

# Introduction to Community Radio



# Radio Adelaide History Snapshot

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Radio Adelaide was the very first community radio station, founded as 5UV at the University of Adelaide in 1972.

Moved to North Terrace in 1989 broadcasting on AM.

5UV became Radio Adelaide broadcasting on FM in 2003.

We now broadcast on 101.5fm, online through live-stream and podcast, and on digital radio.

We produce over 100 hours a week of unique and original programming, meaning that program teams have relative editorial and production freedom in comparison with national public and commercial media.

Our focus is music, art and ideas.

# Why do people listen?

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Local information / local news Listeners to community radio

Local voices / local personalities

Specialist music

I hear something that I don't hear anywhere else

Locals can participate

The announcers sound like ordinary people

They give an independent voice / not owned by big business or government

They play Australian music and support local artists

Programs not available elsewhere

Diversity in programming

Specialist information programs

Programs in other languages

# Who listens to community radio?

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In an average week, of all people aged 15+ throughout Adelaide (1,087,000 people):

325,000 people, or 30%, listen to community radio

64,000 people, or 6%, listen to community radio but not commercial radio

145,000 people, or 14%, listen to community radio but not ABC/SBS radio

33,000 do not listen to commercial radio or ABC/SBS radio

# 54,000 weekly Radio Adelaide listeners

## 187,000 monthly RA listeners

McNair Survey 2018

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37,000	Unique monthly web visitors
55%	Aged 25-54
35%	Partnered with children at home
63%	Work full or part time
50%	Uni educated
42%	Earn over \$60,000
50%	Equal amount of male and female listeners

# Building an audience

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Strip programming creates predictability for audiences.

Niche programs need to involve their community.

A presenter should represent the WHOLE station and build audiences for YOUR show, and others through cross promotion.

Every listener to your show is a potential listener to another Radio Adelaide show.

Our ability to sell sponsorship relies on showing that we have a good listenership.

Pass on any listener feedback to staff

# What's the radio difference?

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Money  
Culture  
Purpose

# Public Radio

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ABC and SBS are public radio stations.

Completely government funded

Governed by boards with their own codes of practice.

Specialist music on ABC Classic FM, Triple j, and Dig Jazz or Dig country stations.

Specialist language groups on SBS





# Commercial Radio

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Completely profit-driven, returning a dividend to share-holders.

Have their own industry body and codes of practice – Commercial Radio Australia.

Licences are bought (often for big money!)

Commercial radio is considered big business and regulated like companies.



# Narrowcast licenses

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Allow for services that have limited appeal in terms of time or type of service.

Limited in geographic range and content

Open Narrowcasting services have a frequency

Subscription services require a special receiver to pick them up.

Narrowcast licenses are funded in any way possible



# Internet Radio

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Stations who broadcast ONLY on the Internet.

Different to stations who simulcast and podcast

Funded through any means possible (this may include private funding and web advertising).

Specialist content or user-created.

# Digital Radio

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Digital radio is transmitted by kbps (kilobits per second) and each sector is allocated so many. The more kbps, the better the sound.

Clearer “CD quality” sound and reception

You need a digital radio receiver to listen.

Features such as pause and rewind radio, downloadable music, more details about the content, slideshows, scrolling text, “pop up” radio stations

Tuning by station name, not frequency.

# Community Radio

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Minimal government funding

Have to abide by codes of practice.

Stations must be non-profit and provide ways for community to participate in management and operations.

Limit of five minutes of sponsorship per hour.

Licences are free, have to be applied for and you need to involve and represent the community.

Can you name Adelaide's community stations?



