

# cbox



SEPTEMBER 2010 || Quarterly Magazine  
Community Broadcasting Association of Australia

## LISTEN UP\*

\* Audiences and Supporters  
of Community Broadcasting



**We thank The Greens for...their election campaign commitment to our Vision 2015 funding request of an extra \$25 million**

By → **Deborah Welch**  
CBAA President

The Board of the CBAA has just signed off our 2009/10 financial statements and I'm pleased to report that we have worked through the issues identified in December, caused by a shortfall in expected income. Through quick action to control expenditure and increase income, we have achieved a break-even result and confidently predict a surplus for 2010/11. We have also directly addressed a long-term debtor problem, with these now at a regular level. These are major achievements and I am proud of the hard work of Board and staff to set this positive foundation for the future.

Many members will be going through these processes now and I hope the past financial year has been good to you after a difficult period. Across the sector about half of stations' income comes from sponsorship and we all know it's a tough game; sensitive to overall and local economic conditions.

The CBAA strongly believes this is part of the fundamental case for a baseline level of government funding. Currently it averages only 11 to 15 per cent of funding across different parts of the sector, meaning the community is already supporting up to 90 per cent of station operating costs. We thank The Greens for recognising this in their election commitment to our Vision 2015 proposal and an extra \$25 million.

In closing I want to acknowledge our outgoing General Manager Michele Bawden. Her dedication in developing the CBAA's structures and priorities will bear fruit for many years to come. And I'm delighted to welcome Kath Letch, one of our sector's most experienced and successful Managers to the role. We're really *taking charge of our future*.

president's column



**CBX is the quarterly magazine of the Community Broadcasting Association of Australia.**

CBX is mailed to CBAA members and stakeholders.

Subscribe to CBX by emailing: [cbx@cbaa.org.au](mailto:cbx@cbaa.org.au)

CBX is also available online at: [www.cbaa.org.au/cbx](http://www.cbaa.org.au/cbx)

**EDITOR:**  
Julia Wylie  
Ph 02 9310 2999  
Email [cbx@cbaa.org.au](mailto:cbx@cbaa.org.au)

**GRAPHIC DESIGN:**  
birdcreative  
Judith Martinez  
& Kasia Froncek  
[www.birdcreative.com.au](http://www.birdcreative.com.au)

**SUBMISSIONS:**  
Email articles and images to [cbx@cbaa.org.au](mailto:cbx@cbaa.org.au)

**ADVERTISING:**  
For all advertising enquiries please contact the Editor.

**CBX content is CBAA copyrighted. All rights reserved. Articles may be used by CBAA members without permission, provided credit is given.**

**CBX IS PRINTED ON:**  
ecoStar



9



**contents**

President's Column ..... ifc

CBAA Update ..... 2

On the Cover:  
Reaching Australians through Sponsorship ..... 4

Getting the Message Across:  
Introducing Kath Letch ..... 8

On the Cover: BY INVITATION  
Minister for Environment Protection, Heritage and the Arts, the Honourable Peter Garret AM, MP ..... 9

Digital Radio in Australia ..... 12

On the Cover:  
Listen Up! The National Listener Survey ..... 15

Radio Days: Goes to Tasmania ..... 16

Station 2 Station:  
GEM Fm (Bowen, QLD) & 3RRR (Melbourne, VIC) ..... 17

Tech & Training: Sponsorship Sales Skills ..... 19

Out of the Box ..... 16

At the CBAA ..... ibc

**homepage** community radio's weekly look at life online

netnews  
techtalk  
insight  
gadgets & gizmos!

as heard on the  
community radio  
network

[www.homepageradio.blogspot.com](http://www.homepageradio.blogspot.com) 2mce-fm Michelle O'Connor (02) 6338 4312 or [moconnor@csu.edu.au](mailto:moconnor@csu.edu.au)

CBAA STRATEGIC PLAN 2008-11

**STRATEGIC PLAN**

- Promote the values of the community broadcasting sector through practical actions.
- Enhance our communications strategies to raise awareness and knowledge of the sector.

By → Michele Bawden  
 CBAA General Manager

## → CONFERENCE

The program for our 2010 national conference is taking shape and it holds plenty of workshops and plenary sessions to interest a wide range of community broadcasters. We'll be meeting in Hobart from October 21 – October 24 to discuss key issues for our sector, learn from each other and enjoy the great social events. If you haven't booked, it's not too late. You can still register online and all the details are available at [www.cbaa.org.au/Conference-2010](http://www.cbaa.org.au/Conference-2010)

The CBloggers Project brings together 20 talented young community broadcasters from all over Australia and Tasmania (ten spaces are reserved just for Tasmanians!) for four days of blogging, tweeting, recording, filming and reporting at the CBAA Conference. Find out more on page sixteen.

## → NEW STAFF

We welcome Kath Letch to the General Manager role at the CBAA from the 20th of September. In case you've not



had the pleasure to see Kath in action, please see our story on page eight of this edition of CBX. We also have a new Digital Radio Project Assistant, Alex White, who joined the CBAA on June 28. Not long after, Julia Wylie started as the new Communications Coordinator and Editor of CBX on July 5. Tracey Savage has just started as the new Executive Assistant on August 11. We'd also like to thank election campaign assistant, Nell Greco, for all her work and energy throughout the election campaign.

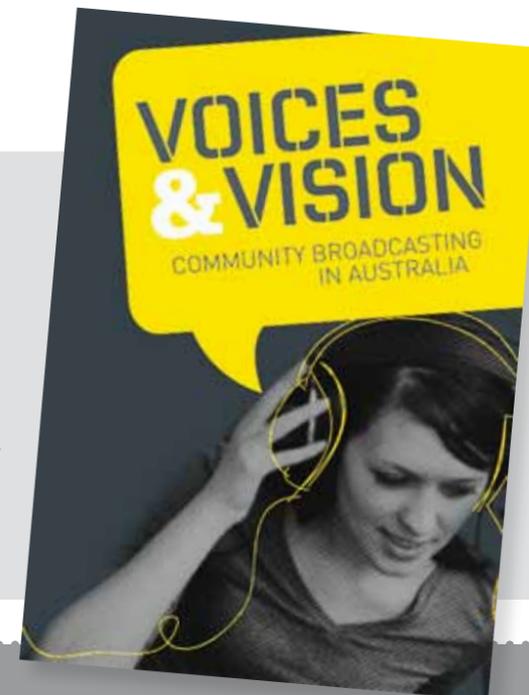
From left: Alex White, Digital Radio Project Assistant, Tracey Savage, Executive Assistant and Julia Wylie, Communications Coordinator.



## → VOICES & VISION

The story of community broadcasting in all its diversity has been collated in a new publication: *Voices & Vision – Community Broadcasting in Australia*. Look for a copy at your station. It was developed by the national representative bodies of community broadcasting to promote the sector to politicians, government bodies and other organisations to seek increased funding for the sector. We will be using it in our sector advocacy and lobbying work and in our campaigns and other promotional work for community broadcasting. It's a great summary of who we are and what we do – so grab a copy and help spread the word.

