

P.O. BOX 2181, MILDURA, VIC., 3502

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Secretary: RECEIVED

30 OCT 2000

HOUSE GEREICHTENTATIVES STANDING COMMITTEE ON COMMUNICATIONS, TRANSPORT AND THE ARTS

Committee Secretary House of Representatives Communications Committee Parliament House Canberra

October 25 2000

RE- RADIO INDUSTRY INQUIRY

House of D	
Could of K	epresentatives Standing
Committee	on Communications.
Tran	sport and the Arts
Submission No:	
Date Received:	30/10/00
Secretary:	kind Holmes

Dear Sir/Madam

I act as representative for HOT FM and for 1359AM and enclosed please find submissions from these two broadcasters.

I am currently station manager and a Board member of HOT FM and program Manager of 1359AM.

Should your committee require further information on these submissions I would be happy to assist, providing I can adjust my current schedule.

Yours faithfully

Max Thorburn Managing Editor



Broadcasting Live http://www.hotfm.org.au "Keeping the community informed and entertained"

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(1)

RECOMMENDATIONS TO THE STANDING COMMITTEE:

1. That instead of compelling commercial radio to provide concentrated localism as a license requirement for comprehensive service that it consider:

(a) In coverage areas if a commercial radio station where there is no community licence station there is encouragement for the setting up of such a station to provide a greater diversity of programs for the community.

(b) Allow existing high powered Narrowcast licences to be renewable and allow for localised program material to be introduced. A degree of Narrowcasting could be retained through either signal strength or programming, or both.

(c) Create additional Narrowcast services by the Government adopting a previous recommendation by the Australian Broadcasting Authority to open up the AM spectrum from 1602 to 1700 incorporating the existing off-band licences.

Services on this section of the AM band are now appearing in Eastern USA and all new radios are being built to accommodate reception in this part of the band.

(d) That the Government continue to support Community Radio and allow it to occupy spectrum space without charge, so it has the capacity to take up localised services as they are discarded by the commercial sector.

(e) That the Government discourage overseas ownership of the electronic media in this country and that future sales require that a 25 percent local ownership component be instigated as a requirement of the licence transfer/approval.

(f) That regional commercial stations be required to maintain and utilize at least on a weekly basis a studio in the main town/city in its coverage (service) area, additional to any sales or business office it may have.

(g) That in areas where there is only one commercial radio station serving the area, that a second commercial licence be made available to an independent operator, or a narrowcast service be licensed to an independent operator to provide diversity of service and localised autonomy.

(h) That the Government encourage localism through the continued licensing of community radio stations and the licensing of locally owned renewable narrowcast licenses.

(i) That the Government recognise Narrowcast broadcasters as being part of the commercial broadcasting industry which would allow these stations to call themselves commercial stations and be able to tap into the commercial advertising dollar handled by Advertising agencies.

(The Commercial radio industry currently says that Narrowcasters must not make claims of being "commercial" stations, even if they are licensed to broadcast commercial announcements)



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HISTORY:

The Sunraysia Community Radio Association Inc was the 100th community station in Australia to be licensed and begin broadcasting. The association conducted 72 weeks of test transmissions (a record at the time) before securing a full time license in July 1991. It began full time transmissions once the offer of a license was made, on April 28 1991.

The Association was formed in 1982 and survived the longest ever Australian Broadcasting Tribunal hearing (it lasted four years from 1985 to 1989).

The Association is a composition of groups and individuals (six each) on a Board of Management. Current group membership is River City Jazz Club, Mildura Country Music Festival Committee Inc, Church of Christ, Mildura; Sunraysia Ethnic Communities Council, Medimurski Club of Sunraysia and Red Cliffs Youth Christian Fellowship. There are six individual members on the Board, drawn mainly from station presenters.

1: RELATIONSHIP WITH COMMERCIAL STATIONS IN MILDURA:

From 1982 to 1995, the owners of the existing commercial operator (3MA) vigorously opposed the role played by 3 HOT FM in the presentation of local programs.

However, that changed when the local owners sold out, firstly to the Gamble family and secondly to DMG. The new owners immediately embarked in cooperative measures.

HOT FM presenters immediately were encouraged to participate in 3MA's annual Hospital appeal.

In recent years, as the Commercial broadcaster (STAR FM and 3MA-FM) began to raise its broadcasting standards in regard to programs, a growing number of localised programs were taken up by the Community Broadcasting sector.

In the year 2000 the following occurred:

(a) The Hospital appeal was extended to a broadcast of two days with 3MA broadcasting live from the Mildura City Heart Mall (Appeal headquarters) on Good Friday and HOT FM on Easter Saturday.

(b) When 3MA announced it would not be broadcasting Sunraysia League Football Games, HOT FM immediately took up the broadcasts for the League and Football fans. This included the Junior Medal Count and a half hour Friday morning preview program (this gave football additional coverage).

It is hoped that in the 2001 football season that 3MA's sporting editor (and 20 year football broadcast veteran) Peter Manolas will be "released" on a Saturday afternoon from his commercial station responsibilities to be part of the Community Radio football team over HOT FM.

