

From: secretary@hawkesburyradio.com.au
To: [Community Broadcasting](#)
Cc: [Bert Leach](#); [Mark Courtney \(E-mail\)](#); [Courtney](#); [Mark Ledden](#); [Paul Rasmussen](#); [Steve Wilkins](#)
Subject: Response to ACMAs request for views on airtime models
Date: Tuesday, 30 June 2020 12:25:52 PM

To: Hugh Clapin, (Manager, Community Broadcasting and Safeguards)
Dear Mr Clapin,

[A] OUR VIEW ON THE AIRTIME MODELS ACMA HAS PROPOSED:

Our view is that the current airtime model should be retained.

Our reasons for this view are:

- (1) changing the airtimes would confuse listeners, who might have an interest in one or more programmes that would either move to a new time, or not be available any longer on FM
- (2) changing the airtimes would adversely affect many of the sponsors, many of whom have deliberate strategies with us based on days their businesses operate, and the style of shows we are putting to air in those days. At a time when many small businesses are struggling to reopen and rebuild their businesses, this would be a genuine blow to the Hawkesbury RA1 community. Particularly since the local newspapers have also stopped publication.
- (3) changing the airtimes would mean we would have to undertake a wholesale review of every show in our schedule, and evaluate whether it is the best show to be going to air on FM at that time.
- (4) most importantly, we think any model that involves airtime in alternate weeks would be a disaster. Listeners are confused enough already about who they are listening to from day to day and the confusion would be far worse if the stations were on FM one week and not the next. It would disrupt the presenters' arrangements unreasonably, and make continuity of show contents difficult to maintain. It would adversely affect sponsorships and therefore the already fragile economics of the stations. We strongly advise against any model that involves FM transmissions in alternate weeks.

[B] PROGRESS ON EXPLORING MERGER POSSIBILITIES WITH OTHER TCBL HOLDERS:

We have made several attempts to have meetings with the other TCBL holders, either singly or all together. We have been unable to set up a meeting of all TCBL holders together, but we will continue to try.

Harmony (HHCRA) say they do not want to merge, but instead [REDACTED] and simply want to take over. We believe such a result would be against the conditions of a permanent licence because one or two people would then control the license. Therefore unless they show they are prepared to be more flexible there is no prospect of a successful merger. It is also unclear who we are dealing with. We have received emails from the President, Mr Webb, the Public Officer, Ms Mary Jane McMahon, and Alan Quinn. And Mr Quinn makes phone calls to our members saying he runs their station.

CAMS (WHCR) are prepared to discuss mergers with us, but only if we agree before hand to three issues that are essential for them. We could not possibly agree before even beginning

discussions, because we would first have to put any such commitments to our members. The station belongs to the members not the Management Committee. The most we could proceed with would be to say we will discuss the issues that CAMS insists on and put the issues to our members at a general meeting at a future date once other matters have been discussed. This is currently an impasse between us, but we will continue to look for possible ways to move forward with CAMS.

We are having productive and reasonable discussions with GOLD (HVCR) . They see the benefits of working together with us and we are exploring several options as to how we might work together or even fully merge our organisations. At this stage, we think this is the only option that shows possibility of success.

Our work will continue to see if we can bring a positive result to one or more of these options.

Yours sincerely,
Michael Kear,
Secretary,
Hawkesbury Radio Communications Association Inc
FOR

Paul Rasmussen
President.