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## NEWSLETTER:

### SEPTEMBER '22 EDITORIAL

I've often heard the ex-Mayor speak about volunteers being the back bone of our society and that is pretty evident in the number of hours that so many of our members have devoted to the station in the last couple of months. It has been quite a trying time for presenters with technology issues, outages and just this week no access due to the new ramp being installed. But hang in there, just as we've come out the other end of Covid, so too will these problems pass and we'll be more Alive than ever.

*Leenie*



We are calling for volunteer support in a number of key areas – Community Engagement & Events, Social Media & Connect, Fundraising, Donations & Grants, Sponsorship and Tech Team – specifically in Word Press & Azure and Broadcast technology.

Excited to be working on some amazing projects coming soon.

**Already completed**  
New Broadcasting Tower

**In Progress**  
Access Ramp/ Verandah & Disability Toilets



### CHAIRMAN'S REPORT

Yaama Everyone,

Start to Spring and loads happening at Alive 90.5FM. We are certainly changing a lot of things at a rapid pace and have heaps more coming.

It's been an absolute roller coaster ride at Alive 90.5fm – loads of fun though, but nevertheless challenging at times.

We need your support. TEAM = Together Everyone Achieves More! We are actively seeking volunteers in a number of key areas to build capability at our station and drive strategic initiatives and growth.

Programming & Broadcast Technology | **Alive 90.5 FM** | Wordpress & Website

Azure / Cloud | is searching for | Social Media

IT/Tech Support | *volunteers* | Digital Marketing

Event Planning | *Let's Help and Make a Difference!* | Administration

Fundraising | [www.alive905.com.au](http://www.alive905.com.au) - Email [chair@alive905.com.au](mailto:chair@alive905.com.au) | Presenting

Come and join a great community and be part of making a Difference!

Welcoming 3 new sponsors to the Alive 90.5FM family - New Vision, Up South Bondi & Rookwood Cemetery.

### Coming Soon

- Analogue to Digital Upgrade (Audio over IP)
- 3<sup>rd</sup> Studio – Podcasting, Conferencing & Live Streaming
- Omnystudio – shows on demand & podcasts (like Netflix and Stan – storage for 4 weeks on website) – launch in Sept



- Changeover of all Alive 90.5FM assets for marketing and new logo
- Increased Community Engagement and presence – Calendar now

on front page of website with events and plans.

We are your sound, your community

**Andsley Dennis**  
Chairman

### NEW MEMBERS

New members for July numbered 21 and so far in August 15.

It's a big Alive welcome to the following people. Just first names with so many.

Diane, Belinda, Denisha, Stephen, Jamie, Taylan, Mitchell, Chris, Troy, Kristen, Lee, Maryana, Dominic, Anne, James, Vivek, Cheryl, Rebecca, Khozaima, Justin, Emma, Angela, Fiona, Susan, Kevin, Rosseni, Darrell, Nonie, Deborah, Brian, Robyn, Patrick, Andrew, Michelle, Azita, Dave and Cindy. Look forward to meeting you at our meetings

The news is a bit late, but following up from the last Newsletter, I must congratulate Rage on her incredible effort during the membership drive. Fiona and Anne also did an amazing job

### GET TO KNOW YOUR NEW BOARD

At August's AGM most of the Board were returned and it's nice to welcome Roy Padlan and Kirsten Groll. As there were just the 9 positions that were filled, an election wasn't necessary

**Chair** Andsley Dennis  
**Deputy Chair** Rage Pringle  
**Treasurer** Fiona Mary Berry  
**Secretary** Julie Jordan  
**Board Members.** Leonie Dixon, Karenza de Leon, Ross Fear, Roy Padlan & Kirsten Groll



### MEMBERSHIP

With the recent competition, continuing for the next 5 weeks, allowing the people who introduce the most new members to win a tee shirt, courtesy of Andsley we're hopeful membership will continue in the upward trend. At the end of June membership was 288 but as renewal time comes around we tend to lose quite a few, meaning latest membership figures are 202. All Partners are now automatically included as members, as part of their Sponsorship package. Many people are taking advantage of the Perkbox benefits

### GRANTS

Some uplifting news and well done to our Grants team who have been successful in gaining \$25 000 from CBF for use towards the new podcasting and production studio, as well as \$38 500 from CBP for the same purpose. The whole purpose is to move the station from analogue to digital and as soon as the money is in the bank the initiatives can get underway. A \$3 000 grant from Parramatta Leagues Club will be used towards a digital audio upgrade

### SHOW CHANGES

As with most things, change is inevitable and with the large number of presenters (currently 70) we now have at Alive there has been significant movement. I'm glad we left changing the

pigeon holes for a while. Changes include

**Pami – Lankan Fusion** Sat 8-9 to Sun 7-9

**Dom – Hit Mix** Tues 9-11 to Wed 9-11am

**Dorothy – Be U** Wed 9-11 to Wed 10-12

**Leonie** Wed 12.00 to 1.00pm

A lot of these changes will make for greater continuity of on air presenters.

Rosh will continue her Busy Mum's show by herself

**Hills District Dads** launched on 31<sup>st</sup> August – Wed 8-10pm



Now that we have an access ramp available, **Matt – Bounce back with Matt** will be back Fridays 12-2pm



### FINANCIAL SITUATION

Karenza has been working hard leading to a total of 23 sponsors assisting in keeping us on air. A Sponsorship package is available on the website for perusal by potential sponsors.

