

Appendix Q15

Will the licensee continue to serve the community of interest it is licensed to represent over the next licence period (i.e the next five years)?

If yes, explain how the licensee will continue to serve the community of interest it is licensed to represent over the next licence period. Please provide evidence to support this, including detailed information about how the licensee identifies and monitors the needs of the community it serves.

For over 31 years Family Radio Limited (4FRB) has been serving the Christian community and will continue to do so over the next licence period and beyond.

The community of interest 4FRB represents is the broad Christian community within the area physically bordered by Brisbane licence area as determined in the ACMA LAP.

Family Radio will continue to serve our community of interest over the next licence period through:

- (i) Programming representative of our community of interest
- (ii) Variety in programming to meet the needs of our community of interest
- (iii) Monitoring and understanding the changing needs of 4FRB's community of interest
- (iv) Maintaining membership as a means of community involvement in decision making
- (v) Serving our community of interest

(i) Programming representative of our community of interest

We have identified that a large proportion of the Christian Church, our community of interest, consider their value system and its accompanying forms of appropriate expression and communication as critically important to their life and lifestyle.

It is our belief that our community of interest will continue not to be limited in their media choice to that offered by the commercial media sector alone.

They want to watch, read and listen to programs and information which are free of offensive language and song lyrics, ridicule, and divisiveness and to choose programs and information that promote values consistent with their beliefs that they desire to share with their families and impart to their children.

Family Radio's programming policy will continue to be consistent with these views as we believe they represent part of the Christian culture being catered for by our service.

The sheer weight of listener feedback emails endorses the station's programming philosophy, which encompasses these 'Family' values. Please see appendix 43 for a selection of this recent feedback and appendix 44, letters of endorsement from our community of interest.

(ii) Variety in programming to meet the needs of our community of interest

4FRB will continue to present a mix of contemporary Christian and selected mainstream music, which is designed in such a way, so as to assure listeners that this is a safe format for families, and makes the station more easily accessible to the wider community, 67% of whom (according to the 2001 ABS statistics) profess some form of Christian belief or affiliation (see Appendix Q 50).

The Christian community desires programming which seeks to strengthen the family unit and educates them about raising and caring for their family. Various programs will continue to be included in our line up to specifically cater for those needs.

Insight for Living (30 minutes) airs Monday to Friday from 5.30am to 6.00am. This bible teaching program encourages and teaches principles for living from the Bible.

Focus on the Family (30 minutes) airs Monday to Friday from 10am to 10.30am, and provides excellent practical advice for encouraging sound family foundations and life experience from a vast array of people.

In Appendix Q23 we have outlined the level and extent of community participation in the programming provided by 4FRB to our community of interest.

4FRB will continue to provide the following programs to meet diversity in the Christian community:

Family Worship (Sunday mornings)

4FRB provides programming catering for the older / mature sector of the Christian community, who prefer a more traditional selection of Christian music. Sunday Celebration is presented on Sunday mornings from 6am to 10am.

Every Sunday, 4FRB invites a local Church Minister / Pastor / Priest to record a Church service for our Sunday morning program; Family Worship. Leaders from all denominations are invited to choose their own music and record the message. See Appendix 45 for a list of recent Church leaders who have hosted Family Worship.

Community access to a dedicated news service

4FRB will continue to provide our own daily news service to enable the Christian community to be kept up to date with newsworthy events in the Christian and wider community. All Churches are invited to contribute news items to the station, which are then promoted as part of the station's daily news updates.

Community access to talk back

4FRB will continue to produce a weekly 2 hour talk back program on Sunday nights from 8.00pm to 10.00pm, called 'Talking Life'. The program is presented by qualified counsellor and educator Peter Janetzki and deals with a wide range of sensitive and relevant issues. The presenter is joined by experts and people affected by the topic under discussion. The program has been commended by listeners and professionals alike.

Community access and promotion of local music

4FRB will continue to support Australian Christian music. Twice every week we produce a program called 'The OZ Files' featuring Australian Christian music and interviews with local artists.

Supporting Christian music

4FRB produces the HOT 25 Countdown; a 2 hour program of the most popular Christian songs of the week. The Hot 25 is played from 6.30pm to 8.30pm on Saturday and from 12.00pm to 2.00pm on Sunday. This 2 hour program is produced at 4FRB and is provided to over 14 stations across Australia.

Supporting different music genres

For over 10 years, 4FRB has been committed to supporting a variety of genres within Christian music. Every Friday night from 10pm to midnight, a team of dedicated volunteers host 'The Gospel Grooves Radio Show', a 2 hour program dedicated to Christian hip hop music. This is the only program of its kind on Brisbane radio and gives an opportunity for Christian young people to listen to and be involved in the program.

