

## EDITORIAL

We have a bumper issue this month with plenty of contributors to make the Newsletter more interesting and relevant. Big thanks to all those who've contributed and if you have some ideas for even more improvement, please email me at [mail@alive905.com.au](mailto:mail@alive905.com.au)

*Leonie*

## CHAIRMAN'S REPORT

Hi Everyone,  
I am humbled and grateful for the opportunity to be the Chair of Alive90.5 FM.  
Thank you to Gillian for her many years of hard work, and she laid the foundation for many of the great things we will see happening around the Station. I wish her all the best with her move to focus on family and the family business.

Thanks to the Board who have supported myself and each other during the transition. We are working on a lot of great ideas, which you are going to love, and you can read about them later in this Newsletter.

### Your current Board:

1. Chair: Jerome Vagg
2. Deputy Chair, Technical, Programming: Darryn Capes-Davis
3. Treasurer: Andsley Dennis
4. Secretary: Julie Jordan

5. Outside Broadcasts: Tony Salerno
6. Marketing, Partners: Tiz Porreca
7. Content: Elliot
8. Members and Membership: TBC
9. Programming: TBC (interim is Darryn)

We are missing 2 members of the Board. If you would like to join the Board, we would love to hear from you!

The current and future of Alive90.5 FM relies on finding and securing partners to support us with money. One of Gillian's many strengths was that she was able to find Sponsors and achieve a high revenue for the Station year on year basically by herself. In a 100% volunteer organisation, we will have to change if we want to survive. We all have lives outside the Station, but somehow, we have to find a way to generate revenue so we can keep the Station ALIVE!

We (as the Board) are looking at various ways to achieve this such as;

- Make membership more attractive. More members mean more people who will get involved to help. Our first project for membership is to introduce Perkbox. This will help Members reduce their costs. Please read about Perkbox in this newsletter.
- Helping Sponsors, who we are calling Partners, to get better value for their money. Making

the Partner's packages easier to understand and easier to present and sell.

- Introducing a Business Membership for \$60
- Developing a more planned approach to Outside Broadcasts

I firmly believe that radio is an audio experience that is 'a shared experience with a human connection. Radio is more than Spotify on shuffle; more than a Tik Tok video. It is about connection and engagement.

**For our Presenters:** work to engage your audience. Ask for feedback, begin a conversation. Make your show a 'must listen' event

**For our Listeners:** tell us what you are thinking about, what music you like, and help us make our community stronger

If we can connect and engage with our audience, and play great music and have fun, then we will be the best radio station in Sydney!

You can always send me your ideas and comments to [jerome@alive905.com.au](mailto:jerome@alive905.com.au)

Rock on!

**Jerome Vagg- Chairman**

## NEW PRESENTERS

Welcome back to Stan Pedersen, who is doing an admirable job each Saturday 1-3pm on the new Afternoon Delight Show. He hasn't quite got the 4-hour endurance Ross had, but he still has the voice.



Matthew Caruana who joined us recently has received enough training from Darryn to replace him on Business Insights with Mario Bekes.

Cameron Cortazzo, Karenza De Leon and Andy Ridge are also currently receiving training.

## WELFARE

First and foremost, you are probably wondering how Ross Fear is after his operation. Latest info from Ross is that the surgery went well, however he had a complication in the first week with no response from the leg, so was transferred to Rehab at Mt Druitt Hospital and the leg came good and started to respond over the second week. Still not as mobile as he was before the operation but progressing. At home now but he has to re-teach the leg on how to work again - so rehab at home and out-patients over the coming month, which is the normal course for knee replacement. Of course, it hasn't stopped him from sending us heaps of emails. You just can't keep a good bloke down.

And talking about operations Jim Taggart is back doing his program

after having his hip replaced. Good, fast recovery Jim.

Scott Frappell reported that his new job with traffic reporting is going well. A bit stressful but he's getting there - so much to learn so quickly. Hopefully in the next few weeks he can start going live.

Tony Salerno is a happy man. He got engaged to his girlfriend of two years, Victoria, on Sunday February 28. They had a sunset cruise around Sydney Harbour where he popped the question. The Alive family is wondering when the big day will be. Congratulations to you both.



*Check out that ring!*

## SPONSORSHIP

Sadly, we're losing Mike Samson's sponsorship after all the years he sponsored Happy Jack. Have a well-earned retirement, Mike

## SUPERTEE OUTSIDE BROADCAST

A Super Tee is just one of the ways we can help raise awareness and support children who are experiencing difficult medical circumstances.

Super Tees are an innovation in medical garments designed to make the hospital stay of our little superheroes more comfortable and fun.



Want to be or see a superhero flying around Castle Hill RSL?

**Then be there when Alive 90.5FM host an outside broadcast of a Super Tee charity event on Wednesday April 14, 2021 from 10am – 2pm at Castle Hill RSL.**

The station is always keen to support local charities for initiatives like these. We will also be teaming up with the Hills District Dads (HDD) who do great work in this space. Many corporate organisations have been part of Super Tee events, now it is our turn.