92.7 FreshFM  
THE FUTURE SOUND OF ADELAIDE



THREE D RADIO



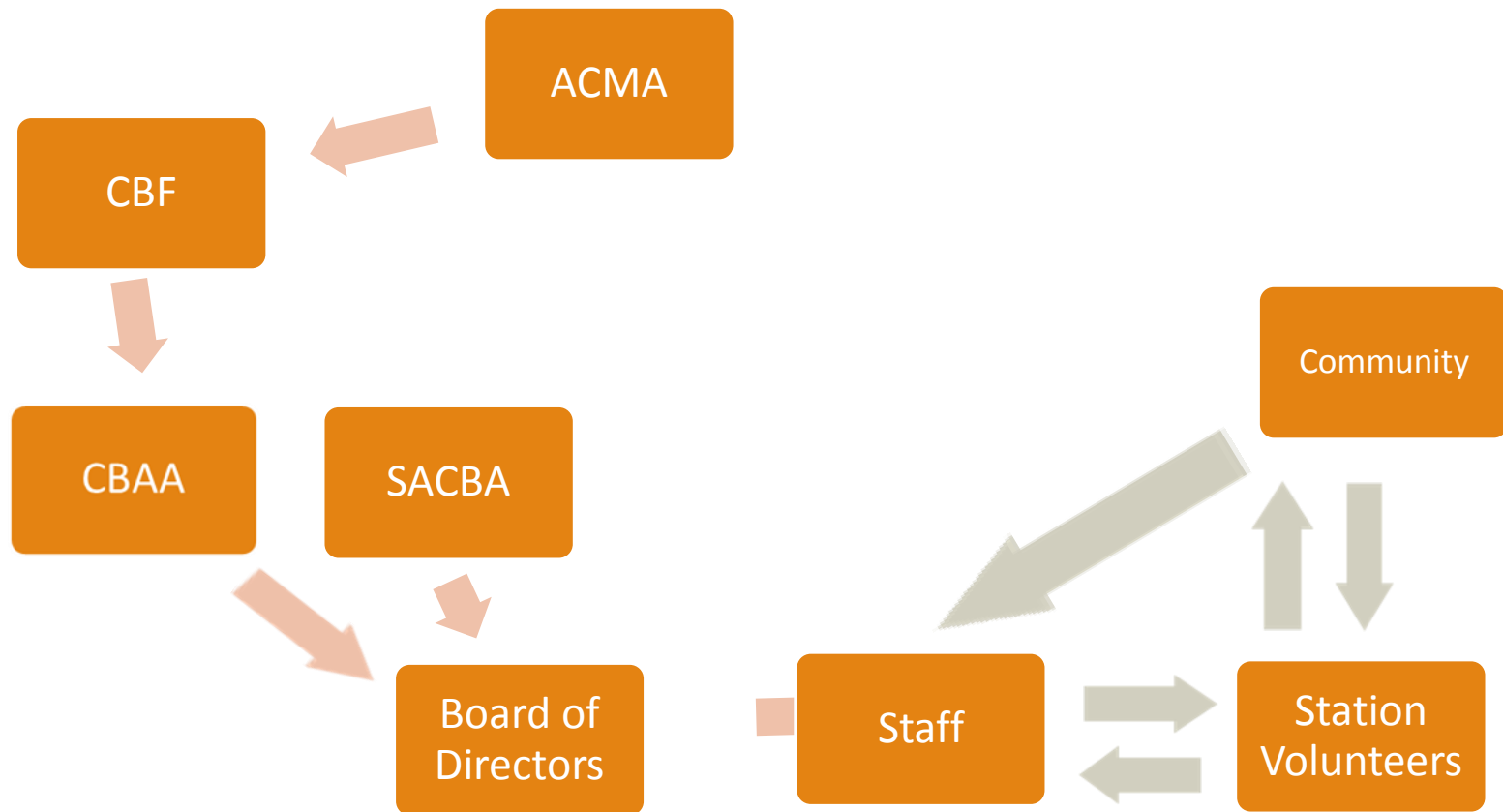
# Legal Obligations

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The *Broadcasting Services Act 1992 (the Act)* requires community broadcasters to:

1. Provide community broadcasting services for the benefit of the community and not operate them to make a profit
2. Continue to represent their community of interest as per license
3. Encourage community access and participation in all aspects of station operations, from programming to management
4. Only broadcast no more than five minutes in any hour of sponsorship announcements. Don't call it advertising.

# Who governs community radio?





# Community

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Radio Adelaide's license defines our community of interest as educational.

Other stations have different communities of interest

3D = music

Fresh = youth

Life = Christian

Coast = General (baby boomers)

5EBI = Ethnic and multicultural

MBS = Classical

RPH = Print Handicapped

Our community also includes local people from the arts, music, education, social justice, Not-for-Profit, local government and business

# Station Volunteers

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The people that actually make the radio happen!

Volunteers are involved in all aspects of community radio, including programming, administration and fundraising.

