

22 May 2020

Alan Thorne
Treasurer
Lofty Community Media Incorporated
PO Box 1746
Mount Barker SA 5251

By email: [REDACTED]

ACMA file reference: CBSL-2019-00164

Dear Mr Thorne,

Application for analog community radio broadcasting licence SL1180024

I refer to the application from Lofty Community Media Incorporated (**Lofty**) for the analog community radio broadcasting licence SL1180024 using the 88.9 MHz frequency in the Mount Barker RA1 licence area (**the application**) and the ACMA's video meeting with Lofty on 9 April 2020 (**the meeting**).

As discussed at the meeting, the ACMA has several follow up questions for Lofty about the application and Lofty's responses to the ACMA's questions at the meeting.

Next steps

Please respond to the questions below by **5pm on 10 June 2020**.

1. Please confirm the current total number of members, volunteers and presenters at Lofty.
2. Please review Lofty's responses to questions 9 and 10 in the application and confirm that the numbers provided are correct or provide the correct numbers if they are incorrect.
3. If the numbers provided in Lofty's answers to questions 9 and 10 in the application are correct, please clarify how 65 hours of programming on Lofty's proposed schedule is classified as produced but not hosted in licence area.
4. Please provide further explanation about how Lofty intends to commission its own surveys, run focus groups, and adopt additional mechanisms to facilitate audience and community feedback in the future, particularly noting its current finances.
5. At the meeting, you explained that Lofty was 'self-funding'. Please provide more information about the source and amount of self-funding that Lofty has access to.
6. At the meeting, you explained that Lofty had potential sponsors who were willing to spend a significant amount of money. Please provide more information about the potential sponsors including the amount of sponsorship income that Lofty expects to receive from these sponsors if the application is successful.

7. Please review Appendix 16 of the application and confirm the proposed transmitter site and technical specifications and advise us if you wish to amend those details.

**Proposed variation to temporary community broadcasting licence (TCBL) 118002119,
Mount Barker RA1, SA**

As you are aware, on 20 November 2019, the ACMA allocated a TCBL to Lofty to take effect on 22 November 2019 and expire on 30 June 2020.

At this stage it appears unlikely that the assessment of applications for the analog community radio broadcasting licence SL1180024 in the Mount Barker RA1 licence area will be finalised before the expiry of Lofty's current TCBL on 30 June 2020.

For this reason, the ACMA intends to extend Lofty's current TCBL from 1 July 2020 until 30 September 2020, with no change to the licence conditions, including timing conditions.

If you would like to make any representations about this intended variation, please do so by email to communitybroadcasting@acma.gov.au before **5pm on 29 May 2020**.

After considering any representations we will advise you of the outcome, including any variation to licence 118002119.

Please email communitybroadcasting@acma.gov.au or call (02) 9334 7922 if you have any questions.

Yours sincerely,



Robin Christie

Community Broadcasting and Safeguards Section

Email: communitybroadcasting@acma.gov.au