If you would like to come along or be involved, please reach out to Tony Salerno (tonysalerno2@gmail.com)



## PODCAST WORKSHOP

### Active Participants



What a successful day! With Covid restrictions we were limited to 10 participants and that number was readily reached. Darryn had a very professional presentation outlining the theory behind podcasting before the lunch break and progressing to a practical session in the afternoon. All participants were awarded their certificate and feedback reflected just how valued the course was. Thanks to Roger Brant for his organization as Registrar. Aparna was an enthusiastic participant and proof of how good the course was for her, is that she has already posted her podcasts on our website. Well done Aparna.



### Graduation Ceremony

Next Workshops you won't want to miss are:

#### **Procuring Program Partners**

(Sponsors) (16<sup>th</sup> May TBC)

#### **Broadcasting Legal**

Aspects (20<sup>th</sup> June)

#### **Audacity Audio**

Editing (18<sup>th</sup> July)

## MEMBERSHIP

Membership sits at 262 with 10 new members since the last Newsletter

### NEW MEMBERS

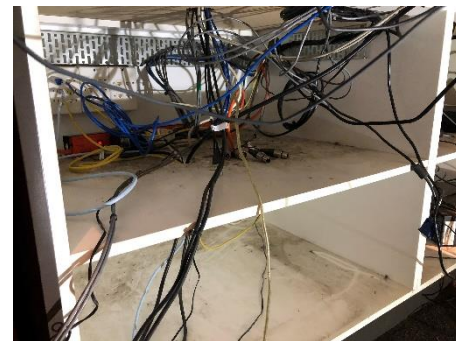
A big welcome to Matthew Caruana, Jesse Bolt, Derek Collier, Deb Carr, Iqbal Qureshi, Martha Travis, Konstantinos Sgouras, Nass Aoun, Catherine Ellis, and William Lemon. We hope you enjoy your time with the Alive family.

### CLEAN UP

Last Saturday, Darryn and Prasad Wimalasiri (a member) had a very busy day in the studio cleaning up all the wiring. Just look at the photos to understand what they did. It's a job. I think we all dread, especially if some of the wires fall out. Well done guys, we really appreciate your efforts



*I am sure the blue wire went there*



*Seems to be a buzzing sound coming from here*

### MEMBERSHIP PERKS!

When you renew your General Membership after the 1<sup>st</sup> of June, you will have access to PERKBOX.

### WHAT IS PERKBOX?

PERKBOX will provide you access to discounts from the biggest brands in Australia.

Available 24/7 via the web or a mobile app, you will have access to nation wide shopping discounts, gym memberships, holidays, learning and much more.

Perks that will save you money at the places you already shop – in-store and online.

Over 150 nationwide discounts, putting more money in your pockets.

Join us at the next **General Meeting on 26<sup>th</sup> May 2021** where we will launch PERKBOX and run a demonstration of how it will work.



davis@alive905.com.au or 0406 480 862.

### NEW PARTNERSHIP OPTIONS

We (mainly Tiz to be honest) have been working hard at revamping the partnership options for Alive 90.5 FM. The offers for partners have been expanded to open up some great new opportunities for all businesses – small, medium and large – starting at just \$500 for a 3-month campaign.

This is great value and roughly 50% of what it would cost at HOPE FM.

There are many reasons to partner with Alive90.5 FM, and here are some great reasons;

1. Accessible Advertising Costs - Start a campaign on Alive 90.5 FM for about 50% of the cost of an average letterbox drop, or newspaper advertisement or equivalent advertising on HOPE FM.
2. Our Broadcast is an Uncluttered Environment: With no more than 5 minutes of ad announcements each hour ensures your message gets maximum impact
3. A Wide Range of Music/Info Formats – Music and information programming, which covers different genres of music, and targets the listener that would buy your product or service.

Alive 90.5 FM has approximately 250,000 listeners every week in Parramatta, Cumberland and Hills catchment. *(According to the McNair Yellow Squares Station Community Engagement Survey)*

For more information on what opportunities are available email [partners@alive905.com.au](mailto:partners@alive905.com.au).



[partners@alive905.com.au](mailto:partners@alive905.com.au)



0411 326 653

### MEET THE TREASURER!



Andsley is our current presenter on the Wednesday Morning Breakfast and also his own Positive Energy Show on Wednesday 9am. Having worked as a Senior Retail Executive for over 24 years, Andsley has his own business helping other businesses called Positive Energy Unlimited.

Fun, Energy & Passion are Andsley's mantra coupled with strong commercial acumen.

### WE ARE LOOKING FOR A NEW WRITER!



*Darryn said make it Pop!*

Have you got what it takes to be the next Alive 90.5 FM Website Writer and Editor? Do you love to jump into WordPress and make the best posts this side of the Black Stumps?

Well there is current opening for a Website Writer and Editor just waiting for you to fill.