4FRB will continue to produce a 2 hour weekly program called 'Praise and Worship', this program is broadcast on Wednesday from 10.00pm to 12.00am and repeated on Sunday from 10.00am to 12.00pm. The 'Praise and Worship' program features the latest local, interstate and international Praise and Worship music. The program regularly features interviews with local Churches.

The Christian community wants to be kept up to date with the latest contemporary Christian music. As mentioned above, the weekly Hot 25 Countdown, Sunday Celebration, The Gospel Grooves Radio Show, the bi-weekly Praise and Worship program and many other elements ensure 4FRB is providing a wide range of programming content that's relevant and appreciated by the Christian community. In 2005, 4FRB presented a gift and plaque to the presenter of the Gospel Grooves Radio Show, recognising 10 years of volunteer involvement with the station, see appendix Q 51.

We will continue to seek new programming opportunities to meet the changing needs of our community. Listeners are encouraged to send programming

suggestions to the station that are discussed by the programming committee and considered for addition to the station's programming.

(iii) Monitoring and understanding changing needs of 4FRB's Community of Interest

The simplest way to ensure 4FRB's programming continues to meet the needs of the wider Christian community is by making sure there are open and transparent channels for our community of interest to provide the station with their feedback and opinions. 4FRB will continue to encourage and solicit feedback from our community of interest to ensure the station is meeting their current and future needs.

Obtaining listener feedback

Members and listeners make use of email feedback and the 'Hotline' – a 24-hour recorded phone service for listeners to make requests or to voice opinions. With the growth in web based communications and recognising our commitment to provide access to our audience and member base, we have recently developed an online survey where members and listeners complete a fortnightly survey of the station's music play list (visit www.96five.com).

As a demonstration of our community's interest in our programming, the online music survey averages over 400 individual responses from members and listeners for each survey. Members and listeners provide quantitative feedback on music programming, and also provide qualitative feedback on other elements of our programming including spoken word teaching programs, announcers and Christian content. The online survey is also able to segment the market by gender and age, therefore ensuring that 4FRB responds to both parent's and their children's feedback. See copies of recent listener comments, appendix Q 53.

Based on the volume of responses gained from the online survey, it is evident that 4FRB's community of interest endorses this form of access and feedback.

Family Radio will continue to obtain feedback to assist the programming committee in setting the direction of the station, thereby ensuring Family Radio continues to represent its community of interest.

Feedback from our community of interest is also achieved through an online feedback form for general enquiries. 4FRB averages over 40 feedback emails per week from our community of interest. The overwhelming majority of this feedback affirms the station as providing content that is representative of their needs and what they enjoy. Appendix Q43 has attached a sample of recent listener feedback.

Soliciting feedback from Churches

4FRB maintains communication across the Christian churches through a network of Church contact volunteers. We regularly solicit feedback from our Church representatives to ensure the needs of our community are being met.

Every week, representatives from the station meet with a minimum of 2 local Church leaders (Priest / Minister / Pastor) from a wide cross section of denominations to gain feedback on how the station is meeting the needs of the local Church. As part of this dialogue, we have produced a brochure entitled 'Supporting the Christian Community' (see Appendix Q46) as a means of informing local Churches about how the station seeks to support the Christian community.

4FRB visits and speaks in churches as part of the 'Church of the Week' program, sharing with our community and gaining feedback on our programming and content. We will continue to visit 30 Churches each year, as part of our long term commitment to visiting every Church in our listening area. 4FRB have produced a brochure entitled 'Supporting the Christian Community' outlining how our community of interest can become involved in the station, this brochure is distributed at all Church presentations and Christian community events.

4FRB's General Manager maintains regular contact with the Heads of Churches, Christian organizations, Christian Schools and the Christian business community to ensure the station is meeting the needs of all areas of the station's community of interest. Appendix Q44 includes recent letters of support prepared for this submission.

This ongoing dialogue with our community of interest through face to face meetings, Churches visits, and maintaining relationships with Heads of Churches will continue to ensure 4FRB identifies and monitors the needs of the community we serve.

(iv) Maintaining membership as a means of community involvement in decision making

Listeners and church members are encouraged to join the station in membership, entitling them to a more active and influential participation in the life of the station.

4FRB will continue to encourage listeners to become financial members of the radio station. As at June 30 2005, Family Radio had 2,773 current paid financial members. Family Radio will continue to encourage listeners to become financial members through on air recorded messages, speaking at local Churches, display stands at Christian events and printed literature sent to our database. Membership provides individuals with voting rights at the annual general meeting and our members also regularly contact the station to share their feedback.

