



AIRWAVES

The Official Gippsland FM 104.7 Newsletter
SEPTEMBER 2006

NOTES FROM THE CHAIRMAN

Will the internet kill radio as we know it?

The planning for the introduction of digital radio is continuing however there are a number of claims that the radio industry is wasting it's time.

Digital radio is scheduled to commence in capital cities in 2009 and will cost the sector around \$400 million. It will offer better sound quality than analogue and give listeners the ability to pause and rewind radio programs. However by the time it is introduced, many observers consider that consumers will have embraced other radio-like products such as wireless internet. Already we have devices such as 3G phones and MP3 players which will evolve further and may be preferred to the new digital radio form. A recent report from Price Waterhouse Coopers suggested that the rise of internet radio and other forms of media may jeopardise the investment required by radio companies in pursuing digital radio. Given the significant technological risk to making a return on such investment.

In a recent article in the Financial Review, Neil Shoebridge reports that the commercial radio sector currently believes that there is a key difference between radio and its rivals; that is, apart from the hardware costs, radio is free. (continued inside)

FAREWELL

It's a sad goodbye indeed to **Paul Eastman** who has decided to move on after ten years of wonderfully eclectic, highly interesting, never-a-dull-moment **"Pleasant Valley Sunday"** which aired fortnightly on Sunday evenings !!

Paul's commitment was a solid one, driving down to the station from Mornington each fortnight initially and later, each week, to grace listeners with his pearls of musical wisdom, endlessly interesting and wide ranging music, along with that never ending supply of wit and the "pommy" take on life !!

Our loss is 3RPP in Mornington's considerable gain.

Fare thee well Sir Pommy Bastard !!



Will the internet kill radio as we know it?

Cont ... Chief Executive of Commercial Radio Australia, Joan Warner, says that radio will not be passed by - it's free and digital technology will give radio companies the opportunity to provide a new range of services for its consumers. She further suggests that radio will be difficult to replace in applications such as clock radios and car radios.

Whilst the Federal Government has yet to announce a date for the launch of digital radio in regional areas, it is noted that it is unlikely that there will be a date when the current radio system will be switched off (unlike TV which will progressively be turned off from 2010).

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DATES FOR THE DIARY
A.G.M JUST AROUND THE CORNER The station annual meeting is coming up on 31 October. The venue is yet to be decided but members and shareholders will be advised. Have your say at the AGM !

Don't forget the first Sunday of each month is lunch at "So Swish" café at the Latrobe Regional Gallery. This is a great opportunity to get to know your fellow Gippsland presenters in a casual social setting. It's great fun, good food and you can wander around the gallery afterwards and see what's on !!

**BEATLE-MANIA ...
WAS IT A SUCCESS ?**

YEAH, YEAH, YEAH !!

A lot of people banded together to make this fundraiser an incredibly successful one. Not to mention a whole lot of fun for all involved !!

Special guests came in for live performances, and re-telling of historical Beatles moments.

Guest DJ's to lighten the load somewhat .. but the stalwarts of the evening were Greg Hansford, Peter Thain and Ken Thompson who manned the ship for the entire marathon.

The end result .. an amazing \$5,600 was raised. Thanks to the subscribers, members, announcers, interested listeners and special guests !

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MEMBERSHIP RENEWAL IS COMING UP

AS YOU'RE PROBABLY WELL AWARE THE STATION RELIES ON ANY AND ALL INCOMING MONEY TO RUN JUST ON A DAILY, WEEKLY, MONTHLY, YEARLY BASIS. WHEN YOU GET YOUR MEMBERSHIP INVOICES PLEASE PAY PROMPTLY !!!

GET SET FOR THE STATION TO LOOK A WHOLE LOT BRIGHTER ...

Jo Joyce is about to embark on a colourful mural depicting the antenna, the history and everything to do with the station and it's all going to be on the walls in the front reception area.

WATCH THAT SPACE !!

SPREAD THE JOY OF COMMUNITY RADIO

Next time you're talking to your friends, tell them about Gippsland FM and how we're a volunteer station and greatly appreciate and need the financial support that subscribers bring. Let them know how great it feels to be supporting their own community radio station. And let them know that, best of all, it doesn't cost very much to support Gippsland FM !

Only in country music could you find these timeless song titles ...

- How can I miss you if you won't go away...
- I'm so miserable without you, it's like you're still here ...
- My wife ran off with my best friend and I sure miss him ...
- I liked you better before I got to know you

Watch out for "Personality Profile" in the next edition ..

If you have any news or information that can be included in the station newsletter ... YOUR newsletter, please send any and all submissions to Wendy Robinson, c/o Gippsland FM PO Box 579 Morwell or just put in the pigeon hole at the station.

New Daytime Format

October will see the introduction to a new format during daytime Monday to Fridays. All your favourite programs will still be there - but the station is hopeful that the new line-up will make it easier for you to listen on a daily basis, by presenting programs of a similar genre each day. The proposed format will be as follows:

6am to 9am	Breakfast
9am to 11am	Magazine format / contemporary music
11am to 12 noon	Talks
12 noon to 4pm	Middle-of-the-Road (MOR) style music
4pm to 6pm	Youth

Whilst many programs will remain in their current timeslots - there will be a few which will be moving - in general to a different time on the same day. Keep listening to Gippsland FM and you will hear details of changes to specific programs.