- 240 volunteers
- 100 journalism students per year
- Media interns
- Work experience students and placements

# Staff

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- In some stations they are paid, at others they are all volunteers
- Chris Leese, Radio Adelaide Station Manager
- Nikki Marcel, People and Program Manager
- Carol Atkinson, Office Manager
- Annie Hastwell and Sarah Martin – grant funded program producers for *The Wire*

# Board of Directors & Program Committee

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The Radio Adelaide Board of Directors and Program Committee are comprised of Radio Adelaide members and stakeholders

Current members are:

David Heath, Chair

PJ Rose, Deputy Chair

Wallace Long, Treasurer

Annie Hastwell

Barry Mitchell

Andrew Dundon

Dr Kristin Alford

# SA Community Broadcasting Association (SACBA)

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Comprise of 32 member stations in SA plus 2Dry FM in Broken Hill and 3MBR in Victorian border towns of Pinnaroo and Lameroo.

Host the Bilby Awards and annual conference.

Have an Equipment Bank to assist stations when equipment breaks to keep stations on the air.

# Other closely affiliated industry organisations

# Community Broadcasting Association of Australia (CBAA)

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Looks after the community radio and television sector – our national peak body.

Managed by a board elected by member stations.

The CBAA lobbies for government funding and sets our codes of practice.

Also runs services including training, the Community Radio Satellite Service, and an annual conference.

# Community Broadcasting Foundation (CBF)

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The independent body set up to distribute funds given to the community broadcasting sector.

Most of these funds come from the federal government.

Managed by a board, elected by organisations that represent community broadcasters.



# Australian Communications and Media Authority (ACMA)

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The Government body which oversees all broadcasting across all sectors in Australia.

They receive complaints from listeners, investigate and make rulings about them.

They supervise broadcasting legislation.

They are responsible for assigning, renewing and revoking broadcast licenses.

# Radio Adelaide Volunteer Handbook

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[www.radioadelaide.org.au/resources](http://www.radioadelaide.org.au/resources)

# Codes of Practice & Guiding Principles

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See [radioadelaide.org.au/resources](http://radioadelaide.org.au/resources) page or CBA website

## ***The purpose of community radio is to:***

- Promote harmony and diversity and contribute to an inclusive, cohesive and culturally-diverse Australian community
- Pursue the principles of democracy, access and equity, especially for people and issues not adequately represented in other media
- Enhance the diversity of programming choices available to the public and present programs that expand the variety of viewpoints broadcast in Australia
- Demonstrate independence in programming as well as in editorial and management decisions
- Support and develop local arts and music
- Increase community involvement in broadcasting

### [Codes of Practice - Code 1: Our responsibilities in broadcasting to meet our community interest](#)

To make sure that community radio stations operate according to the guiding principles and within a framework of sound corporate governance.

### [Codes of Practice - Code 2: Principles of diversity and independence](#)

To make sure that community radio stations have written policies and procedures in place that promote diversity and encourage community participation.

### [Codes of Practice - Code 3: General Programming](#)

To encourage programming that reflects our community of interest and guiding principles.

### [Codes of Practice - Code 4: Indigenous programming and coverage of Indigenous issues](#)

To acknowledge the unique status of Indigenous peoples as the first Australians and to offer a way to demonstrate respect for their cultures and customs.

### [Codes of Practice – Code 5: Australian Music](#)

To reflect the commitment of community radio stations to develop Australian music and provide opportunities for performers to have their work regularly broadcast.

### [Codes of Practice - Code 6: Sponsorship](#)

To complement the licence condition in the Act relating to sponsorship announcements.

### [Codes of Practice – Code 7: Complaints](#)

To outline our legal requirements relating to complaint handling.

### [Codes of Practice - Code 8: Codes of Practice review](#)

To ensure that the Codes continue to reflect changing community standards and remain relevant in the contemporary media environment.

# Sponsorship

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This is the most closely monitored code.

