



WAVELENGTH

Patron: Bruce Skeggs OAM

Inner North East Community Radio Inc.

96.5 KICKS GOALS FOR VAFA FOOTY



From left: 96.5 on-air team, Barnaby Willis, Chris Venus, Ken Petrucco.

Since 1999 96.5's live-to-air call of the VAFA's A section football has continued to attract an ever-growing audience.

96.5's footy guru Ken Petrucco ably supported by Adrian Hook, Tim Armstrong and a cast of highly talented callers continue to broadcast live calls from a wide variety of footy grounds.

On Saturdays the station's coverage begins at 9am with the VAFA Footy Show hosted by Ken Petrucco and VAFA legend Norm Nugent.

The program kicks off with a review of the previous weeks' games and a preview of the days round. VAFA officials, coaches and players are included in the morning program until 10am.

From 1.45 pm the live-to-air call of the round, listeners are kept up to date with quarter by quarter scores of all

A and B section games..

It's all wrapped up at 6pm with a local sports round up until 7pm including results from other sections including under 19s, Club XVIII and Reserves.

Our thanks to our loyal footy sponsors who contribute in excess of \$10,000 worth of sponsorship including a Best-On-Ground award and Around The Ground Score Updates.

FEMALE VOICE ADDS TO THE GAME

As you may be aware 96.5 Inner FM now has a female caller Jo Wooten. Jo is one the three new callers recruited over the past month to supplement the existing callers some of whom have not been available in '08.

Jo loves her sport having played footy in the Victorian Women's league and she is an accomplished basketballer. In 2003 she was boundary rider on 3WRB's VFL coverage of Werribee and Williamstown games. Since then she has presented a studio based sports program on 3WBC.

From the Amateur Footballer 24 May 2008
For the Love of the Game

96.5's FOOTBALL PARTNERS 2008

- BL Fitzgerald McDonalds Family Restaurants
- Dellios West and Co
- Ausfund
- VAFA
- Skyhigh Mount Dandenong
- Pep Signs Heidelberg
- Courtney and Patterson Honda
- The Old England Hotel

PROGRAM AND PRESENTER ASSESSMENTS 2008

Copies of the 96.5 assessment form covering "The Program" and "The Presenter" have been distributed for the benefit of all 96.5 presenters.

The distribution of the forms enables all presenters to be aware of the various elements of the assessment.

The exercise will continue through until mid July 08.

Wavelength Quiz

Who am I?

I was one of Australia's entertainment greats.

I worked on the Sydney Harbour Bridge.

I am not Paul Hogan.

Answer: Tex Morton

96.5 ANNUAL RADIOTHON

Congratulations to the prize winners:

1. Bulleen Arts and Craft, voucher Trish Upton
2. DVD Pack, Eric Elder
3. Veneto Club, Dinner for 2 and wine Julie Standerling
4. Courtney and Patterson, oil change and filter, Bernard De'Lasselle
5. Jaydee Steel, \$100 cheque, Wayne Chineri
6. VA Hairdressing, Terry Stokes
7. Heidelberg Mowers, service, Max Vaughan
8. CD Pack and tumblers: Dolly Dunstan
9. Wine Show, wine: Ron McKenzie
10. Atlantis Hotel, Spencer St, Accommodation: Phillis Brown

Thanks to the 96.5 Radiothon team: Lennie, Brett, Joseph, Deana and David, for their efforts in generating donations of around \$4000 for 96.5.

Also to the on-air presenters who supported the Radiothon from midnight Friday 2nd May to midnight 9th May.

All of the funds raised will be used to cover running costs of the station.

\$30,000 GRANTS AWARDED TO 96.5 TO DATE

Over the past 3 years more than \$30,000 has been received by 96.5 as a result of successful grant applications.

This significant revenue source represents almost 20% of the station's annual revenue.

Grants are available for programs, training, broadcast and transmission equipment. Subsidies on transmission costs are also available.

The station scored a major success in 2006 when it applied for and received \$7,000 towards 50% of the cost of the 2 new studio panels.

Since then Adrian Hook has continued to apply for a number of grants including support for our ethnic programs on an on-going basis to the value of \$8,500 per year as well as grants for an uninterrupted power supply unit for our transmitter at Austin Health Centre.

Adrian is hopeful of receiving \$4,000 in grant support for our new transmitter.

This highly competitive and vital work continues under Adrian's management. Congratulations Adrian!

NEW REVENUE OPPORTUNITIES

96.5 has joined forces with a number of other community radio stations in participating in securing new national revenue for the station.

4 People Media (4PM), headed by Claire Stuchbery and her team commenced operations as a radio buying group in September 2007 and are based in Abbotsford.

96.5 is now part of this significant 54 community radio station sales network.

4PM are in an excellent position to pitch for airtime and sponsor revenue from national clients and government departments .

Neighbouring community radio stations including Plenty Valley FM, Eastern FM98.1 and Southern FM 88.3 have been part of the 4PM national buying group for some time.

Once an advertising booking is received on our behalf by 4PM a fully produced commercial is written and recorded by them. 4PM then forward it to 96.5 by MP3 (email) ready for broadcast.

Local selling for 96.5 will continue as an important part of our day to day operations with continued emphasis on program sponsorship, news broadcasts, sponsorship announcements, sporting and outside broadcasts sponsorships.

STATION AIR CHECKING FACILITIES

96.5's latest addition to the front of house operating area is a Tascam CD recorder replacing the station's cassette tape recorder.

The CD burner has proved to be a popular replacement of the earlier recording technology.

Presenters can now air check their own programs by recording it off-air in clear digital stereo sound.

All presenters are encouraged to record their program on a regular basis.

Presenters can learn many things about their own program including music flow, voice quality and general on-air standards by listening back to them.

A concise operational guide is located next to the CD burner in the front office.

HANDY AIR CHECK TIPS

- Avoid touching the recording side of the CD before recording
- Only use soft oil based pens for labeling your CDs
- Don't expose CDs to direct sunlight
- CDs should always be stored in their cases.

When was the last time you air checked your own program?!!!



Website

The 96.5 Inner FM Website gives you all the information about the stations' activities at your fingertips.

It includes a comprehensive weekly program guide, up-to-date major sponsorship details, community service announcements and handy links to ABC News service, weather forecast, weather radar and Crime Stoppers.

www.innerfm.org.au

Articles for future Wavelength editions can be emailed to the Wavelength editor at:

Email: info@innerfm.org.au

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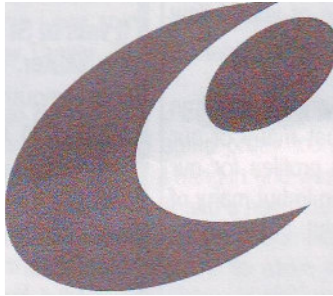
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