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RED FM

Just Rock

**WA's Mining Radio Network**

SUBMISSION TO  
THE HOUSE OF REPRESENTATIVES  
COMMUNICATIONS COMMITTEE  
RADIO INDUSTRY  
INQUIRY  
FROM  
RED FM

AUTHOR: MR IAN KENNEDY  
GENERAL MANAGER

**RED FM Number 1 in the Mining Industry.**

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## **BACKGROUND ON RED FM**

*RED FM* operates under the "open narrow cast service category" - as granted by the A.B.A. The term of the agreement is for 5 years. *RED FM* has been providing programs for a period of 2 years and 3 months.

The service caters for the mining industry providing program content via satellite to remote mine sites across Western Australia. The satellite footprint covers the whole of Western Australia, indeed Australia.

*RED FM* operates 24 hours a day, 7 days a week with programs that take in music, news, extensive statewide weather reports, mining specific information, industry news as well as information segments on music, investing / finance, travel and sport.

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## **THE RESPONSE**

*RED FM* was quickly taken to heart by the audience with positive feedback from day 1 and continuing now, some 2 years later.

## **THE FEEDBACK**

We have also found that although we were quickly adopted by the mining industry, there were others who also wanted to take *RED FM* to their communities.

Townships associated directly with the mining industry, followed by those indirectly associated and then requests from general rural communities to take the *RED FM* signal.

From the communities point of view, certain points can be taken from the feedback we have received:

- Rural communities can be dissatisfied with the current options of Radio available.
- Rural communities would like a choice of radio services, as their city counterparts do.
- For remote communities receiving radio on satellite, there is the "it's our equipment, we should be able to broadcast what we want.." attitude.
- It should be noted that some townships have switched to *RED FM* and are so dissatisfied with current arrangements that they are prepared to contravene current legislation just so they can get a service they are happy with.
- \* A recent letter from the Shire of Morawa (attached) demonstrates the dissatisfaction with current arrangements.

**SUGGESTION:** It would be worth considering an automatic grant of a Radio Frequency {HPON} to each Municipality so they can control content in their jurisdiction.

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## **RED FM & THE TERMS OF REFERENCE**

1. The remote mining communities that currently take *RED FM* are receiving up to date news, weather and relevant information. This is something that is not always available. Some of these areas don't get a daily paper for 2 or 3 days after they are printed. Although television is available, news and weather are virtually only available in the main nightly bulletins, with reduced services over the weekend. Radio is an essential part of these rural areas, as a means of sourcing information. At the present time *RED FM* is considering the employment of a journalist and starting a Saturday afternoon sports results program. This will keep our audience up to date with information which is not available from other media sources.
2. At a time when other stations are networking, centralising and automating radio services, *RED FM* is looking at opening small offices in major centres throughout Western Australia. This will lead to employment opportunities in the future.
3. As mentioned above with networking and centralising of radio services, this leads to a loss of local news items, sporting information and community service announcements. At a time when this is common place, *RED FM* is firstly looking at employing a journalist which will give us greater opportunity for local news. Secondly, is sports results over the weekend. Shortly, we commence a Saturday afternoon results service and plans are underway to extend this to Sunday afternoon as well.  
Community Service Announcements are paramount - *RED FM* is accessible by phone, fax, email and are always broadcasting such announcements covering fetes, fairs, community events and assistance for non-profit organisations.
4. *RED FM* is very conscious of new technologies. We already audio stream our program on the net. Talks are underway with several groups looking at ways to use current and emerging technologies.

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# MORAWA SHIRE COUNCIL

POST OFFICE BOX 14, MORAWA, W.A. 6623  
ALL COMMUNICATIONS TO BE ADDRESSED TO THE  
CHIEF EXECUTIVE OFFICER

*Golden Grevillea*  
(*Grevillea tenuiloba*)



YOUR REF .....

OUR REF .....

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The Manager  
Ian Kennedy  
Red FM  
Level 1  
22 Oxford Close  
LEEDERVILLE WA 6007

Dear Mr Kennedy,

## **Standing Committee on Communications**

Many of the public or residents of Morawa whom have travelled through out the state of W.A. have commented on the Radio FM signal called RED FM.

It is a professional program which comes out of Perth via satellite, an excellent program which suits this area.

The public of Morawa request that you seriously consider allowing us to broadcast the RED FM signal throughout our shire.

The Shire of Morawa own all their own broadcasting equipment including satellite dish, decoder, transmitter etc.

Finally the public feel totally dejected as they have no choice of radio program.

Thanking you in anticipation.

ROBERT KOWALD  
SHIRE COUNCILLOR

11 October, 2000