[www.cbaa.org.au/News\\_And\\_Publications](http://www.cbaa.org.au/News_And_Publications)



## → GOOD NEWS ON CABLING RULES

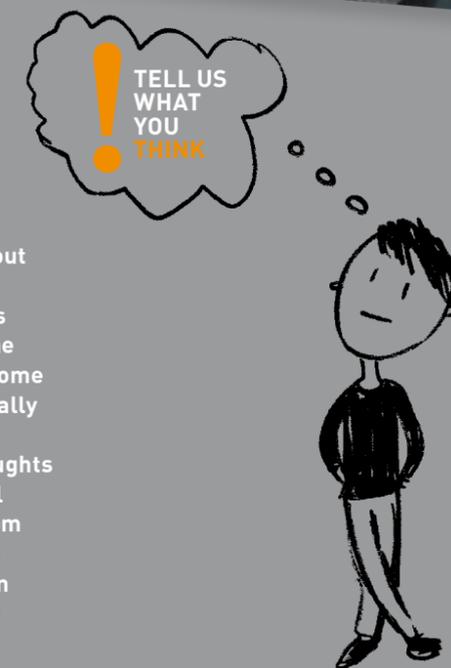
Throughout this year, the CBAA has participated in a working committee with the Communications Alliance to review the current situation regarding broadcaster cabling.

In respect of analog broadcasting, the CBAA has ensured that the specialist skills necessary to cable the facilities of licensed community broadcasters are recognised. As such, the sector is exempt from the requirements of the Telecommunications Cabling Provider Rules, provided a broadcaster line isolation unit (LIU) is used as the interface to the telecommunications network.

For more information visit the news section of the CBAA website [www.cbaa.org.au/news](http://www.cbaa.org.au/news)

## CBAA CONSULTATION WITH MEMBERS ON THE ACMA'S DRAFT NOT FOR PROFIT GUIDELINES

We're keen to hear from you about the ACMA's draft Not for Profit Guidelines. Released in July this year, these Guidelines look at the different ways stations earn income and examine what could potentially be deemed as profit making. Stations have passed initial thoughts on the Guidelines to us and we'll be seeking further comment from members on our draft response to ACMA. Please look out for it in your inbox, take it to your Board meeting and get your thoughts back to us by October 8.



## 2010 National Listener Survey Out soon!

To be released at conference  
[cbonline.org.au](http://cbonline.org.au)



## PHONEBOX FIELD REPORTER OB UNIT - AVAILABLE NOW



Broadcast from anywhere with the new Phonebox. Simply insert a sim card and dial into your studio using the 3G/GSM phone network. Low cost, easy to use and does not require expensive point to point equipment!

Ideal for Outside Broadcasts, Sports Broadcasts, Live Interviews, News crosses and much more.

For more information or to arrange a demo please contact Elan Audio.



PROFESSIONAL BROADCAST PRODUCTS  
 Ph: 08 9277 3500  
[info@elan.com.au](mailto:info@elan.com.au) [www.elan.com.au](http://www.elan.com.au)

# Reaching Australians

MANY ORGANISATIONS CHOOSE TO SPONSOR COMMUNITY STATIONS. THEIR REASONS FOR DOING SO REFLECT POWERFULLY ON THE VALUABLE ROLE COMMUNITY BROADCASTING PLAYS IN THE WIDER MEDIA SECTOR.

ACROSS AUSTRALIA LOCAL BUSINESSES, NATIONAL COMPANIES, NOT-FOR-PROFITS, GOVERNMENT AGENCIES AND MUSIC PROMOTERS SPONSOR COMMUNITY RADIO AND TELEVISION STATIONS. WHILE COMMERCIAL BROADCASTERS SELL ON-AIR ADVERTISING TO MAKE PROFITS FOR SHAREHOLDERS, COMMUNITY BROADCASTERS SELL SPONSORSHIP AND ARE LIMITED TO BROADCASTING FIVE MINUTES OF ON-AIR SPONSOR MESSAGES PER HOUR.

# through

# Sponsorship



By → **Julia Wylie**

CBX Editor

Across Australia local businesses, national companies, not-for-profits, government agencies and music promoters sponsor community radio and TV stations. While commercial broadcasters sell on-air advertising for profits, community broadcasters sell sponsorship that is limited to five minutes of on-air sponsor messages per hour.

"We are fundamentally a not-for-profit sector," says CBAA President, Deborah Welch. "Sponsors of community stations respect the fact that we work to pursue the Guiding Principles in our Codes of Practise. However they also recognise that our sector reaches communities beyond that of other media."

The latest National Station Census revealed that sponsorship is a major source of financial support for the community broadcasting sector, providing 41 per cent of the sector's total funding.

The CBAA talked to five key sponsors of community radio to find out why they chose community broadcasting to take their message to Australians.

## CULTURE MATTERS

The values underpinning particular community stations often attract sponsorship from likeminded organisations. The 20-year relationship that 3RRR in Melbourne has had with the Meredith Music Festival is a prime example.

"We believe in what they're doing and what they stand for – they have an ethical charter that's not based on the bottom line – and that's important to us," says Matt High, one of the

co-organisers of the Festival. "For us, it was an obvious cultural match. 3RRR has a certain integrity that we aspire to...we're really proud to be associated with them."

This sentiment is also shared by Handsome Tours, which organises Australian tours for international bands and is another 3RRR sponsor. The manager, David Chatfield, believes the company's goals go hand-in-hand with those of 3RRR.

"They give air time to good, intelligent, challenging music – the same artists Handsome Tours wants to promote," he says.

**Community broadcasting's ability to reach remote communities is valuable to a range of sponsors nationwide.**

## AN ETHICAL ENDORSEMENT

Greenhouse Media facilitates community broadcasting sponsorship from government and commercial sectors. "The local, grass roots nature of community broadcasting affects the reception of the sponsor's message," says manager, Joel Brady. "Organisations that are supported by community stations are more likely to be supported by their audience."

This has been the experience of smaller, local businesses like the Byron Bay Farmers Markets. Manager Donald Recsei says he decided to sponsor the local radio station, Bay FM, because, "it's an ethical and credible

source of information. Sponsoring Bay FM adds credibility to what we do."

Large nationwide companies have also harnessed community radio sponsorship to localize their business and engage with the community. Optus's franchise in Byron Bay also sponsors Bay FM. Manager John Welsh says, "It's well recognised within business circles that to be successful commercially within a community, businesses need to become responsible members of that community, or be seen to participate in the community."

## REACHING COMMUNITIES

Specific geographic and demographic groups can be reached directly through sponsoring community broadcasting. As a result, all three layers of government often use community stations to broadcast their media campaigns.

"Community broadcasting enables the public sector to reach people and communities that are missed by other media," says Greenhouse Media's Joel Brady. "It also enables the government to speak to people from diverse ethnic and cultural backgrounds in their own language."

Furthermore, community broadcasting is unique in that its programming can be heard in rural areas where there is no or limited commercial broadcasting. Community broadcasting's ability to reach remote communities is valuable to a range of sponsors nationwide.

