

EDITORIAL

Our Alive Education Committee continues to be proactive, presenting work shops that are meaningful, useful and professional under the capable guidance of Ross Fear. Roger Brant does a great job as registrar but as he pointed out the number of presenters didn't equate well with the attendees. It would be wonderful for the team to get the support that is deserved for such effort.

Leenie

CHAIRMAN'S REPORT

To the Members,

I appreciate the effort that has been applied since I have become Chairman, with special mentions;

1. Andsley taking over the Treasurers role. We have better transparency and process in our management of finances.
2. Tiz developing the new Partners pack and road testing with some great early leads.
3. Tiz also leading the introduction and roll out of Perkbox
4. Darryn for wearing a lot of hats at the moment, being the Chair of the Program committee and Technology and Content, and also for introducing Admaster, for the management of our sponsors messages.

PARTNERS/SPONSORSHIP:

Tiz has been doing a lot of great work on sponsors. Thank you.

We are transitioning from a one-person sales team to a many-hands-make-light-work, as we ask Presenters and Members to help carry the load in winning sponsors.

If you know a business that might be interested, please let me know and we will follow them up.

Our Partner Workshop in mid-May was a success. We look forward to all Presenters attending this important workshop. Another workshop will be held later this year.

The missing piece for me is still how can we as a radio station help our Sponsors? I have heard over the years, from multiple sources, that Sponsors did not get anything of value from their sponsorship, often stated as "Not one customer from your ads". I would love to be able to develop, measure and prove that we add value. If you have ideas please let me know. If we can somehow crack this, we will be able to grow our revenue base, and become a more stable and more effective organisation.

BOARD MEMBERS:

We currently have seven on the Board, and under the constitution we are supposed to have a Board of 9 people. I think we are missing the following Board Members;

- Programming Committee Chair; this person should sit on the Board, and also manage the Programs and Presenters.
- Membership
 - Represent the membership to the Board
 - Run campaigns to grow members
 - Be the point of contact for new members
- Grants
 - Scout the available Grants and develop Grant program
 - Develop and submit grants
- Local Business and NFP

GRANTS:

We have submitted the following grant application;

1. CBF: Community Building Partnership: \$35,000
2. CBF: Development Grant: second phase of payment for \$4400

Thank you to Darryn for his great help in getting these submissions together and submitted on time.

We need an extra person on the Board to help with Grants. If you have time and interest, please let me know.

AUDIENCE SURVEY - 2021

We will be completing an audience survey in 2021, in association with Yellow-McNair and their survey for CBAA. More on this in future newsletters. We are looking for someone to lead the Survey, so if

you are interested, please let me know.

EDUCATION

I wanted to make a special mention to Ross and the Education Committee, and thank them for their efforts in getting the education seminars up and running. Please support them with your attendance and attention, as we build and demonstrate our capability to deliver media and related skills training.

I believe media education (think Presentations, Public Speaking, Podcasts, Audio Production etc) will be one of our strengths in the future, as we look to train members, presenters and also those who are not visible in today's media, particularly women and minority cultures.

I am always available for a chat on 0419 258 073 or by email to chair@alive905.com.au.

Thanks

Jerome Vagg- Chairman

NEW PRESENTERS

Welcome back to Dennis Johns who is doing his favourite time slot again Tuesday and Thursday breakfast.

While still co-hosting with Keith on the We Get Around Show, Andy Ridge has replaced Mia on Thursdays at 6pm with his own show Time Tunnel, a show highlighting music from the 70s to the 00s interspersed with facts from that week in history about which bands and artists had hits, as well as interesting events that happened. Tune in for a musical stroll down memory lane

FAREWELL

Sadly Grahame Davidson (Soul Train) and Mia Van Tubbergh (Power Up) have hung up their microphone and moved onto greener pastures. You will be missed and if your work load eases, please consider re-joining the Alive Family.

WELFARE

What a Trojan Kerrima-Gae is, never missing a show despite having a badly infected leg from a recent operation. Not only that, she celebrates 27 years on air this month.

Happy Jack is happy to just have a band aid on his ear rather than having it removed. Timely reminder to have your skin cancer check done.

SPONSORSHIP

Four new Partners have joined us. Andy Ridge enjoyed signing up Penny's Crispy Pork Crackling. A big welcome, also, to Parramatta Evening College and Kangaroo Gas. We're so happy you see value in advertising on Alive

FEEDBACK

"Alive 90.5 FM was approached by Castle Hill RSL sub branch to get the message out that the Wrights Hills Dawn Service would not be on this year. Happy Jack recorded the message and with AdMaster managing the Community Service Announcements (CSAs) we were able to immediately put to air 6 plays per day in the week leading up to Anzac Day. We received a letter of thanks from Parade Coordinator Rees Jones, thanking Alive 90.5 FM for our efforts".

PROGRAM-PARTNERS WORKSHOP

On Saturday, 15th May 19 Presenters attended this workshop, capably presented by Tiziana Porreca at the Baulkham Hills Community Centre. We learnt all about the Partnership Media Kit that has been put together so Presenters will be able to get their own sponsors/ partners to comply with the change to air fees. All Presenters must now have a sponsor or pay \$11 per hour air fee. Tiz explained the 3 categories Of Sponsorship Alive now offers which include:

GROW for small businesses
EXPLORE for medium and
ESTABLISH for large/ corporate
and the extra social media exposure that comes with the deal

If you were unable to attend the workshop, you should at least explore the package available on our website.

Big thanks to Tiz and the team for such a huge effort to improve our financial standing.



Interested attendees paying attention

Upcoming workshops include:

Broadcasting Legal Aspects (20th June)
Audacity Audio Editing (18th July)

Education is the key to us all improving so we need to think about giving support to this initiative.