As at 30 June 2005, 4FRB also had 6,253 financial donors on our database. These donors choose to support the station through tax deductible donations to the station.

4FRB will continue to run our annual Radiothon appeal, raising funds to help the station improve in quality, excellence and presentation. Members and donors generously support the annual Radiothon appeals. This can be seen in the results, which have increased each year:

2002	\$100,000
2003	\$129,000
2004	\$177,000
2005	\$248,000

Our commitment is to continue to provide the best possible radio service for our community of interest. We believe our mandate is to strive for excellence in all areas of our operation so as to serve our community, and therefore maximize the effectiveness, and listening experience of our listener base. This has been the expectation communicated to us by our listeners. Our listeners, through their financial contributions and feedback, have made it clear that they are supportive and generally satisfied with our efforts.

Soliciting feedback from members

4FRB has an open policy relating to members' access to the station. 4FRB members and listeners are welcome to visit the station. The station conducts regular tours for Church youth groups, and hosts regular functions for members and supporters. Financial members are also kept informed of the activities of the station four times a year through the '**Forward**' newsletter. Members are encouraged to send in their thoughts and suggestions.

(v) Serving our community of interest

4FRB will continue to support the Christian community through initiating events and providing relevant resources like the Elevation CD.

The Elevation CD

For the past four years (commencing 2002), the station coordinates the annual Elevation CD. This music CD contains a collection of 15 Christian music tracks from local and international artists. The multi-media component of the CD also contains information on every denomination. The following Churches and ministries endorse and support the annual Elevation CD:

- The Bible Society
- Scripture Union
- Anglican Church
- Assemblies of God (Youth Alive)
- Baptist Union
- Catholic Church
- Christian Outreach Centre (Uni Net / Hotel Chaplaincy)
- Lutheran Church
- Presbyterian Church
- The Salvation Army
- Seventh Day Adventist
- Churches of Christ
- Uniting Church
- Wesleyan Youth

Over the last 4 years, over 36,000 copies of the Elevation CD have been given away by Churches and the radio station; thereby promoting Christian music and supporting all Churches. The 2006 Elevation CD is currently in production and will be released in February 2006.

Supporting the local Christian music scene

For the last 3 years, 4FRB have helped coordinate regular music concerts called Live at the Princess. The purpose of these concerts is to promote local Christian artists and to foster new talent. In the lead up to the monthly concert, 4FRB promotes the concert at no cost, interviews the artists, plays their music and encourages our listeners to support local music by attending the concert.

The station also initiated the annual '96five Superstar' competition. The winner of the competition received a recording contract, and an appearance at the nation's largest Christian music event, the Australian Gospel Music Festival.

4FRB is committed to continuing to support local and Australian Christian music during the next licence period and beyond.

Encouraging unity across the Christian Church

For the past two years, 4FRB has initiated an annual event for Churches of all denominations to invite their local community to dinner. The theme for the campaign is 'Are you coming to Dinner?' In June 2005, over 45 Churches from a wide range of denominations including Catholic, Anglican, Uniting, Baptist, Assemblies of God and many more have participated in the program.

The annual initiative is part of the station's commitment to bringing Churches together. A local Church pastor recently said 'Family Radio is the greatest force for unity of the Churches in South-East Queensland'.

4FRB will continue to coordinate and promote the 'Are you coming to Dinner?' campaign annually for the next licence period.

96five Cool Choices Program

4FRB is committed to young people. Every weeknight, the station's evening program is dedicated to young people. For the last three years, the station has run a weekly program in High Schools called the 'Cool Choices' program, as part of a commitment to help young people make good life choices in the areas of alcohol, drugs, relationships and careers. A photo of the Cool Choices team including Bill Diehm, and Aaron Hamilton (both 4FRB announcers) and local sports celebrities, see appendix Q 52.

Supporting our community of interest's events

4FRB supports, through provision of air time, outside broadcasts and web promotion, community events including The Australian Gospel Music Festival, Sonfest, Mercy Women's Walk, Lifeline Book Fest, Tsunami relief concerts, Compassion day and countless others.

A number of letters of support from these organizations are attached. An example of supporting a community event is the support the station gave to the Mercy Women's Walk. This fundraising event in its first year (2004), attracted fewer than 70 walkers as part of the fundraiser. In 2005, the station support, at no cost the event, including frequent on air interviews, CSA's, and promotion. Thanks to the station's involvement, over 700 women participated in the event in 2005 (see Appendix Q47).

In 2002, the station initiated a partnership with Samaritan's Purse, an international aid agency. Every year, 4FRB encourages listeners to pack a shoebox full of toys, craft and stationery for children in third world countries. 4FRB listeners passionately support the cause and the station averages 3,000 shoeboxes delivered to the station on the annual open day (see photos Appendix Q48).

