

Radio Logan Incorporated
Trading as 101.1 FM

STUDIOS:

8 Railway Pde
LOGAN CENTRAL

The Presiding Commissioner
The Productivity Commission

FAX: 03 9653 2305

13/5/99

Dear Sirs,

Thank you for the opportunity to participate in the public inquiry into Broadcasting. We hope to have three representatives from 4CBL – 101 F.M. (the Community Radio Station for Logan City) attending the Brisbane hearing on Thursday the 20th May 1999. At this time we would like to discuss the following please:

- 1) FREQUENCY ALLOCATION with relation to aspirant Radio Stations.
- 2) NARROWCASTERS and their blatant disregard of program content and their attempts to 'Network'.
- 3) REDUCING THE REGULATIONS ON RAISING REVENUE i.e. by increasing Community Broadcasters opportunity to advertise, from 4 minutes per hour to 6 minutes per hour.

1) **FREQUENCY ALLOCATION IN RELATION TO ASPIRANT RADIO STATIONS.**

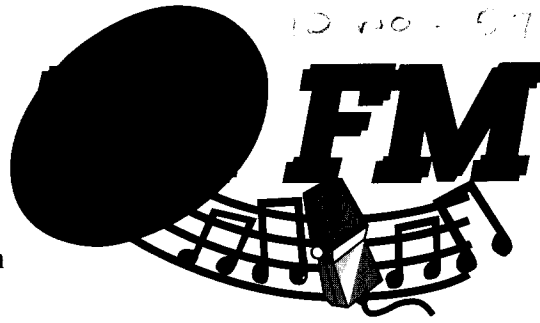
- a) We are told that there are only a limited number of frequencies available on the FM dial, however there are NO limitations placed on the number of aspirants who can apply for licensing. Therefore a situation is created – as that with Family Radio in Brisbane who have been 'established' for over 20 years, and who still do not have a permanent fulltime licence – having to share their frequency equally with any number of aspirant stations who have just decided to 'pop up' and broadcast.
- b) It appears that in an effort to 'over populate' the frequency channel – longstanding permanent broadcasters such as 4CBL (101.1 F.M.) could have their broadcast area interfered with should a Gold Coast aspirant station be given the frequency of 101.3 F.M.

Possible Solution: Put a cap on the number of prospective aspirants seeking licences in any given area, by a specified time e.g. 31st December 1999.

2) **NARROWCASTERS** – their blatant disregard for program content and their attempts to 'network' their stations.

- a) As we know, the ACA controls the 'technical' side of narrowcasting, but there is no governing body which stipulates and controls the 'program' content of the narrowcaster.

Instead of their program content being of 'narrow' appeal – such as purely 'educational' or purely 'tourism information', these broadcasters are emulating community and commercial broadcasters by broadcasting a **variety** of different



POSTAL ADDRESS:
P.O. BOX 2101
LOGAN CITY D.C. 4114

PHONE: (07) 3808 8101
FAX: (07) 3808 7787



programs which appeals to a more diversified listnership, thereby effectively broadening their program base.

- c) A few people are buying up and having control of a large number of narrowcasting licences. By buying up a number of these licences this allows them to 'network' their station – which is effectively increasing their broadcast coverage area.
- d) Also, by being allowed to purchase a number of narrowcast licences at possibly \$29 per licence, the purchaser is then adding a computer program to it and offering it for sale for some \$100,000. (please see attached information).

Possible Solution: Closer monitoring of narrowcast owners and stations (program content). This could possibly be achieved by an "Advisory Committee" in each Capital City which would act as a watch dog. The committee could be made up of two representatives from Commercial, Community, and Narrowcast stations.

- 3) **REDUCING THE REGULATIONS ON RASING REVENUE**, by increasing Community Broadcasters ability to 'advertise' (sponsorship) from 4 minutes per hour to 6 minutes per hour.

Community Broadcasters are severely constrained by the 4 minutes per hour limitations placed on them for sponsorship.

Sponsorship is most popular between 6 a.m. and 8 p.m. during a 24 hour period, which effectively leaves 10 hours per day that are un-saleable, therefore reducing the opportunity to raise revenue.

We seek to raise the revenue earning time by 2 minutes per hour – to a total of 6 minutes per hour.

The revenue raised is fed back into the organisation and enables us to maintain technical equipment, the opportunity to get out more into the community and promote what's happening through Outside Broadcasts, and generally provide equipment and training which will enhance the overall output of the station, making it more desirable to listen to.

As you are probably aware, just because we are "community / not for profit" organisations, it doesn't mean that we don't pay "commercial" rates for equipment, office items etc.

Please find herewith some supporting material to uphold our concerns.

BACKGROUND ON 4CBL-101 F.M.:

Radio Logan Inc. was established in 1984.

It is a licensed Community Broadcaster serving the area of Logan City and environs.

1999 celebrates 11 years as a fulltime broadcaster.

We offer a diversified program format, which includes information of a local nature pertinent to our listening audience. Also provided is a National News Service (via SKY) and a Local News Service which is provided by Journalism students who utilise this practical experience as part of their overall tertiary assessment.

In-house training is offered to our Presenters, and the Station operates 24 hours per day, seven days per week, 52 weeks per year – on voluntary service.

We have a Station Manager (myself) who receives payment for 20 hours per week, plus a Sales Manager who receives commission, and a Technical Director who works on a constancy basis.

Our premises are the old Woodridge Police Station, and we are very fortunate to be one of only a few Community Broadcasters who receive support from our local Council.

I trust that this information provided herewith is acceptable, but should there be any questions arising from our submission, please do not hesitate to contact me during office hours on (07) 3808 8101, otherwise I look forward to meeting you all next Thursday.

Yours truly,



LEA BUDGE

Station Manager 101 F.M.

P.S. As the supporting Material is rather 'numerous' I will express post it down tonight to you.