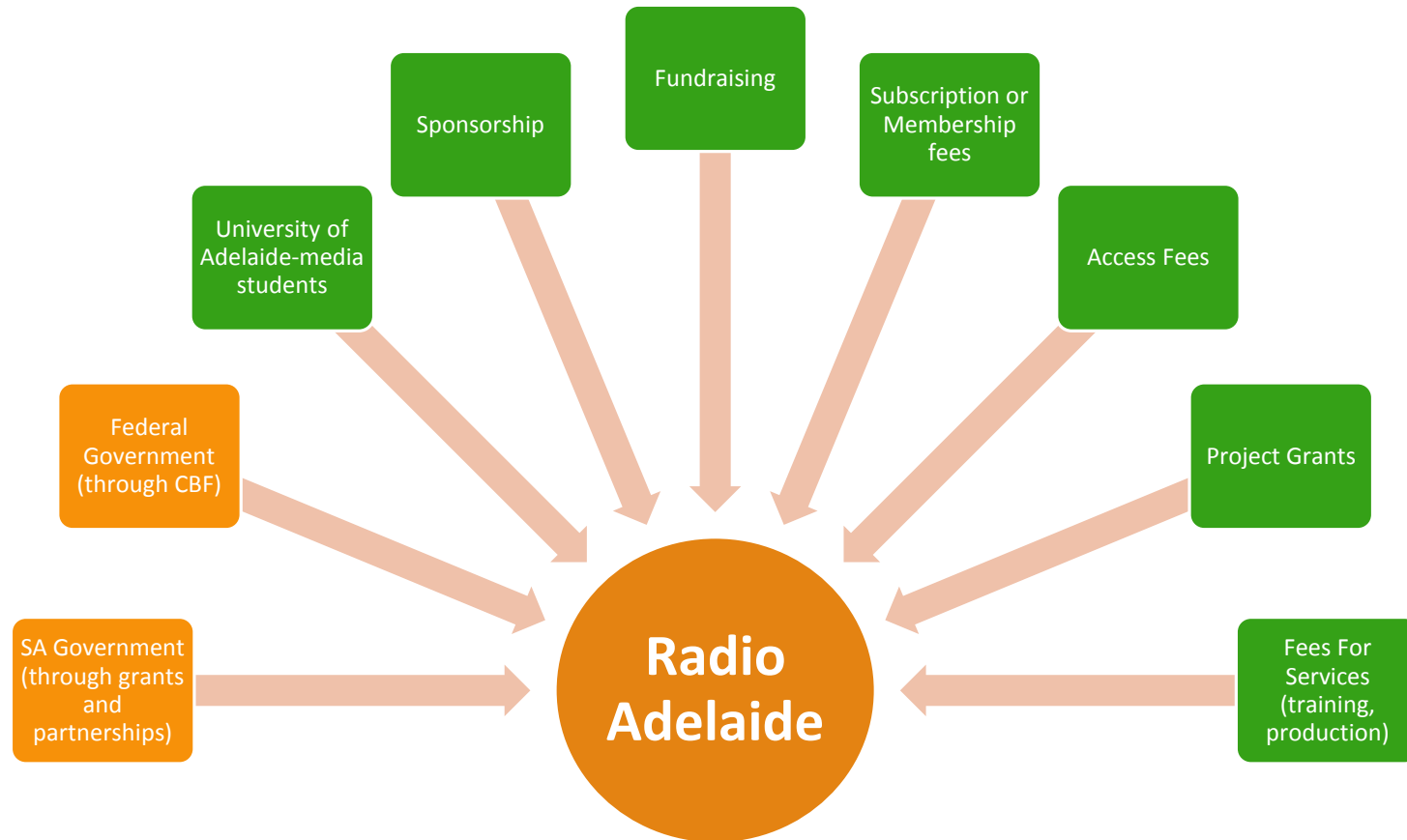
A few stations fill their five mins per hour, many don't..... but it is a very important source of funding and depends on volunteers for it to work well.

You **MUST** play sponsorship spots, see yourself as part of the station, do giveaways well, look after and build audience, because audience is the basis for sales.

Content must not be influenced by sponsorship. ie interviews or CSA's which are actually sponsorship (advertising) should be counted in 5 mins per hour.

Avoid naming brands or companies who aren't a sponsor of the station. For example: Coopers Stadium should be called Hindmarsh Stadium.

# Where does the money come from?



# Useful websites

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Radio Adelaide Station Worker Page [www.radioadelaide.org.au/resources](http://www.radioadelaide.org.au/resources)

ACMA [acma.gov.au](http://acma.gov.au)

CBOonline [cbonline.org.au](http://cbonline.org.au)

CBAA [cbaa.org.au](http://cbaa.org.au)

AICA (Australian Indigenous Communications Association)  
[aicainc.org.au/html/index.html](http://aicainc.org.au/html/index.html)

National Ethnic Multicultural Broadcasters Council [nembc.org.au](http://nembc.org.au)

CBF [cbf.org.au](http://cbf.org.au)