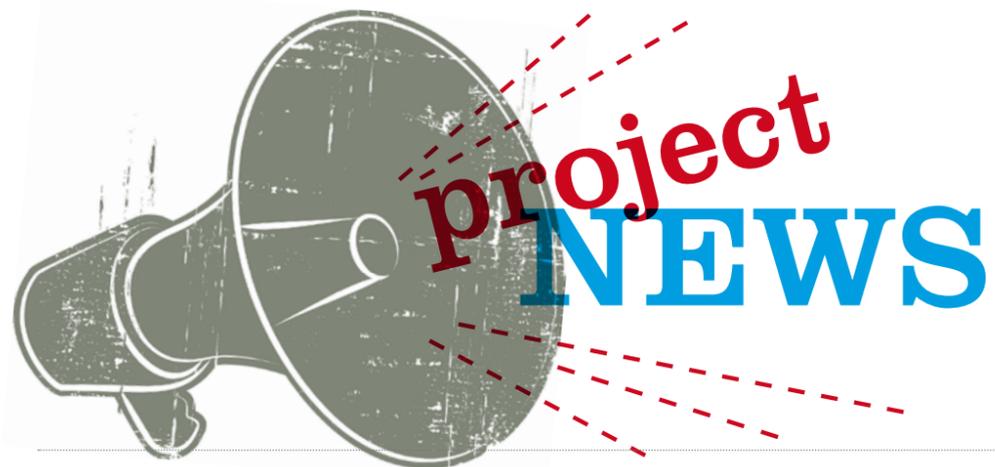
The same can be said for specialist music programs of stations like 3RRR in Melbourne. "The people who listen to 3RRR are passionate about music. They're well informed and they go to gigs – the same kinds of gigs we promote," says David Chatfield of Handsome Tours.



## Local & Loving It

This need to not only reach communities, but also to engage with them can be seen as a shift towards the localisation of the economy. 'Corporate responsibility' policies that support the community are growing and buying local produce from local farmers markets has never been more popular.

As the fastest growing media sector in Australia, community broadcasting provides an unparalleled opportunity for the right organisations to reach the right people. Community broadcasting is at the forefront of this wider cultural trend as it strengthens the identity of diverse communities.



**THE CBAA MANAGES THREE PROJECTS ON BEHALF OF THE COMMUNITY BROADCASTING SECTOR:**  
**Australian Music Radio Airplay Project (AMRAP) • Community Broadcasting Online Project (CBOonline)**  
**Digital Radio Project (DRP)**

### FACTS AND FIGURES ON SPONSORSHIP

Every few years, CBOonline collects information from almost 300 community radio stations around the country. The information collected covers many aspects of station operations, including different sources of revenue such as sponsorship.

According to the most recent CBOonline census, 99% of stations surveyed receive income from sponsors, 91% have subscribers that form part of their revenue and 85% rely on donors for part of their income.

The study revealed that 41% of the total national income of community radio stations surveyed came from sponsorship. As such, sponsorship is the biggest single revenue source for the sector nationally.

The level of sponsorship income depends on the station and the community. Metropolitan-wide stations averaged \$279,000 per year from sponsorship, compared with rural stations that averaged \$63,000. RPH stations were least dependent on sponsorship, averaging \$27,158.

Specialist music stations tend to source income from a diverse range of sources, rather than rely heavily on one type of income. They are the most balanced in terms of revenue raising, averaging 24% of their income from sponsorship, 20% from subscriptions and memberships, 18% from donations, 16% from other fundraising and 13% from grants.

The last three CBOonline censuses found that rural stations have been increasing the number of minutes per week sold to sponsors. Suburban stations have shown a decline in minutes of sponsorship sold over the same period. Regional and metropolitan groups showed no substantial change in the minutes per week sold to sponsors. For more facts and figures about community broadcasting, visit [www.cbonline.org.au](http://www.cbonline.org.au)

### CBONLINE

The 2010 National Listener Survey results will be launched at the CBAA Conference this year - another great reason to go to the Conference in Hobart in October! (Read Conference Highlights on page 19).

Stations will be given the tools to effectively use the results in their community.

This year's 3C Media edition will also be launched through CBOonline at the conference and will feature other reports and publications about community media in 2010.

The CBF has agreed to provide funding for a part-time staff member to work with stations to make use of the Digital Delivery Network system.



CBOonline is also keen to develop a station and broadcaster contact details database. This project will work with AMRAP to provide stations and broadcasters with communication tools such as simple websites, program pages and group mail tools. [www.cbonline.org.au](http://www.cbonline.org.au)

### AMRAP

It's challenging enough making a radio show without having to then add content to your station's website. So Amrap has developed the AirNet system to give stations maximum online effect with minimum effort.

AirNet (see image below) gives every radio program a unique webpage that allows broadcasters to easily add information about programs, photos, videos and music playlists.

All you have to do is type in Artist and song name and AirNet does the rest! AirNet helps you easily gather and display existing internet content to attract listeners to your site.

Amrap will invite stations and their broadcasters to try the beta version of AirNet from October 2010.

Check out our new service at [www.amrap.org/airnet](http://www.amrap.org/airnet)



THE COMMUNITY BROADCASTING SECTOR IS MADE UP OF THE FOLLOWING PEAK REPRESENTATIVE BODIES:  
**Australian Indigenous Communications Association (AICA) • Australia Community Television Alliance (ACTA)**  
**Christian Media Australia (CMA) • Community Broadcasting Association of Australia (CBAA)**  
**National Ethnic and Multicultural Broadcaster's Council (NEMBC) • Radio for the Print Handicapped Australia (RPH)**  
**In addition, the Community Broadcasting Foundation (CBF) is the sector's funding body.**

### ACTA

Community television plays an important role in Australia's media landscape. Its achievements are recognised annually at the National Antenna Awards that took place at the BMW Edge at Melbourne's Federation Square on Sunday, June 27 this year. The night was a great success and the Channel 31 team was proud to honour all those who have made outstanding contributions to community television.

Congratulations goes to "Dare I Ask?," a weekly show presented by Tim Brunero and Tilly Boleyn that won 'Program of the Year Award.' Daryl Pitman, who has covered local football for C31 since 1997, won the 'Outstanding Contribution to Community Television by an Individual Award.' Notably, Senator Stephen Conroy, Minister for Broadband, Communications and the Digital Economy and TV personality Ryan Shelton presented the awards.

[www.c31.org.au](http://www.c31.org.au)

### SACBA

The annual South Australian Community Broadcasters Association (SACBA) conference and the second national Technorama conference took place on the same weekend in August this year.

The annual Bilby awards for excellence in community broadcasting were presented on Saturday night, along with the inaugural Technorama awards.

A highlight of the conference was the standing ovation received by Poul Kirk when he was presented with the Lifetime Technical Contribution to Community Broadcasting Award.

[www.sacba.org.au](http://www.sacba.org.au)

### NEMBC

On Saturday August 7, Brisbane's ethnic station 4EB FM held a reception to launch the Community Media Votes campaign. The station invited leaders and several local members from all three levels of government.

All of the ethnic communities represented on 4EB FM attended, along with media organisations, several representatives from the Ethnic Communities Council of Queensland and representatives from the NEMBC.