The station conducts regular offsite activities – like Mega Rush, Live at the Princess, Church of the Week, Network Breakfasts and Membership 'sign ups' through Christian bookshops. These community contact opportunities provide the station with excellent access to our members and listeners to foster feedback.

Appendix Q23

Explain how the licensee has encouraged members of the community to participate in the operations of the broadcasting service. Indicate whether the licensee has been successful in achieving community participation? Please provide details.

4FRB encourages and has been successful in achieving community participation across many facets of our operations. As a community organization, we value the involvement of our community in our operations. 4FRB's website at www.96five.com provides an opportunity for the community to access volunteer applications and become involved with the station (see volunteer form Appendix Q 49).

4FRB has been successful in achieving community participation in the following areas:

- (i) Community participation in Broadcasting
- (ii) Community participation in Music selection
- (iii) Community participation in Street Machine program and Outside Broadcasts
- (iv) Community participation in 4FRB's Radio School
- (v) Community participation in events initiated by 4FRB
- (vi) Community participation in membership and Radiothons

(i) Community participation in Broadcasting

As discussed also in Appendix 15, 4FRB have been successful in involving members of the community in broadcasting. The community participates in the following programs:

Family Worship

4FRB invites a local Church Minister / Pastor / Priest to record a Church service for our Sunday morning program; Family Worship. Leaders from all denominations are invited to choose their own music and record a message. See appendix Q 45 for a sample list of some of the local Church leaders who have participated in the Family Worship program in 2005 on 4FRB.

Christian News service

4FRB provides our own daily news service to enable the Christian community to be kept up to date with newsworthy events in the Christian and wider community. All churches are invited to contribute news items to the station, which are then promoted as part of the station's daily news updates. Our News Director is responsible for training journalism students from local universities including The University of Queensland, Queensland University of Technology and Griffith University. Their work is supervised by our staff journalist, himself a University graduate in Journalism. These students have participated as weekend and afternoon volunteers, preparing and delivering news bulletins on the station.

Talking Life

4FRB produces a weekly 2 hour talk back program on Sunday nights from 8.00pm to 10.00pm, called 'Talking Life'. The program is presented by qualified Counsellor and Educator Peter Janetzki and deals with a wide range of sensitive and relevant issues. A dedicated team of volunteers fulfil the following roles:

- Phone operators
- Panel operators
- Producer
- Host and guests

In 2004, the station celebrated Talking life's 200th show with a celebration dinner at a local restaurant. The show is a credit to the participation and dedication of the Talking Life Team. In 2005, we commenced syndicating the 2 hour weekly program on the Vision Radio Network (over 200 narrow cast stations Australia wide). For more information on Talking Life visit www.96five.com.

Oz Files

4FRB is committed to supporting Australian Christian music. Twice every week we produce a program called the OZ Files featuring Australian Christian music. Every week, local artists participate in the program through interviews and live in-studio performances.

The Gospel Grooves Radio Show

For over 10 years, 4FRB has been committed to supporting a variety of genres within Christian music. Every Friday night from 10.00pm to midnight, a team of dedicated volunteers host 'The Gospel Grooves Radio Show', a 2 hour program dedicated to Christian hip hop music. This is the only program of its kind on Brisbane radio and gives an opportunity for Christian young people to listen to and be involved in the program. In 2004, the station honoured the presenter of the Gospel Grooves Radio Show with a gift and certificate recognizing his 10 year commitment to the program (see Appendix Q 51).

Participation in interviews

Christian organisations including Lifeline, Wesley Mission, Blue Care, Hotel Chaplaincy, Scripture Union, to mention only a few, are interviewed on the weekday morning program *Morning Edition* whenever they have special activities. A number of these organisations have written letters of support for this application, see Appendix Q 44.

A similar opportunity is offered to other community organisations including The Hear and Say Centre, Prince Charles Hospital Foundation, SANDS (Still Birth and Neo Natal Death Support Group), Queensland Cancer Fund and others. Support letters are included. See attached Appendix Q 44.

(ii) Community participation in Sub Committees

Members of the community participate in all levels of decision making at 4FRB, from The Board of Directors, to committees, listener reference groups and online research. Below we have outlined the participation by our community in the station's operations.

Board of Directors

The Board of Directors are volunteers, elected by the Members at the Annual General Meeting. Directors hold office for three years.

To ensure the Board is representative of all Christian denominations, 4FRB's constitution states that 'no more than a maximum of 3 board members from one denomination may be elected to the Board of Directors'.

In this way, the 4FRB Board seeks to have representatives from of a wide array of Christian denominations. The 4FRB Board seeks to structure itself on, and develop, in accordance with current best practise Governance models.