You will need to be familiar with WordPress, or another CMS and get training in WordPress. You will be a native around word processors and don't mind dotting the i's and crossing the t's.

You can find the Volunteer Role Description at

[https://www.alive905.com.au/wp-content/uploads/2020/10/Alive\\_905\\_Website\\_Writer\\_Editor.pdf](https://www.alive905.com.au/wp-content/uploads/2020/10/Alive_905_Website_Writer_Editor.pdf).

If you are interested please contact Darryn Capes-Davis via [dcapes-](mailto:dcapes-)

## OUTSIDE BROADCAST UPDATE

Tony Salerno has accepted a new role on the Board to Lead the Outside Broadcasts. Tony's update as follows;

Unfortunately, we could not farewell legendary Clothier Mike Samson the way we wanted to with Winston Hills Plaza asking him to finish up before we could have our outside broadcast on March 20.

Below are some key dates for Outside Broadcasts we are exploring in the next six months, if you wish to get involved with any of the events or have any suggestions please get in touch with the Outside Broadcast Coordinator Tony Salerno.

14/04/21: Super Tee

15/05/21 : Ronald McDonald House – Meals from the Heart

15/06/21: Western Sydney University Open Day

01/08/21: Hills Winter Sleepout

09/09/21: R U OK? Day

01/12/21: Chambers Cellars

There are still some spots available for the Outside Broadcast Committee so if you wish to be part of some of the below events or want to understand how they are put together, please reach out to Tony Salerno (tonysalerno2@gmail.com) for more information.

## AND LAST BUT NOT LEAST

A big thankyou to Gillian for all her hard work over many years, but let her tell it in her own words

## OUTGOING CHAIRLADY'S REPORT

Before I took a role on the board, 6 years ago, as Treasurer then to be the first female Chairperson of Alive 90.5, I was a volunteer/presenter for 14 years. Over that time, I met with many presenters and we all shared the same passion, to present and play music. I also made the extra effort to meet with local community groups to help give them a voice on the air waves and to spread the wings of Alive 90.5

I enjoy telling the story as it reminds me of the long line of people who went before me, whose decisions, actions and hard work gave me the opportunity to take the station forward and to leave it as I know it today.

It is with great joy and sadness that I send you my last report as Chairlady of Alive 90.5. I loved my time as Chairlady of Alive 90.5 Fm, but I need to take care of more important matters, family business. It's been difficult after the passing of my mum and I feel the time is right for me to move on. I hope to remain a member and continue my program, Kaleidoscope on Sundays 7-9am.

I committed myself at a very difficult time to bring about stability and certainty to the station by nurturing on-air talent and to be inclusive of all our members, to have a say in the vision of our station, including improving our sound, technology and transmitter to give Alive 90.5 a better broadcast path. Thanks for Darryn Capes-Davis for his commitment to improving our sound.

The most enduring gift of all those has been our purpose; a deeply informed and radical philosophy of what radio and community media can be.

I'd like to thank the many presenters, with some programs that have been on air for decades, who remain as relevant today as they were when they started. Some left and returned because of the changes that were brought about by the board that was committed to bring about good change. But we are also evolving and growing with the challenges of our times, driven by the energy, politics and passion of our volunteers who turn up and do what they do, week in week out. Our challenges though, are not behind us.

It would be remiss of me not to say thank to a few special people.

Thank you to the members and listeners for having faith in me as their leader at Alive 90.5 and for making Alive 90.5 **"Your Sound... Your Community"**, especially those who have remained with us for over 10 years, like "Elizabeth from Greystanes". I will miss your calls.

To the board members', whom I've worked with over the past 5 years, thank you for your time, passion and commitment. I could not have achieved what we did, to bring about stability, harmony, light and laughter, without you.

Leonie Dixon and Julie Jordan, thank you not only for your help and support, but the friendship too. I will miss our little chats.

To the many community groups with whom I've connected, thank you for giving us the opportunity to chat with you on air or for Alive 90.5 to be present at your event with our Outside Broadcast team. Thank you to the three LGA areas of The Hills, Cumberland and Parramatta, with their connections we are getting better at NOT being the "best kept secret".

Last but not least to our Sponsors or our Partners, we would not be on air if it weren't for your financial assistance. Thank you for helping me to build the partnership/relationship, for welcoming Alive 90.5 to be your voice. I was always excited when new businesses wanted to partner with us as media partners. The fight for every dollar continues as the need is to resource our community of volunteer broadcasters and we are still striving for better sound.

Despite all that we know about the importance of representation, it is still a revolutionary act to put a mic in the hand of someone more than two decades later, Alive 90.5 is still here doing a great job in trying to connect with the community.

In closing, I wish Jerome Vagg and the board every success in their future endeavours.

Gillian Schrickker

## **DATES TO REMEMBER**

- General Meeting Wed 24<sup>th</sup> March
- Supertee Outside Broadcast 14<sup>th</sup> April