NEW MEMBERS

A big welcome to Josh Pierce and Daniel Brett. We also are very happy to have 3 new Partner Members- Keira-Jane Rick, Eva Mosna and Mervyn Virueda bringing our total membership to 270



The Gang at the Super Tee OB

OUTSIDE BROADCAST Alive 90.5FM Super Tee

On Wed 14th April, a team of Alive 90.5 FM Superheroes banded together in support of Supertee project. The Flash (Andsley Dennis), Wonder Woman (Karenza De Leon), Superman (Matt Thomson) & Batman (Jack Bevan) were ably assisted by Dom Vozzo, Tiz Porreca and Darryn Capes-Davis to host a Live Outside Broadcast of the Supertee packing event from Castle Hill RSL. Supertee is a superhero costume masquerading as a fit for purpose medical garment allowing for easy access for taking measurements, having drips inserted etc. while kids are in hospital. The cape even doubles as a bib! The Supertee was created by Jason Sotiris after the experience he had when his daughter Angela was diagnosed with cancer a few weeks after her first birthday. Supertee packing events are needed to take the Supertee as it comes from the factory and packing into the Supertee tin ready to go out to

children's hospitals around Australia. From a target of packing 300 Supertees on the day, the event managed to get more than 700 Supertees sponsored and packed. The Alive 90.5 FM team conducted 17 interviews of parents, supporters, and Supertee sponsors across the 4-hour Live Broadcast. For some Sponsors, the Live broadcast is what got their sponsorship over the line, with much diligent and consistent effort by The Flash aka Andsley Dennis, Alive 90.5 FM Treasurer. Sponsor support was so forthcoming that Alive 90.5 FM was able to donate \$755 to Supertee from surplus interview revenue, team member donations and a raffle. A huge vote of thanks goes to Dom Vozzo who was the studio anchor over the entire four hours.



Super Heroes

Our next Outside Broadcast is in support of Ronald McDonald House Charities on 31st May 2021. The Alive 90.5 FM Sunday Sports Roundup Team is spearheading the event with the Alive 90.5 FM team cooking up a storm by taking part in the Meals from the Heart program, from 2:30pm. The Outside Broadcast will be from 5pm-7pm. We need volunteers right across the afternoon from 2:30pm so if you are interested please contact OB Manager, Tony Salerno (tonysalerno2@gmail.com or 0429 997 736



A party atmosphere was greatly enjoyed

GET OUT ON THE HIGHWAY- LOOKING FOR ADVENTURE



Anne from Pick'n'Mix has recently made an exciting purchase. It's a 600cc Can Am Ryker, so now she and her husband enjoy the wind around their helmets as they ride off for weekends away. The latest down to Wollongong.

GENERAL MEETING

The May GM was well attended and presented. We enjoyed a social chat before it started and then a zoom call with our Perkbox rep. outlined the benefits we can expect. Andsley produced a video clip of the last OB and entertained us with an Alive quiz. All reports that have been sent out under separate emails were accepted and the meeting finished by 8.30pm



Jerome serving up a treat

OUR HISTORY

The first attempt to start a community radio station in our area occurred in the early 1970s but unfortunately it had come and gone by the time the first "experimental" broadcasts were allowed in the early 1980s. These "experimental" broadcasts were supposed to be mainly technical tests but you were allowed to stay on air for three months and it wasn't long before the technical tests had a lot of on air programming.

I think that group was the first in Sydney having formed about twelve months before the Narwee Baptist Church and Green Valley Radio groups both still broadcasting today.

After NBC went on air in early 1983 a local Parramatta school teacher Bing Kinsey decided to try again to establish a group in our area. The first formal meeting was held in October 1983 at the Parramatta Adult Mirant Education building in George Street Parramatta next to the Commonwealth Bank after being announced in the Parramatta Advertiser. Cumberland Community Radio was born vowing to serve Baulkham Hills, Holroyd and Parramatta. About twenty people attended that meeting.

More next Newsletter

DATES TO REMEMBER

Ronald McDonald Charity 31st May
5pm-7pm

AGM- Wed 26th August

VOUCHER

I won a 6-month voucher to Genesis Fitness Centre in Parramatta. If anyone is interested in taking my place, please phone me on 0435660094.



FOR OUR MEMBERS

If you haven't already heard, Perkbox has arrived for **ALL** existing Business and General Members of Alive 90.5 FM.

Our members are so important to us and we wanted to find a way to thank and reward you for your loyalty. That's why we have given **ALL** General and Business members access to **Perkbox** - as of the 1st of May 2021

Perkbox is a member engagement platform that opens the door to hundreds of exclusive national **discounts** (and some **freebies**) to help you with your financial, mental and physical wellbeing (yay!!)

On or just after the 1st of May, you should have received a welcome email from Perkbox. A second email was sent on or around the 19th May 2021 to those that may

have missed the first one. Both come from Perkbox directly.

So, check your junk mail as their emails can be caught in your spam filters, but please let us know if you haven't got it.

In that email all you need to do is:

Activate your Perkbox account by clicking the activation button on your welcome email

Scan the QR code (in the poster attached to this email) to download the Perkbox app (iOS and Android)

Redeem your free perks: DoorDash, Boxx, Magpie

Check out where you can grab some great discounts


Read the user guide to get you started (attached to this email)

If you need some help you can reach out to PERKBOX directly:

Need a hand?


Our friendly Customer Happiness team is here to help,
so you can get the most out of Perkbox!

Get in touch by live chat or drop us an email



Live chat

Visit the Perkbox website or app



Email

help@perkbox.com.au

Our Partners

Here are some of our partners that we would love you to support the way they support us



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**This training is subsidised by the NSW Government and eligibility criteria applies.*



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**Hills to Hawkesbury
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