Current members of the Board of Directors

- The Board roles are all voluntary positions
- The Board consists of ten (10) current directors
- There are three female and seven male directors at present
- They emanate from six different denominations or churches

- Directors' Skills and backgrounds include:
 - 1 Accountancy/auditing
 - 2 Fundraising for not-for-profit organisations
 - 3 Media presenting and production
 - 4 Management consultancy
 - 5 Education
 - 6 Broadcasting and communications technical consulting
 - 7 Legal professionals
 - 8 Youth and school chaplaincy services and ministry

One of the means of involving the community in the station's operations is through committees. These committees are listed below and demonstrate that there is community input at every level of the station's operations. Every effort is made to include at least one or two staff members, either paid or volunteer, (preferably one of each) on the committee.

Numbers and type of members of committees

Finance and Planning

Three board members, two staff members and one other volunteer.

Technical / IT

One board member, four volunteers and two community members.

Programming

One board member, two staff members and two community members.

In addition to these committees, 4FRB also has a number of teams that contribute to specific programming needs of the station. They are contribute directly to a program or programming.

Programming - Primary Consultation/Feedback-Listener reference team

Sixteen listeners/members (volunteers) who are regularly accessible to the Program Director for feedback and input.

Music selection feedback

With the growth in web based communications and recognising our commitment to provide access to our audience and member base to participate in music selection, 4FRB have an online survey (www.96five.com) where members and listeners complete a fortnightly survey of the station's music play list.

As a demonstration of our community's interest in our programming, the online music survey averages over 400 individual responses from members and listeners for each survey. Surveys are conducted each month. Members and listeners provide quantitative feedback on music programming, and also provide qualitative feedback on other elements of our programming, including spoken word teaching programs, announcers and Christian content. The online survey is also able to segment the market by gender and age, therefore ensuring that 4FRB responds to both parents and their children's feedback. See copies of recent listener comments, appendix Q 53.

(iii) Community participation in Street Machine program and Outside Broadcasts

4FRB's Street Machine is the station's promotional vehicle. The Street Machine attends numerous events run by our community of interest including open days at Christian schools, School fetes, Christian music concerts and many other community events. Every weekday, the Street Machine is out on the road providing listeners an opportunity to come down and meet the announcers. Work experience students and volunteers are regularly involved in the program, providing an opportunity to learn about radio promotions. See Appendix Q 54 of a photo of the Street Machine visiting a sheltered workshop.

4FRB is involved in regular live broadcasts at community events, from open days, to fetes to Christian music concerts and festivals. In 2005, 4FRB began a program called '96five's School Excursion', a fortnightly live broadcast at a local primary school. 4FRB outside broadcasts include:

- 3 – 4 hour live broadcast
- Balloons and giveaways for listeners
- Face painting for kids
- Interviews and opportunity to be live on air

4FRB has been successful in recruiting volunteers to participate in the station's outside broadcasts. Volunteers are involved in the technical operations, panel operating and promotions. See Appendix Q 55 for a photo from a recent 96five School Excursion, and appendix Q 56, a copy of an article that appeared in a local newspaper.

(iv) Community participation in 4FRB's Radio School

For the last 7 years 4FRB have been running our very own Radio School. This 20 week course provides students with a comprehensive understanding of the operations of a community radio station. By the end of the course, students are able to put together their very own radio program. Each year 15 – 18 students complete the course, with many students becoming weekend volunteer announcers on the station. This course provides an opportunity for people from our community of interest to learn new skills and become involved in the radio station. From the 2005 Radio School, over 90% of the students were Christians involved in a local Church. See Appendix Q 57 with a photo of the graduating class of 2005.

(v) Community participation in events initiated by 4FRB

As mentioned in Appendix Q15, 4FRB actively initiates a number of projects and events for our community to participate and become involved in.

Participation in Christian music concerts

For the last 3 years, 4FRB have helped coordinate regular music concerts called Live at the Princess. The purpose of these concerts is to promote local Christian artists and to foster new talent. In the lead up to the monthly concert, 4FRB promotes the concert at no cost, interviews the artists, plays their music and encourages our listeners to support local music by attending the concert.

The station also initiated the annual '96five Superstar' competition. The winner of the competition received a recording contract, and an appearance at the nation's largest Christian music event, the Australian Gospel Music Festival.

Participation in the annual 'Alpha Invitation'

For the past two years, 4FRB initiated an annual event for Churches of all denominations to invite their local community to dinner. The theme for the campaign is 'Are you coming to Dinner?' In the last 2 years, over 80 Churches from a wide range of denominations including Catholic, Anglican, Uniting, Baptist and Assemblies of God have participated in the program.

