Huillier at 6.30am, and he came to the studio and began ringing around presenters to get the 24 hour a day roster organised.

Bruce Vine, of the CFA gave updates every half hour, either by telephone, or by coming to the studio for live broadcasts. He agreed to make contact at any time if new information came to hand. The information that Bruce gave, along with road closures, and as time went on the information about relief efforts, was recorded in a Log Book. This meant that at change of shift, incoming presenters could up-date themselves with the complete picture, and any queries from listeners could be answered accurately. It was this close relationship with Bruce that made our efforts so relevant to, and appreciated by our listeners.

As we have recently heard in evidence given at the Victorian Bushfire Royal Commission, it was relevant and timely local information that people in threatened areas most required.

So to all those Alpine Radio supporters who were involved in the ensuing days in providing a valuable community service, a heartfelt thank-you.

Program idea!

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 1 – The toilet and kitchen is complete and both are in use. 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 a grant received from the Alpine Shire. Local builder Mike Smith has been employed to build the downstairs main studio and this should be completed and in use by Christmas. Rob O'Connor (Project Manager) and Dick Puttyfoot (Site Manager) plus their 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.
- **Relocation of Transmitter to Big Hill** — This has been a three year project for the station to enable us to increase our coverage throughout the Alpine Shire. Recent correspondence from the Australian Communications and Media Authority (ACMA) has been encouraging with testing completed. We wait on the next stage of the process.
- **Welcome to new Presenters** — Nick Brown, Jo McLachlan, Kenton Ford (Mt Beauty PS student) and Jemma Houzaife from Bright. New presenters and volunteers are always welcome. Please talk to our station manager Yvonne Sutton if interested.
- **Retiring Presenters & Committee Members** — Thank you Wendy Blake (committee & presenter), David O'Rourke (committee & presenter), Margaret O'Rourke (committee), Sigrid Condon (presenter) and Sarah Ind (presenter) for your contribution to community radio in the UKV. Also thanks to Alex Craig and Ian Erbacher who have filled co-opted positions during the year.
- **Thank you Jill Heberle** — Jill has been volunteering at the station for 4 years and does a terrific job assisting Ian Erbacher (music library co-ordinator) in entering our CD & records into our computer library database. Jill, thank you for your efforts.
- **New Presenter's Kit & Handbook** — The station has recently updated these two essential resources for new presenters.
- **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) 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*.
- **Who Listens to Community Radio?**

In 2008, 9.5 million people in an average month; that's who!

A National Community Radio Survey was conducted by McNair Ingenuity Research via a telephone survey in 2008.

Major Findings

- (1). That the Number of Australians aged 15+ listening to community radio in an average month has increased by 10% in the last 2 years from 47% (over 7.5 million) in 2006 to 57% in 2008 (over 9.5 million).
- (2). In an average week listeners spend 7.8 hours listening to community radio. Older people aged 55+ listen most to community radio, averaging over 12 hours per week. People aged 15-24 average 5 hours per week, and people aged 25-54 average almost 7 hours per week.

Why are People Listening?

1. Specialist music programs (55%),
2. Local information/Local news (53%),
3. Play Australian music/support local artists (46%),
4. Announcers sound like ordinary people (43%),
5. Local voices (42%).

Current Long Term Presenters & Programs



Mary Smith

Currently president, sponsorship & production manager and presenter of *Sharing and Caring*. Has been the breakfast program presenter for six years. An injury has restricted her involvement over the last 15 months.



Yvonne Sutton

Currently Vice President, station manager, assists with production and presenter of: *Friday Breakfast and Thursday Jukebox*.



Bill Sutton

Committee member, trainer and presenter of a number of programs: *Half Irish/Half Mad, Monday & Thursday Breakfast, Valley Sports and The Fishing Show*.



Warwick Randall

Our most experienced presenter. Presents three programs each week. *Something Different, The Old Fogies* with wife Margaret and *Museum of Music*.



Margaret Randall

Shares Wednesdays program *The Old Fogies* with husband Warwick. Previously shared a breakfast program with Mary Smith.



Dave Horsfall

Dave travels from Wodonga each Saturday to present his program *The Vinyl Graveyard*. Fills-in for George Gierak when needed. Dave is very knowledgeable music junkie.



Ian Erbacher

Committee member (music library co-ordinator), and presenter of *Monday Breakfast, Country: Boys in the Bush & And the Year Was...* and regularly fills-in for other presenters.



Larry Gardam

Larry is our *Saturday Breakfast* presenter and prior to that presented *Lariken with Green Thumbs*.



Jessie Brew

Jessie has been presenting programs for 4.5 years — *Country Heroes* and *High Country Music* which she has recently taken over from Yvonne Sutton. She assists with entering music tracks into our on-air computer system. Jess loves her country music.



George Gierak

George started with the station in 2003 in the Hollonds St. studio. He was living in Melbourne and stayed in Bright on weekends. Now lives in Bright. He presents *The Golden Oldies* on Saturday afternoons. He's an 'old time' music junkie.



Teresa Green

Teresa has been presenting for 5 years. Programs include: *Music with Teresa, Ozzie Music* and *A Bit of This and a Bit of That*.

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 **July 2009**.

- Mt Beauty Country Club
- Mt Beauty Bakery
- Mt Beauty Post Office
- Jos Therapies — *Mount Beauty*
- Baker Motors — *Albury*
- Falls Creek Coach Services — *Tawonga South*
- Mt Beauty Property Sales
- Mount Beauty Pharmacy
- Peter White Furniture — *Wodonga*
- Tawonga South Butchery
- Dederang Hotel
- Mount Beauty & District Community Bank
- Warehouse Sales — *Wodonga*

- Boulevard Motors — *Wodonga*
- Kiewa Valley Spring Water — *Wodonga*
- Vegetation — *Mt Beauty*
- Mount Beauty Auto Repairs — *Tawonga South*
- Tate Funeral Services — *Wangaratta*
- Len Plum Cabinets — *Gundowring*
- Mt Beauty Foodworks Supermarket
- Mt Beauty Hardware & Drapery
- Bogong Estate — *Tawonga*
- The House of Golf — *Wodonga*
- Kiewa Valley Sports & Spinal Physiotherapy — *Mount Beauty*
- Ceccanti-Kiewa Valley Wines — *Mongans Bridge*

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.