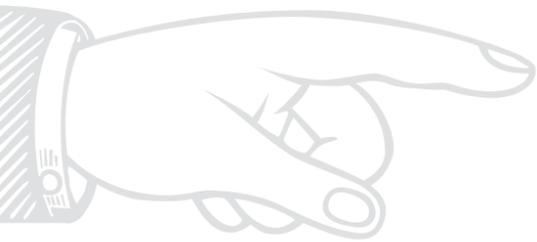
The event also celebrated 25 years of the NEMBC! It was a great afternoon to promote the virtues of community radio. All who attended were well informed and many were thanked for their contribution for years of service to the community.

None of the elected representatives who were invited could attend which raises concerns for the community. Nonetheless, 4EB FM has maintained regular contact with a number of MPs throughout the year and will continue to do so.

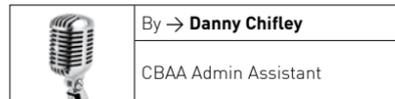
[www.nembc.org.au](http://www.nembc.org.au) | [www.4eb.org.au](http://www.4eb.org.au)

From left to right Jess Harris and Senator Stephen Conroy at the National Antenna Awards; Poul Kirk receiving his award from SACBA President, Heather Dunn; 4EB Election Launch with members of NEMBC, 4EB and the Ethnic Communities Council Queensland.





# GETTING THE MESSAGE ACROSS



By → **Danny Chifley**

CBAA Admin Assistant

**Kath Letch** has been involved in the community broadcasting sector since the late 70s, initially as a volunteer broadcaster and later managing 6RTR in Perth. She was President of the CBAA from the mid to late 90s and manager of 3RRR in Melbourne for 14 years before taking up her current role as Digital Radio Project Manager in 2009.

CBAA Administrative Assistant **Danny Chifley** spoke to her about starting her new role as General Manager.

**Danny Chifley:** You're starting at the CBAA as General Manager in late September – what are you looking forward to and what are you nervous about?

**Kath Letch:** Well, there are lots of things I could say about those ends of the spectrum. I've been working with a laptop a lot the last year so I'm looking forward to working with people more again on a day-to-day basis.

I'm also looking forward to being in a position to advocate for some of the key issues in the community broadcasting sector. I'm keen to build further relationships and partnerships within the sector and with the broader cultural and independent media industries.

I'm nervous about coping with Sydney's sticky summer weather and right now finding a place to live in Sydney that has a safe backyard for my cats.

**DC:** What sorts of issues do you see as critical in the community broadcasting sector?



**I'M KEEN TO BUILD FURTHER RELATIONSHIPS AND PARTNERSHIPS**

**WITHIN THE SECTOR AND WITH THE BROADER**

**CULTURAL AND INDEPENDENT MEDIA INDUSTRIES.**

**KL:** I think there's quite a list of critical issues at this point of time. Increased funding support to station and sector development is essential; developing more productive partnerships across the diverse areas of the community broadcasting sector and building partnerships with other community cultural enterprises; developing resources to increase digital content production and continuing to improve the profile and understanding of independent community broadcasting. I guess those things are some of the strong headlines for now.

**DC:** Some people see community broadcasting as a stepping stone to somewhere else. How do you respond to people who ask when you're going to grow up and get a real job?

**KL:** I've never been asked that! I think the complexity and challenges of the community sector and cultural industries are more demanding than is sometimes understood. I find working in the community sector enormously satisfying. Very real!

**DC:** A meteor is hurtling towards Earth at the same moment as you're broadcasting and you have time for one last song. What is the song and why?

**KL:** I'm really bad at these sorts of questions and always want to say at least 10 different things. Something uplifting would be good, so I might head for the soul/gospel/funk category – maybe Green Onions for nostalgia, or Aretha doing Chain of Fools, or Johnny Cash singing The Mercy Seat – so many possibilities!

## by invitation

**As Federal Minister for the Arts I applaud the thousands of community radio hours promoting Oz Arts**



By → **The Hon Peter Garrett AM MP**

Minister For Environment Protection, Heritage and the Arts

**Community broadcasting is a vital element of Australia's cultural life - whether as a source of information, maintaining regional identities, supporting emerging musicians and artists, interviewing unsung heroes or telling local stories - it can be a really important friend.**

That's certainly the case in Australia's Indigenous broadcasting sector, which is hugely important to Indigenous Australia, not least as a vital tool for helping Close the Gap in Indigenous disadvantage.

Particularly in remote Australia, broadcasting is happening 'in language', helping promote Indigenous culture and identity and assisting the Indigenous music sector to thrive and grow.

The Gillard Government is committed to supporting the Indigenous broadcasting sector. That's why we will invest \$14.7 million in this current financial year through our Indigenous Broadcasting Program to support more than 56 organisations nationally.

We are also funding NITV – Australia's first national Indigenous television service – with \$15.2 million so it can continue its work broadcasting content developed by Indigenous Australians.

The Government also recently began reviewing its investment in the Indigenous broadcasting and media sector to inform our approach for the future. I expect the review to be completed by December 2010 and I encourage anyone with an interest in the sector to get involved through my Department.

The Gillard Government commends the community radio sector for its commitment to all forms of the arts in Australia, especially music.

The Australian Music Radio Airplay Project's 'Unsigned Artist' and 'Indigenous Artist' services ensure that independent musicians can access vital pathways to the airwaves. Every week hundreds of hours of Australian music are heard nationwide thanks to the tenacity and passion of community broadcasters, many of whom are volunteers.

Our initiatives to increase the exposure of Indigenous music involve funding of close to \$1 million in 2010-11.

I remember well touring with the Warumpi Band and visiting remote communities with Midnight Oil in the 1980's. It was there that I really got to understand the importance of Indigenous music's telling stories, not just to their own communities but to a wider audience.

As Federal Minister for the Arts I applaud the thousands of community radio hours promoting Oz Arts. The sector boasts over 30 dedicated arts programs which provide valuable support to these communities.

Artifact on Brisbane's 4ZZZ, Arts Breakfast on Radio Adelaide and Arts on the Edge on Tasmania's Edge Radio are just a few examples of community stations that support their local art scene. Indigenous radio stations like Noongar Radio in Western Australia allow the voices of local artists to be heard by their community on a regular basis.

Community radio's devotion to the arts and Indigenous culture is an inspiration to Australia's creative industry and arts practitioners. In just a short time we've achieved a great deal and with much activity in the sector a bright future lies ahead.



**AFTRS RADIO COURSES ARE THE BEST IN THE BUSINESS, WHETHER YOU ARE WORKING IN THE INDUSTRY AND WANT TO REFINE YOUR SKILLS, LOOKING TO KICK START YOUR RADIO CAREER OR WANTING A NEW DIRECTION WE HAVE A COURSE FOR YOU!**

AFTRS Open Program short courses include:

**FOR INDUSTRY:**

- Announcing & Presentation Voiceover
- Panel Operations & Playout Systems
- Writing & Interviewing for Radio
- Radio 2.0 Cross Platform
- Audio Engineering & Production
- Music Directing

**SPECIAL PROGRAMS**

Tailored training program for CBAA stations – talk to us about what you need!