Participation in community of interest's events

4FRB supports events through provision of air time, outside broadcasts, and web promotion, including The Australian Gospel Music Festival, Sonfest, Mercy Women's Walk, Lifeline Book Fest, Tsunami relief concerts, Compassion Day and countless others.

A number of letters of support from these organisations are attached. An example of supporting a community event is the support the station gave to the Mercy Women's Walk. This fundraising event in its first year (2004) attracted fewer than 70 walkers as part of the fundraiser. In 2005, the station supported the event at no cost, including frequent on air interviews, CSA's, and promotion. Thanks to the station's involvement, over 700 women participated in the event in 2005 (see Appendix Q 47).

In 2002, the station initiated a partnership with Samaritan's Purse, an international aid agency. Every year, 4FRB encourages listeners to pack a shoebox full of toys, craft and stationery for children in third world countries. 4FRB listeners passionately support the cause and the station averages 3,000 shoeboxes delivered to the station on the annual open day (see Appendix Q 48).

4FRB organises an annual end of year youth event called 'Mega Rush'. This event is held at Dreamworld (Gold Coast theme park), as a private function run by the radio station. In the last 3 years, over 7,000 young people and families have attended this successful station run event. The event also provides an opportunity for listeners to be involved in volunteering at the event. On average, over 100 station volunteers are involved in planning and running the event.

(vi) Community participation in membership and Radiothons

Listeners and church members are encouraged to participate in membership which entitles them to a more active and influential participation in the life of the station.

As at 30June 2005, Family Radio had 2,773 current paid financial members. Membership provides individuals with voting rights at the annual general meeting and our members also regularly contact the station to share their feedback.

As at 30June 2005, 4FRB also had 6,253 financial donors on our database. These donors choose to support the station through tax-deductible donations.

Members and donors generously support the annual Radiothon appeals. This can be seen in results from 4FRB's annual Radiothon fundraising appeal which has increased each year:

2002	\$100,000
2003	\$129,000
2004	\$177,000
2005	\$248,000

The annual Radiothon Open day is an opportunity for listeners to visit the station and learn how a community radio station operates. On averages over 200 people visit the station each open day.

Appendix Q24

Describe how the licensee encourages members of the community to participate in the selection and provision of programs.

4FRB actively encourages members of our community of interest to provide feedback on the station's programs. As discussed in Appendix 15, the station's online music survey provides listeners with the opportunity to give feedback on music programming, and also provide qualitative feedback on other elements of our programming, including spoken word teaching programs, announcers and Christian content. On average the station receives 400 responses to each fortnightly survey, leading to ongoing changes to the music playlist in diversity, and frequency. See appendix Q 53 for copies of recent listener comments.

As discussed in Appendix Q23 the programming committee and our listener reference groups also provide feedback to the Program Director on their reactions to music, and spoken word programs.

Listener comments received on emails and written letters are also considered for future programming opportunities. A recent example was that the station received feedback from local Christian artists asking for the station to consider a program about Australian Christian music. From this suggestion, 4FRB launched 'Oz Files' a 1 hour program on 2 nights of the week, playing Australian music and featuring interviews and in studio performances by local Christian artists.

It is our contention that our community of interest expects the station to deliver a high quality Christian radio station that reflects their beliefs and values. This has been the expectation communicated to us by our listeners. Our listeners, through their financial contributions and feedback, have made it clear that they are supportive and generally satisfied with our efforts.

Appendix Q25

Volunteer involvement

The table in Q 25 showed that 54 people are regularly volunteering their time at 4FRB in the areas of programming, administration and technical.

There are many other members of the stations community of interest who volunteer their time to help the station. In 2004 the station also recruited over 90 volunteers to work at the annual Mega Rush event at Dreamworld.

This year over 40 Church Ministers / Pastors have volunteered their time to host a Family Worship program (broadcast on Sunday mornings), and over 30 people from the community have co-hosted our Talking Life program (Sunday evenings).

Based on the numbers above over 200 people have volunteered their time to 4FRB over the last 12 months. This demonstrates that 4FRB is providing access and opportunities for members of our community to be involved in broadcasting and other activities of the station.

Appendix Q28

4FRB's supporter's base includes financial members and donors.

The station's database has 9,026 *total* records of people who have supported the station. Specifically in the last 12 months, the station has received the following level of support:

Individual financial members	2,773
Individual donors	1,670
Total	4,443

The figures above include people who are members *and* donors. The actual number of individual supporters is 3,788 (i.e people who are a member *or* a donor, but *not* both).

