



ALPINE RADIO 92.5 FM

"From the Mountains to You"

Update Newsletter

January 2002

— 92.5 FM is coming to the Kiewa Valley —

Thank you to all those people who have taken out memberships and given the committee support and encouragement to establish a local radio station in the Upper Kiewa Valley.

This electronic newsletter is being sent to all current members and prospective members of Kiewa Valley Community Radio Association Inc. (KVCR). This is our incorporation name. We will be broadcasting as "Alpine Radio 92.5 FM".

Most of us are new to community radio as the closest stations are Albury (107.3 FM) and Wangaratta (103.7), the transmissions of which cannot be picked up in the Upper Kiewa Valley. We are all on a rather steep learning curve but the future is exciting.

At the public meeting on 9 August 40 people overwhelmingly supported the establishment of a community radio station in the Upper Kiewa Valley. Following the meeting a steering committee was formed to follow through with the process.

The major tasks of the committee have been to incorporate a body that will represent the station, to apply for funding and a temporary community radio licence, to prepare a business plan, to promote the idea within the community and to gain some initial funding (by attracting subscriptions through memberships) to cover the formation administration costs.

Steering committee

The steering committee comprises:

- Ken Reid - President
- Isla Macleod - Vice President
- Paul L'Huillier – Secretary
- Bryan Pickthall – Treasurer
- Mary C Smith – Public Relations, Promotions and Media
- Rob O'Connor – Technical
- David Bower
- Luke Addinsall

Incorporation

On 2nd November 2001 the Kiewa Valley Community Radio Association Inc. was officially incorporated after a number of committee and sub-committee meetings to finalise the purposes & objectives, rules and governing principles.

Funding application

On the 3rd of December 2001 a major funding application including our business plan was sent off to the Federal Government's Regional Solutions Programme. The application and the business plan took 50 hours to prepare. We have had thirty community organisations write

letters of support. A number of politicians have indicated they are behind the project as well. We are hopeful of a response from the government by early March 2002. We will let members know as soon as we hear.

We are asking for establishment funding. The funding covers the following costs:

- a modular building to be placed on land donated by the Mt Beauty SC,
- all internal and external technical equipment,
- the furniture and fittings for two studios, an office, a music library and a kitchen,
- business machines to equip an office.

Temporary Community Broadcasting Licence

On the 6th December 2001 we applied to the Australian Broadcasting Authority (ABA) for a Temporary Community Broadcasting Licence (TCBL). This covers the first 12 months of transmission after which the station is assessed to see if it is eligible for a permanent licence. The frequency (92.5 FM) had already been allocated by the ABA to the area in 1997 so this was a major advantage for us as this process can take years.

Promotion

Promotion has taken the form of articles in the local newspapers, namely The Valley Echo, The Alpine Observer and The Border Mail, letters to over 30 community organisations as well as mock street broadcasts at the monthly community market in Mt Beauty.

The next street broadcast is planned for Saturday 2 February 2002. If any members or future members wish to have a go behind the microphone please let the secretary know on (03) 5754 4606 (H).

Committee members have visited other local radio stations, namely 2REM Albury (107.3 FM), 3WPR Wangaratta (103.7 FM) and 3NE Wangaratta and spoken to station managers and have received a lot of support and encouragement to establish the station.

Memberships

Alpine Radio is seeking memberships and donations to assist with the formation administration costs. The fees are: individual \$10, family \$15, pensioner/student \$6 and community organisation \$25.

If you are not already a member and would like to support the formation of Alpine Radio please fill out the attached membership form and send with a cheque made payable to KVCR for the appropriate fee and post to: PO Box 331 Mount Beauty 3699. It will be very much appreciated.

About Community Radio

The fundamental objectives of community broadcasting (CB) are:

1. *Participation and access* — That is to make broadcasting accessible to individuals and sections of the community seeking access, particularly those who do not obtain access to other media.

2. *Diversity* — That is to expand meaningful programming choice to satisfy a wide diversity of needs and interests of listeners, whether numerous or not.
3. *Localism* — That is broadcasting services are essentially local in focus. CB enables community organisations to own, operate and control their own independent broadcasting services, thereby diversifying control of the media.

A community radio station is a not-for-profit and community-owned organisation and is run completely by volunteers. Stations depend on the community in the service area for management effort, financial and technical support and program input.

It sources its funds from *membership fees* (i.e. listener subscriptions from community minded people who wish to support their local station), *sponsorships* (i.e. on-air promotion from businesses which can be only for 5 minutes per hour), *fundraising*, *grants* and *donations*.

Our Mission Statement

“To encourage and manage community participation by providing and facilitating access for groups and individuals to participate in station management and make and present programs including broadcasting news weather, snow reports, current affairs, music, interviews, sport, drama, talk back to the citizens of the Kiewa Valley and surrounding areas”.

Remember our next mock street broadcast is Saturday 2 February 2002 at the Mt Beauty Community Market. Come along and have a go on the Mic

If you know of others who might be interested in supporting the establishment of Alpine Radio could you please pass this newsletter onto them.

Regards and all the best for the new year.

Paul L'Huillier
Secretary

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