**FOR YOUTH**

- Introduction to Radio (Teens)
- Introduction to Radio (Kids)

**CONTACT & BOOK**

Call our friendly Open Program team on **1300 065 281** to make a booking or visit our website [www.openprogram.aftrs.edu.au](http://www.openprogram.aftrs.edu.au)

**POST GRADUATE PROGRAMS**

- Graduate Diploma in Commercial Radio Broadcasting
- Graduate Diploma in Radio Broadcasting

To apply visit our home site [www.aftrs.edu.au](http://www.aftrs.edu.au), selection criteria for graduate programs available from September 1.

# COMMUNITY MEDIA VOTES: ELECTION 2010

	By → <b>Nell Greco</b>
	Campaign Assistant

**Community Media Votes was Community Broadcasting's 2010 federal election campaign in support of funding, aligned with the sector's Vision 2015.**

Armed with a website packed with information and lobbying tools, *Community Media Votes* campaign HQ issued a call to arms, contacting stations all over the country to lobby their local MPs to urge the major parties' Communications spokesmen to announce a Media Policy with their vision for community broadcasting.

The positive response from community broadcasters was fantastic. Community Service Announcements were stations' favourite weapon of choice, but many stations like Perth's RTR 92.1FM went beyond that and had local candidates

from their electorate (and even Green's Leader Bob Brown) on air to discuss their Media Policy and Vision 2015. Sydney's FBi 94.5FM successfully extracted an election commitment on-air, for \$95 000 for transmission equipment from their local MP, Tanya Plibersek.

The campaign was promoted online too. From Alice Springs' Central Australian Aboriginal Media Association (CAAMA) to Canberra's ArtSound FM, broadcasters spread the *Community Media Votes* message on their websites to supporters and candidates. David Melzer, CBAA's Deputy General Manager, published *Community Broadcasters Tune into the Future* in the National Times.

*Community Media Votes* campaign HQ was also busy lobbying parliamentarians, especially Communications spokesmen. On 19th August, Minister Conroy agreed to talk to Radio

Adelaide's Annie Hastwell on The Wire but announced no media policy and no additional financial assistance from a Labor Government. The Coalition's Shadow Minister Tony Smith was unavailable to discuss community broadcasting's proposal.

On the other hand, Greens' Senator Scott Ludlam was more than generous with his time for The Wire and good news was within earshot. On 19th August, two days before the election, The Greens announced a communications policy which clearly supported community broadcasting. A win for *Community Media Votes* and community broadcasters!

With the Greens' support for community broadcasting and their recent success in securing the balance of power in the Senate, the campaign is really just beginning.

[www.communitymediavotes.org.au](http://www.communitymediavotes.org.au)

S2 is a new breed of radio broadcast mixer. Using the latest technology components, S2 offers digital audio quality with analogue reliability in a modular format. S2 has both digital and analogue input channels, together with simultaneous analogue and digital outputs. Following on from the Sovereign range of audio mixers, S2 combines all the features needed of a radio broadcast mixer in a stylish, flushmounting chassis : a wide range of input and output channels, PFL/cue, fader-start operation of equipment, automatic monitor muting on mic-live, light controlling remote outputs, optional EQ on input modules, gram amp input options and 2 main audio buses, allowing you to broadcast on the PRG bus while recording on the AUD bus, with bus output selection on each module. With the complementary Sonifex Redbox range of audio & video interface products to suit your studio requirements.

**The Redbox Range of Products**

Manufactured to the highest standards in our UK offices, utilization of the finest components and critical quality control techniques ensure that your Redboxes will work every time for years to come. Each Redbox is tested twice by skilled audio engineers, before being carefully assembled and packed. The Redbox range of products are "fit and forget" because you can set them up, fit them in your installation and then forget about them - they won't trouble you. All the Redboxes are screw mountable as standard and are either rack-mounted or have the option to be rack-mounted. The RB-RK rack mount kits can be attached to the front or the rear of the Redbox products so that they can be rack mounted into a standard 19 inch rack frame in 1U of space.



DIGITAL I/O  
ANALOGUE  
RADIO  
BROADCAST  
MIXER



EAV Technology Pty Ltd | Phone: 039-417-1835 | [www.eavtech.com.au](http://www.eavtech.com.au) [sales@eavtech.com.au](mailto:sales@eavtech.com.au)



# bit by bit

## DIGITAL RADIO IN AUSTRALIA



By → Alex White

Digital Radio Project Assistant

### DIGITAL RADIO IN AUSTRALIA

Australia is one of the first countries to implement the new DAB+ format (Digital Audio Broadcasting using enhanced audio coding), which offers supplementary services such as text and pictures as well as audio. It is being introduced in stages starting with metropolitan wide services in mainland state capital cities. Metropolitan wide community radio stations will begin transmitting digital services in the coming months.

Being a new format that requires the purchase of a new receiver, digital radio will have a gradual take up rate with listeners. However sales of digital radios have already exceeded industry expectations and within less than 12 months the number of listeners is set to surpass that of internet based radio in areas where digital radio is available. Once community stations make digital services available, the listenership can be expected to broaden further.

### TECHNOLOGY AND LEGISLATION

The technology of DAB+ digital radio is fundamentally different from analog radio. Rather than broadcasting an individual station's signal from a dedicated transmitter, multiple stations share a 'multiplex' that transmits the station's broadcast signals as a stream of data.

### Once community stations make digital services available the listenership can be expected to broaden further

This 'stream' of data is then interpreted by digital radio receivers into separate station signals. If a listener moves out of range of the transmitter the audio simply becomes unavailable as opposed to a gradual deterioration into static.

According to the Broadcasting Legislation Amendment (Digital Radio) Bill 2007, eligible community broadcast licence holders share access to the

multiplex transmitters with commercial radio stations. Joint Venture Companies own and operate the transmission facilities. This situation has created greater complexity for the community broadcasting sector in regards to transmission arrangements. Under legislation, metro-wide community stations also share access with each other to the 2/9ths of digital capacity allocated on each available multiplex, so at this stage community broadcasters have limited access and lower bit rates per service than commercial services.

### DIGITAL RADIO IN OTHER AREAS

Digital radio services are currently not offered outside of the five mainland population centres by national, commercial or community broadcasters. As analog television services are switched off in the coming years, sections of the frequency spectrum will become available for other services to use. The industry is working with the Federal Government to develop a policy and planning framework regarding the use of this available spectrum before permanent digital radio services can begin in new areas.

These sections of available spectrum are highly sought after by a variety of industries such as mobile phone and internet providers. The CBAA's Technical Consultant David Sice has been helping develop a broad planning and policy framework. "There is more work to be done to secure adequate capacity for full digital radio implementation by the community sector," he says. "As an active and key stakeholder, the CBAA is pressing for full industry consultation before spectrum allocations and re-stacks are determined."

### COMMUNITY STATIONS START DIGITAL SERVICES

The first community stations will begin digital radio services in the next few months. Different stations will approach this new digital broadcast capacity in a variety of ways. Initially most will simulcast their station's analog transmission. Further down the track there may be the opportunity to develop new services and collaborate with like-minded stations. While there are currently no plans to 'turn off' analog radio, it is essential that community stations are also accessible on this new dial.

Kath Letch, Digital Radio Project Manager says, "Potentially, digital radio offers stations the capacity to extend access to program making to more members of their communities and experiment with new programs and ideas with an additional channel. The past year has inevitably meant wading through a fairly complex set of establishment issues for the new digital platform, but I'm really keen to see what types of programs and services community stations start to develop in 2011."