The total number of financial supporters to 4FRB has increased by 39.4% since the service commenced in 2001. Since the service commenced in 2001, the station has noticed a trend in supporters to move from membership as a means of financial support to donations.

4FRB Supporters	2005	2001
Financial members	2,773	3,183
Financial donors	6,253	3,291
Total supporters	9,026	6,474

This can be seen in results from 4FRB's annual radiothon fundraising appeals which have increased each year:

2002	\$100,000
2003	\$129,000
2004	\$177,000
2005	\$248,000

Donations to Radiothon are tax deductible through the Cultural Development Fund. The growth in the number of financial donors would be also attributable to the added advantage of tax deductibility on donations. Businesses and community organisations choose to support the station through sponsorship, rather than membership. The Christian business community is extensive, including Christian Schools, Christian Colleges, Churches, Christian bookshops and other general businesses who support the stations values.

In the last 12 months, our records show that 462 businesses and community organisations supported the station, through sponsorship campaigns, tickets to station events, and purchases of Elevation CD's.

Appendix Q32

Explain how the licensee ensures that employees, volunteers and others associated with the service are aware of and meet the licensee's obligations under the Broadcasting Services Act 1992, the conditions of licence, and codes of practice.

The General Manager is responsible for the management of the operations of 4FRB, including its compliance with the Broadcasting Services Act 1992 (**BSA**), the licence conditions in Part 5 of Schedule 2 of the BSA (**licence conditions**), and the Community Broadcasting Code of Practice, developed with the Community Broadcasting Association of Australia (the **Code of Practice**).

We are also very familiar with the guidance provided by the ABA (which, we assume, is also the position accepted by the ACMA) in the "Guidelines for broadcasting sponsorship announcements and other promotional material on community radio and community television", issued in 2002 (**ACMA Sponsorship Guidelines**).

Up to date copies of the code are made available to all staff and volunteers. All employees are trained on their responsibilities. New employees are provided with copies of the code as part of their induction. We are developing other induction training to cover relevant obligations under the law, licence conditions and Code of Practice.

The General Manager is involved in facilitating training of staff and maintaining the station's internal policy manuals, which include provisions about the station's compliance with the law, licence conditions, the Code of Practice and the ACMA Sponsorship Guideline. The station has conducted training programs on specific elements of these as they relate to certain functions (broadcasting, sponsorship etc).

As discussed in relation to Questions 33 and 34, earlier this year the ACMA made a determination, in response to a complaint investigation, that 4FRB had not breached clause 2.3 of the Code of Practice. We think the following can be drawn from that experience:

- There was no suggestion in that process that 4FRB had not complied with the complaints handling processes in the Code of Practice. We think this shows that our people understand their obligations in the Code of Practice about complaints handling and execute those requirements promptly and with understanding;
- The substance of the complaint was about vilification. The ACMA's decision demonstrates that 4FRB did not breach its obligations under the Code of Practice;

- For the investigation, 4FRB provided detailed submissions about the Code of Practice and 4FRB's compliance with it. This demonstrates the level of understanding the station has, both internally and through access to expertise on the Board of 4FRB and external advisers who assist the station with compliance with the Code of Practice, the law and the licence conditions. It would seem from the ACMA's determination that the ACMA accepted the submissions we made.

Although it is not a complaint under a Code of Practice (the subject matter of Questions 33 and 34 where complaints information is sought), in the interests of candour we draw your attention to an allegation DMG Radio (Australia) Pty Ltd (DMG) made on 3 June 2005 that 4FRB breached the five minute rule in clause 9(3)(b) of Part 5 of Schedule 2 of the Broadcasting Services Act 1992 (BSA) in relation to certain programs on 4 particular dates this year. The ACMA is investigating that allegation and we have provided information to the ACMA about it but, at the time of this application, we do not know what the ACMA has decided about the allegation.

Nevertheless, to be proactive (and without pre-judging what will be the ACMA's decision), 4FRB has performed a comprehensive review of its sponsorship policies and program logging practices, and we have provided relevant staff with additional training about the 5 minute rule and other aspects of the law, the licence conditions, the Code of Practice and the ACMA Sponsorship Guidelines – as well as ensuring logging practices are improved (with staff training as needed). Once we know the outcome of the ACMA's investigation, we intend to provide further training sessions to include information about that decision.

In its letter DMG also asked the ACMA to consider issues about certain sponsorship arrangements for 4FRB and whether 4FRB represents its community of interest. At this stage, 4FRB has not been asked to provide particular information or submissions to the ACMA about those other issues but we believe DMG's position to be without merit and that 4FRB complies with the law, the licence conditions and the Code of Practice. We look forward to making submissions about those issues when we know the ACMA's position on them. Of course, our views about 4FRB's continuing representation of the community of interest are dealt with in some detail in other parts of this Application.