Fiona was able to present a positive financial situation for the station in her first report to the AGM. She prefers that payments be made electronically, rather than by cash. We are in the process of registering for DGR status and have compiled a Donation letter to assist the station with much needed equipment & infrastructure

### NEW LOGO

The transition to the new logo has been completed online via the website and social media, and now is time to launch into providing some merchandise for purchase, such as T-shirts, caps. Hoodies & aprons

T-shirts (\$20) & Caps (\$15) are available for pre order at [Merchandise - Alive 90.5 FM \(alive905.com.au\)](http://Merchandise-Alive90.5FM(alive905.com.au))



Kay, Rod, Harrison, Andsley, Roy , Karenza sporting the new Alive 90.5fm merchandise

### WELFARE

Congratulations to Hamish and his wife. Little Eve Sinclair was born the second week of August. Mum and bub are both doing well and back home now.

It was a big race to get the specialist programming grant application in on time so as not to conflict with the arrival - fortunately everything came together perfectly.

Mum and Dad are smitten! And Hamish we appreciate your work ethics regarding Alive



Hamish with his beautiful baby daughter Eve

Big thanks to Jack for keeping many presenters on air during their trips away by pre-producing their show for later broadcasting and now he'll have to perform some magic with his own show as he recovers from a hip replacement. All the best Jack.

### CLEAN UP

Big thanks to 2 of our youngest members who have before and after shots which finally revealed our entrance path again.



BEFORE. Noah & Patrick ready to tackle all those leaves



AFTER. There's our path back.

### LIFE MEMBERSHIP

Congratulations to Graham Johnson on being awarded our first Life Membership for his many years of service to the station, including a long time as Chairman and constant willingness to give legal advice to Alive 90.5. The new studio will be named in his honour

### TECHNOLOGY

The new IT team consists of Dave, Andrew, Patrick & Serin and Roshni also helping. The Connect team will be headed by Kirsten.



Darrell Dave Andrew Michelle Andsley, Roy Graham and Patrick

This is the IT team along with Hills District Dads which currently has 7,700 followers and is well known in the district for the support it provides for Hills Dads especially regarding support, resilience & mental health.

We are very happy to combine forces with such a popular and dedicated group.

Michelle the Federal Minister for Communication is also in the photo and has grants available that Alive may well benefit from

### FEED BACK

Thank you, you make my ears very happy. I live in Doonside and work in West Ryde. You make the trip to and from work more fun

and quick. When I put the radio on it's to listen to music, news and quick traffic updates, but mostly MUSIC 🎧 🎵. No DJ blah blah!!!!s again

Your station is great am & pm driving such a terrific groovy cross section of era's, styles and artists. I never know what I'll hear next, but it won't be predictable.

Thank you ❤️ 😊

Julie Scotson

### UPCOMING WORKSHOPS

**September** Saturday 3rd– Canva and Social Media Branding – presenter Andsley

**September** Saturday 10<sup>th</sup> – Sponsorship guide on acquiring a sponsor – presenter Karenza and Fiona

**September** -25<sup>th</sup> Legal Aspects Broadcasting – presenter Graham Johnson

**October** -9<sup>th</sup> Pre Producing your show for later Broadcasting – presenter Happy Jack

### KEY DATES TO REMEMBER

Here's plenty of warning so you can fill your calendar with all our events

**Tuesday 13th September** – Outside Broadcast - Supertee at Parra Leagues Club

**Thursday 6<sup>th</sup> October-** Outside Broadcast - Supertee at Castle Hills RSL/HDD/

**Sunday 23rd October-** Outside Broadcast – Carlingford, North Rocks – OB – Rotary Club Food Markets

**Saturday 15<sup>th</sup> October-** Brekky by the Board

**Saturday 19<sup>th</sup> November** - 30<sup>th</sup> Anniversary Celebration

**Saturday 3<sup>rd</sup> December** - Christmas party in the afternoon

Rage will let us know the dates for the BBQ fundraisers soon



A promotional banner for Alive 90.5 FM. At the top, it says 'YOUR SOUND, YOUR COMMUNITY' in blue. Below that are social media icons for Instagram, Facebook, and LinkedIn. The station logo 'Alive 90.5 FM' is prominently displayed in the center, with 'HILLS CUMBERLAND PARRAMATTA EST 1992' underneath. To the right, it says 'WINNER OUTSTANDING SMALL STATION' and 'COMMUNITY RADIO AWARDS 2021' with the CBAA logo. At the bottom, there is a photo of the station's staff members smiling.

## OUR PARTNERS

We are so grateful to all of our Partners who support us.  
We'd love you to support them too!



Are you a **BUSINESS OWNER**?

Like many other community radio stations, Alive 90.5 FM relies on the support of businesses to continue broadcasting to our local community. This support has been in the past referred to as sponsorship, however we would like to see it as a **collaborative relationship** which is more like a partnership,

In our partnerships, we want to work towards being a united team when it comes to making a difference in both our communities and increase our ability to create the kind of impact our communities need. Our partnership opportunities have been created to allow **any size of business** to be able to participate and have access to promoting their businesses on the radio. Options **start from \$600** for 3 months, including not just radio ads, but social media as well as a multitude of other marketing tactics available to us.

To learn more, email us at [partners@alive905.com.au](mailto:partners@alive905.com.au) and ask for our media kit.

Click here to download the media kit: <https://www.alive905.com.au/sponsorship/>