FOR MORE INFO ON THE CBAA

DIGITAL RADIO PROJECT CONTACT

[awhite@cbaa.org.au](mailto:awhite@cbaa.org.au)

## INNOVATION @ 4EB

4EB in Brisbane plans to utilise their new digital broadcast capacity to open up broadcast space to young presenters and emerging communities.

Station Manager Peter Rohweder expects 4EB listeners to adopt digital radio quickly, given that specialist community shows are often the only source of local information in languages other than English.

April Adams from 4EB's award winning Oxygen program - a multicultural youth-focused show - is looking forward to extending the program onto the digital signal. "Oxygen will use the digital broadcast to extend the length of the show, allowing us to explore more issues relevant to young people from diverse backgrounds and support music by young and emerging artists." 4EB is developing new studio facilities and hopes to soon present an entirely new stream of programming on the digital channel.



# The Best Radio Automation System Just Got Better

## WO Automation for Radio 2.0 from WideOrbit

The most modern and powerful radio automation system available



For more information, contact Techtel:  
Sydney (head office) +61 2 9906 1488  
Melbourne +61 3 9899 3032  
New Zealand 0800 832 485  
www.techtel.tv



*An interface so advanced and intuitive our competitors copied it!*

### WO Automation for Radio 2.0

- Customisable DJ workspace with easy-to-learn touchscreen interface
- Leader & Follower functionality for ultimate control
- Remote voice tracking and contact sharing—work from anywhere!
- Seamless integration with traffic and web streaming systems

**Visit Techtel at the CBAA Conference 21st – 24th October, 2010**

# Community Radio

THE ONLY LOCAL MEDIA



By → **David Melzer**  
Acting CBOOnline Manager

The results of the fourth National Listener Survey are finished and will be released at the 2010 CBAA Conference in Hobart on October 23rd.

The CBOOnline Project, managed by the CBAA and funded through the CBF, worked with McNair Ingenuity Research to conduct the survey. 5000 people across the country were surveyed about their radio listening habits.

The Survey shows that the national community radio audience has stabilised. More than 4.4 million people listen to community radio every week and more than nine million people listen each month. On a monthly basis, 54 per cent of Australians tune in to community radio compared to 45 per cent in 2004.

The Survey results also reveal that the further people are from densely populated areas like Sydney and Melbourne the more they depend on community radio for local news and information.

More people are listening to community radio exclusively in non-metropolitan areas than ever before.

Audience figures in areas outside of networked programming centres continue to increase.

**Audiences in Western Australia, Tasmania and the Northern Territory have increased significantly since the last survey. WA experienced the biggest increase from 434,000 (26%) to 542,000 (31%) people listening to community radio.**

Deborah Welch, President of the Community Broadcasting Association of Australia says, "Audiences for community radio away from the major media network hubs have grown. Audiences who only listen to community radio in non-metro areas have also increased."

The results of the survey illustrate that audiences want local content. "Their responses indicate people value local news and information. People like to know about their community

and to hear about what is happening there from people who are based there," says Deborah.

However increased strategic and government support is needed for the community sector to continue to provide this effectively. Government funding does not match the ongoing support of community radio's audience. This puts the sector at some risk.

"Community radio is playing a much more significant role in Australia's media landscape – there are more community radio stations than commercial, ABC and SBS combined," says Deborah Welch.

The CBAA and sector representative bodies are calling on the Federal Government to commit \$25 million in the first year of a five year program of new funding for community broadcasting content production, infrastructure, training, sector co-ordination and planning.

DETAILED SURVEY RESULTS WILL BE RELEASED AT THE CBAA CONFERENCE IN HOBART IN OCTOBER. FOR STATIONS THAT ARE UNABLE TO ATTEND, INFORMATION WILL BE AVAILABLE THROUGH THE CBOONLINE WEBSITE.

FOR MORE INFORMATION

PLEASE CONTACT: DAVID MELZER 02 9310 2999

# radio days

goes to Tasmania

## Edge Radio 99.3fm



Hobart's Edge Radio launched a new fundraising event with station sponsor, The Brisbane Hotel on July 24. DJs from Edge Radio take to the floor to spin their specialist tunes at the hotel. It's a chance to find out whether Edge's personalities actually do have a face for radio, as they take their carefully groomed music collections out of the studio and into the Brisbane Hotel's front bar so the community can dance the night away.

[www.edgeradio.org.au](http://www.edgeradio.org.au)



## STAR FM

Star FM is a community radio station based in St Helens, broadcasting principally to the East Coast and Fingal Valley area of Tasmania's beautiful east coast.

The station recently held a trivia night to raise funds for some much needed broadcasting equipment. The night was a great success. Over 160 people attended and more than \$3500 was raised. Over 40 sponsors also took part in the night, supplying \$3000 worth of prizes that ensured the night was a success all round.

[www.starfm.org.au](http://www.starfm.org.au)

### IN OTHER NEWS...

Vice President and on-air announcer, Jan Gaebler is developing a program just for young people, engaging schools and the local youth in the process. The program is designed to provide employment skills for media students within the Tamar Valley offering the opportunity for young people to gain new skills in scriptwriting, public speaking, technology and radio. "We are already working with students from the Pt Dalrymple School and Interact," said Jan. "Once we've completed setting up another studio at the station, we'll be in a position to offer our facilities to the broader youth community."

[www.starfm.org.au](http://www.starfm.org.au)

## TAMAR FM 95.5

# 95.5

TAMAR FM 95.3 HAS BEEN BROADCASTING TO THE BEAUTIFUL TAMAR VALLEY IN NORTHERN TASMANIA FOR THE PAST SIX YEARS. ITS VOLUNTEERS ARE A DIVERSE AND DEDICATED BUNCH OF PEOPLE WHO ARE HEAVILY INVOLVED IN THEIR COMMUNITY - EVEN GAINING VIP FUNDRAISER STATUS THIS YEAR WITH THEIR PARTICIPATION IN SHAVE FOR LEUKAEMIA. MICK FLANAGAN, AN ON-AIR ANNOUNCER, JUST BROADCAST HIS 100TH 'FESTIVAL OF FOLK' SHOW WITH 100 MORE PLANNED FOR THE FUTURE.

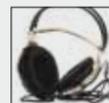
## CBLOGGERS IN TASMANIA

Tasmania will be a hub of digital activity when it becomes the testing ground for the National Broadband Network. It's fitting that The CBloggers Project has reserved ten places at the CBA's Hobart Conference just for young Tasmanians. The CBloggers Project is an innovative training project taking place at the Conference this year from October 21 - 24. Twenty young Australians will be trained in new media skills and put to the test while covering the CBA conference on a live collaborative blog. So be prepared with your best smile, your sharpest wit and your most insightful comments to contribute to the online content being gathered by the CBloggers team. You can follow the action at [Cbloggers.org.au](http://Cbloggers.org.au) live from the CBA conference 2010!