We have a policy of compliance. Through development of our various station policies, staff training and review (with assistance of internal and external experts), we expect to continue to comply and to continuously improve our compliance efforts.

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Provide details of any other matters relating to the operation of the service that the licensee would like the ABA to take into account in relation to the licence renewal application

Listener base

In August 2005, 4FRB conducted an independent audience survey by McNair Ingenuity Audience Research. This research found that 80% of 4FRB’s weekly cumulative audience identify themselves as a Christian. Clearly 4FRB is providing a range and quality of programming and presentation that is accepted by the Christian community.

The research by McNair Ingenuity Audience Research (August 2005) showed that a weekly cumulative audience of 222,000 people listen to Family Radio. The comparison below shows the growth in the station:

	August 2002	August 2004	August 2005
Weekly cumulative audience	79,000	161,000	222,000

These statistics are a testament to the audience’s acceptance of the programming and the quality sounding style of presentation adopted by 4FRB.

Appealing to a wide demographic of the Christian community

The research conducted by McNair Ingenuity Audience Research in 2005 also demonstrated that 4FRB is accepted by a broad listener base.

Age	% of Audience
15 – 17	9%
18 – 24	14%
25 – 39	31%
40 – 54	33%
55+	13%

4FRB is appealing to a wide section of the Christian community, with over 96% of the audience being spread across the 15 – 54 age brackets. This shows not only the demographic diversity of our community of interest, but that 4FRB is actively trying to meet the needs of this diverse group.

Meeting community needs.

In allocating the permanent licence to 4FRB in 2001, the letter from the ABA stated that:

"Family Radio was able to demonstrate that its target audience could be up to 100,000. There are no existing Christian services in the city and that there is little Christian content on existing services."

"Family Radio has clearly demonstrated that there is an unmet demand for a Christian service and that it is capable of meeting this need."

We are servicing that need every day through our on-air and extra-curricular activities. Current listening audience is at 222,000 people across a week (McNair Ingenuity Audience Research August 2005), and growing.

Programming

In allocating the permanent licence to 4FRB in 2001, the letter from the ABA stated that:

"Family Radio provides a modern Christian Radio service as opposed to an outmoded "religious broadcasting" with a mix of secular and Christian music".

"Family Radio has been able to provide significant letters of support with a major theme being that community members are happy with the 'family friendly' nature of the programming".

The financial support through membership and donations coupled with the overwhelming listener feedback demonstrates that 4FRB is meeting the needs of its community of interest.

For over 31 years, 4FRB has been broadcasting and providing a valuable service to the Christian community. This application has shown that the station continues to provide the same service since the allocation of the permanent licence. This application shows that the service has expanded and that support for the station as measured by participation, listener growth and feedback and financial contributions continues to grow.

4FRB would seek the ACMA to renew our permanent licence for another 5 year period in recognition of the valuable service the station is providing to the Christian community.

The Management
And Board of Directors
Of Family Radio Limited
October 2005

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- Q 15. Continuing to serve Community of Interest
- Q 20. 4FRB Program Schedule
- Q 22. Community announcements broadcasting during sample week
- Q 23. Community participation
- Q 24. Selection and provision of programs
- Q 25. Volunteer Involvement
- Q 28. 4FRB Financial supporters / donors analysis
- Q 29. 4FRB minutes past two Annual General Meetings
- Q 30. 4FRB 2004/2005 Annual Report
- Q 32. Compliance with Licence
- Q 36. See appendix 30 (recent annual report)
- Q 41. Any other matters relating to the operation of the service
- Q 42. Appendix list
- Q 43. feedback emails (listeners)
- Q 44. Letters of support
- Q 45. Local Pastors who have hosted Family Worship in 2005
- Q 46. Brochure: 'Supporting the Christian Community'
- Q 47. Photo from Mercy Walk June 2005
- Q 48. Photo from Shoe box appeal November 2004
- Q 49. Volunteer application form
- Q 50. 2001 ABS Census results (Religious affiliation)
- Q 51. Photo presentation of certificate to Cam Standen recognising the 10 year anniversary of the Gospel Grooves Radio Show.

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- Q 52. Photo of the Cool Choices team including Bill Diehm, and Aaron Hamilton (both 4FRB announcers) and local sports celebrities.
- Q 53. Feedback comments completed by 96five music consultants
- Q 54. Photo of the 96five Street Machine visiting a sheltered workshop.
- Q 55. Photo from a 96five School Excursion (live broadcast).
- Q 56. 96five School Excursion at Northside Christian College, article appeared in North West News 8 June 2005
- Q 57. Photo of the graduating class of Radio School 2005.