[www.cbloggers.org.au/](http://www.cbloggers.org.au/)



# station station



By → **Danny Chifley**

CBA Admin Assistant

**GEM FM**  
Bowen (QLD)  
Federal Seat of Dawson  
[www.951gemfm.com.au](http://www.951gemfm.com.au)

GEM FM broadcasts throughout Northern Queensland, from Bowen to Airlie Beach and everywhere in between. This community station has a long history of actively involving politicians in their broadcasting, including on-air interviews as well as simply inviting candidates to the station to experience first-hand the connection it has with the local community.

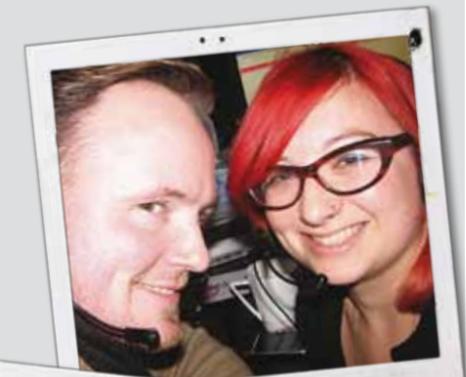
Getting politicians involved in the station is not simply a matter of giving all political parties equal access to the airwaves. Station Manager Michelle Mac Nevin thinks politics is very important to



the local community. She's well aware of the valuable role her station plays in facilitating their interaction.

"We have a longstanding policy of inviting politicians to engage in a dialogue with the station and our listeners," says Michelle. "In recent years we've conducted a great deal of audience research. This has shown that we have around 6000 listeners a week, a fantastic market share if you consider the population of our community. These figures put us right on par with our competition and we think it's only fair that politicians are aware of this."

The station has positive relationships with many local politicians. In the lead up to the election the station interviewed Clive Palmer, Senator Ron Boswell, Rosemary Menkens (State Member) and John-Paul Langbroek (QLD Opposition Leader) and three of the five locally nominated candidates. National Party Senator Barnaby Joyce has featured as a guest on the station. "Yes, Barnaby is controversial," says Michelle "but excellent value on-air! He is always willing to talk to us too!" "I see our role at GEM FM as a vital community service, dedicated to airing the correct information about all potential candidates and political parties," says Michelle. "Hopefully this policy will assist our community to make an informed choice on election day, one that suits their individual beliefs and ideals."



**3RRR**  
Melbourne (VIC)  
Federal Seat of Melbourne  
[www.rrr.org.au](http://www.rrr.org.au)

For over 30 years Triple R has shaped and inspired the culture of Melbourne. Since its inception as an educational broadcaster in 1976, it has become one of Australia's largest community radio stations.

**3RRR has been actively engaging with the federal election using several of the tools available through the Community Media Votes campaign.**

"We've engaged with the site, and are running the CSAs," says Station Manager, Dave Houchin. "We chatted with Kath Letch in the lead up to the election, touching on the *Community Media Votes* campaign issues. We also featured a lot of election coverage, including interviews with pollies and weekly one hour election specials in the Max Headroom timeslot. We've requested all our announcers and volunteers at the station to get involved with the *Community Media Votes* campaign."

# TRADE IN YOUR OLD TRANSMITTER

Off set the price of your new transmitter. Available from 15 watts to 20KW



**BROADCAST SPECIALISTS**



Call: Glenn Welsh on 07 3266 6779 or email [g.welsh@n-com.com.au](mailto:g.welsh@n-com.com.au)

[www.n-com.com.au](http://www.n-com.com.au)



By → **Melanie Valkenburg**  
Sales & Promotions Manager  
FBI Radio

**One of the great things about working for a community radio station in sponsorship is realising the level of respect stations hold for their audience and the importance placed on working with brands that genuinely fit with the station and its listeners.**

It's refreshing for a media organisation to take this approach. It's also one of the best reasons for brands to invest in community radio sponsorship.

Below are a few points that FBI Radio take into consideration when choosing sponsorship partners:

## WHAT TO DO

- Match brand attributes with listener attributes – if they provide a good match then the brand has a better chance of connecting with listeners.
- Look for creative ways to integrate a brand – is there an existing event or station initiative that would offer a great fit for the brand?
- Engage in regular listener feedback on attitudes towards sponsorship partners.
- Regularly connect with sponsors to ensure they are getting the desired response from the partnership.

## WHAT NOT TO DO

- Assume a target audience of a brand and approach a company with a generic pitch. Brand values and intended audience may be different than what is perceived.
- Create partnerships with brands that have no relevance to the audience. This won't work for the brand or the audience.
- Relinquish creative input over campaigns and accept something that does not fit with the character of the station. Again, it won't work for the brand and will alienate the audience.



## CBAA Conference Highlights

OCTOBER 21 – 24  
SANDY BAY, HOBART,  
TASMANIA

### WORKSHOPS

- Resolving Conflicts – the Basics: presented by Dr Paul R Gibson, Institute of Arbitrators & Mediators, Australia. This session will clarify the CBAA's new Dispute Resolution Procedure, offer practical solutions for reducing workplace conflict and launch pro-bono mediation services to be made available to all member stations of the CBAA.

### PLENARY SESSIONS

- Stayin' Alive: Q&A plenary session exploring creative solutions stations have found to take charge of their future. Panelists include Gary Dalton of Pulse FM, Melanie Page of Edge Radio and Adrian Basso of PBS among other broadcasters.

### KEYNOTE SPEAKERS

- Tasmanian MP David O' Byrne: Minister for Environment, Parks and Heritage; Workplace Relations; Arts; Sport and Recreation and Hospitality.
- Professor Trevor Barr : internationally renowned Media and Communications expert
- Senator the Hon Stephen Conroy: Minister for Communications, Broadband and the Digital Economy

# out of the box

VOLUNTEER STORIES



**It was the revelation that I could introduce people to the music I loved that made me realise I loved community radio!**



By → **Rob Stewart**

Volunteer from Gove FM

The year was 1985, a vinyl record was spinning at 45rpm as the needle scratched out a glorious cacophony provided by a Nick Launay 12 inch remix of INXS's "What You Need".

Three youths were laughing and sharing the good times in a newly established radio studio which lived above an old pinball parlour in downtown Bairnsdale, Victoria. The station was in its infancy and attempting to secure a licence during test transmissions.

I picked up a slab of Madness vinyl, gave it a home on another turntable, cued it up, and let it rip with a seamless segue from INXS to Madness. The studio phone rang and was a wake-up call, alerting me to the fact that someone was listening and wanted to know if the remix was available to buy in town. "Of course it is," I said. "You just have to order it from the local record store." It was the revelation that I could introduce people to the music I loved that made me realise I loved community radio!

It was decades until I decided to pay a stack of cash to a radio academy to train me in all facets of radio. Ironically, that little community station I left in Bairnsdale would have provided my training for free!

I spent a few years in commercial radio but left to chase some more financially rewarding career options which eventually brought me to Nhulunbuy in East Arnhem Land in the Northern Territory. As soon as I arrived, I signed up as a volunteer at 8EAR Gove FM. For the last three years I've spent most of my spare time here, being part of a great team as an announcer, production manager, training manager and part time events co-ordinator.

The level of passion and enthusiasm from all the volunteers is infectious. They're a great team with progressive minds who have helped sustain the growth of the station. We've had some massive shifts in the equipment and software we use as well as facility

upgrades and with this, an enormous increase in community involvement.

Radio has given me so much joy and a wonderful sense of achievement. More specifically, community radio offers every person the opportunity to follow their dreams, learn new skills, develop larger social circles and be better equipped to enjoy their spare time.

Thank your chosen deity that Community Radio depends on volunteers!

[www.govefm.com.au](http://www.govefm.com.au)



at the cbaa

## THE CBAA

The Community Broadcasting Association of Australia is the national peak body for community broadcasters, providing leadership, advocacy and support for our members and the sector as a whole.

## CBAA MEMBERSHIP

A full list of the CBAA membership can be found at [www.cbba.org.au](http://www.cbba.org.au)

## CBAA BOARD OF DIRECTORS

**President**  
Deborah Welch;  
Radio Adelaide

**Vice President Radio**  
John MacInnes; 3WAY

**Board Director**  
Adrian Basso; 3PBS  
Libby Jamieson; 3CR  
Phillip Randall;  
Sydney's 103.2  
Danae Gibson; 3JOY  
Georgia Webster;  
SYN FM

**Women's Representative**  
Leeni Fabri; 3JOY

**Youth Representative**  
Jonathan Brown;  
Radio Adelaide

## FINANCE STANDING COMMITTEE

**Chair/ Finance/ Board Director**  
Adrian Basso; 3PBS

**President**  
Deborah Welch;  
Radio Adelaide

**Board Director**  
Phillip Randall;  
Hope 103.2

**General Manager**  
Michele Bawden; CBAA

## CONFERENCE SUB-COMMITTEE

**Chair/ Membership Manager**  
Maria Walsh; CBAA

**Board Director**  
Libby Jamieson; 3CR  
Phillip Randall;  
Hope 103.2

**Youth Representative**  
Jonathan Brown;  
Radio Adelaide

## YOUTH ENGAGEMENT COMMITTEE

**Chair/Youth Representative**  
Jonathan Brown;  
Radio Adelaide

**YEC Members**  
Georgia Webster;  
CBAA Board & SYN  
Bradley Duence; Edge Radio  
Nik Tripp; 3RRR  
Rubina Carlson; 5EBI

## TECHNICAL SUB-COMMITTEE

**TSC Chair**  
Janet Cook; Eastern FM 98.1

**TSC members**  
John Maizels; 2NSB  
Heidi Tobin; KLFM  
Michael Tobin; KLFM  
Maria Walsh  
CBAA Representative

## SATELLITE ADVISORY COMMITTEE

**Chair**  
John MacInnes; 3WAY

**SAC Members**  
Rob Meaton; 2BOB  
Ken Westerman; 2TRR  
Geoff Pegler; 5EFM

**GGAC Representative**  
Bob Rau; 3NOW  
Terry Mather (alternate); 7THE

## TRAINING ADVISORY COMMITTEE

**Chair/ Membership Manager**  
Maria Walsh, CBAA

**TAC Members**  
Michele Bawden, CBAA  
Bruce Cameron, 2MCE  
Reged Ahmed, ABC Radio

## CBAA STAFF

**General Manager**  
Michele Bawden

**Membership Manager**  
Maria Walsh

**Policy & Campaigns Manager**  
Alexis Roitman

**IT Coordinator**  
Andrew Devenish-Meares

**Finance Coordinator**  
Robin Carter

**Administration Assistant**  
Danny Chifley

**Technical Coordinator**  
Ben Feggans

**Satellite Operations Coordinator**  
Martin Walters

**Communications Coordinator**  
Julia Wylie

**Executive Assistant**  
Tracey Savage

## DIGITAL RADIO CONSULTATIVE COMMITTEE

**Digital Radio Consultative Committee**

**Chair**  
David Melzer

**Sydney Representative / 2CBA**  
Phillip Randall

**Melbourne Representative / 3MBS**  
Cameron Paine

**Brisbane Representative / 4EB**  
Peter Rohweder

**Adelaide Representative / 5RPH**  
Hans Reimer

**Perth Representative / 6RPH**  
Peter Luckett

**CBAA Advisers**  
Michele Bawden  
General Manager, CBAA  
David Sice  
Technical Consultant, CBAA

**Observers:**  
Ian Stanistreet  
CBF Executive Director

## SECTOR PROJECTS CONSULTATIVE COMMITTEE

**Chair/ General Manager**  
Michele Bawden

**CBAA President**  
Deborah Welch

**RPH Australia Chair**  
Peter Luckett

**AICA President**  
Jim Remedio

**NEMBC President**  
Victor Marillanca JP

**CMA CEO**  
David Turrell  
**Observers:**  
CBF Executive Director  
Ian Stanistreet

**DBCDE**  
Judy Hiscox

## CBAA SECTOR PROJECTS STAFF

**Acting CBOonline Manager**  
David Melzer

**Amrap Manager**  
Chris Johnson

**Amrap Communications & CD Mailout Coordinator**  
Brigitte Dagg

**Amrap Distribution Coordinator**  
Brooke Olsen

**Digital Radio Project Manager**  
Kath Letch

**Digital Radio Project Technical Consultant**  
David Sice

**Digital Radio Project Assistant**  
Alex White



# Australian Made FM Broadcast Transmitters & STLs

All of our models are now available with ethernet connectivity

**SRK Electronics is expanding its range of ruggedised excitors to include a 25W stereo version.**

The **FMX25+** is fully dust and waterproof and is designed to survive the harshest environments. **Its features include:**

- ▶ 0-25W RF output power
- ▶ Fully dust and waterproof
- ▶ Convection cooled (no fans)
- ▶ Extensive metering (including heatsink temperature)
- ▶ Over temperature and over SWR protection
- ▶ In built audio processor and stereo generator
- ▶ Serial port for remote monitoring and control
- ▶ Designed and manufactured in Australia
- ▶ 3 year warranty



**NEW**

**\$2200**

**FMX25+** Ruggedised 25W FM Exciter



**\$1200**

**FMX10+** Ruggedised 10W FM Exciter



**\$2700**

**FMX30+** 30W FM Exciter



**\$2100**

**STLRX** STL Receiver



**\$2700**

**STLRXIF** STL-IF Converter



**\$2100**

**STLTX** 5W STL Transmitter



**\$2750**

**FMA300** 300W FM Amplifier



**\$2700**

**STLIFTX** IF-STL Converter



**\$3000**

**FMX100** 100W FM Exciter



**\$4070**

**FMA501** 500W FM Amplifier



**\$858**

**FMX1+** 1W FM Exciter



**\$1050**

**FMX4+** 4W FM Exciter



**Contact Simon Russell on 03 9882 3130  
or visit [www.srkelectronics.com.au](http://www.srkelectronics.com.au)**

SRK Electronics Pty Ltd, 8 Victoria Grove, Hawthorn East, VIC 3123.  
Ph: 03 9882 3130 Fax: 9882 6149

Web: [www.srkelectronics.com.au](http://www.srkelectronics.com.au) Email: [sales@srkelectronics.com.au](mailto:sales@srkelectronics.com.au)

© SRK Electronics Pty Ltd 2009. Specifications and prices subject to change without notice.  
All prices are inclusive of GST.