(c) When it was announced that 3MA would be reducing the duration time of its local news services because of requirements to fit in with available time from the base network station at Albury, HOT FM increased the time of its local news to seven minute bulletins (5am, 6am, 7am, 8am and 9am). They are sourced from the Mildura Independent Star.



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2. IMPROVED LOCALISM ON COMMUNITY RADIO AS A RESULT OF A TIGHTENING OF FORMAT ON COMMERCIAL RADIO:

HOT FM, in the year 2000 - has increased its local involvement - especially in the area of sport and youth.

(a) The station recently - for the first time - broadcast a five hour live disco from an underage disco. The Station's Youth announcers were DJ's and the broadcast was made possible because when a Telstra landline was installed to the Mildura Recreation Reserve (for football broadcasts), it allowed usage from other points in the complex, including the Mildura Function Centre where the disco was held.

(b) HOT FM - in conjunction with the Mildura and District Agricultural and Horticultural Society established a special event broadcast station at the Showgrounds. It broadcast lead up programs for several days prior and then for the three days and nights of the Show.

(c) HOT FM, in conjunction with the River City Jazz Club Inc, presents a week long special event broadcast to coincide with the annual Sunraysia Jazz and Wine Festival.

(d) HOT FM, in conjunction with the Mildura Country Music Festival Committee Inc, conducts a special event broadcast for two weeks, coinciding with the 10 day Mildura Country Music Festival, which is the third biggest country music Festival in Australia and the World's largest Independent Artist Country Music Festival.

(e) HOT FM is a contributor to the Community Broadcasting Association of Australia satellite service and through ISDN, presents regular programs to other community stations during the months of September-October, each year, giving valuable experience to station presenters. The ability to fund this service has come about through greater opportunities to secure revenue from increased participation of localism, such as the local football.

(f) HOT FM takes 15 hours per week of programs from the Community Radio Comrad (Satellite) with the other 153 hours being locally presented, of which 116 hours weekly are "live". The balanced of 37 hours is computerized from our own studios, put together by our own presenters (announcers).



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3. ADVANTAGES OF HAVING COMMUNITY RADIO INVOLVED ON LOCALISM INSTEAD OF COMMERCIAL RADIO:

Community Radio is relatively new, compared to Commercial Radio (which began in 1925) and there are still some people, especially in regional areas, who have the perception that Commercial Radio must totally serve the community as it did before Community Radio was established to take up alternative type programs.

There are still many regional towns which have not embraced Community Radio, especially in Western Australia.

There are some people and groups in various communities who believe that commercial radio should not change from its former role and that there is no need to foster a localised community radio service.

In some areas, such as in Victoria, there has been no interest in community radio in Swan Hill (where a commercial station has served since May 19 1931), while up river, community radio has been established to assist the communities of Barham and Echuca.

In the case of Mildura, the taking up of football broadcasts has been both of benefit to the community broadcaster and the public.

The football fan is getting more description - there are no sponsorship announcements while play is in program. Sponsorship (limited by law to five minutes per hour) is relegated to the time between quarters or half-time. Before, when the commercial station broadcast football, up to 10 minutes of play in each quarter was "lost to the listener" because of commercials and station announcement requirements.

In Mildura, the public now has commentary of football games played at night, on a Sunday and a Monday. (Only games played on a Saturday were previously broadcast by commercial operator 3MA).

The acquisition of football, with new listeners, has increased the viability of the Community Station because it attracted increased revenue from sponsorship announcements.

4 EFFECTS OF AN ADDITIONAL COMMERCIAL STATION IN MILDURA:

Mildura, market size, 55,000 people, has three commercial broadcasting licenses. It also has two narrowcast license operators (one on band, one off band) which are capable of broadcasting commercials.

HOT FM is faced with huge operational costs with the eventual advent of digital radio and any decision by the Government to demand a return of localism to commercial radio in this area could have severe financial implications for us.

Commercial radio has been operating in Mildura since November 8 1932 compared to community radio (1991) so we are still establishing an audience.



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5 WHY HAS LOCALISM DECREASED ON COMMERCIAL RADIO IN REGIONAL CENTRES?

It has occurred partly because the country listener wants to hear programs which are of a metropolitan standard.

This pressure has increased since network television whereby regional centres basically receive the same kind of programs as Nine, Seven and Ten provide in the capital cities.

It has further increased since the advent of Pay TV services and satellite transmissions, including radio and data, becomes available in regional communities.

However the greatest single reason is a failure of Government to ensure that the poorly performed Australian Broadcasting Tribunal failed to enforce local ownership restrictions.

In a succession of licence transfers (which in the 1980's required a public hearing), the Tribunal failed to acknowledge local ownership as a pre-requisite.

In the ultimate folly, the Tribunal approved a request of Mrs Eva Presser who had secured control, but not ultimate control, of Sunraysia Television Pty Ltd, to buy the Channel Nine licence in Perth.

Mrs Presser failed in a bid to purchase 90 percent of Sunraysia Television (and acquire compulsory acquire the remainder of share holdings). Despite protests from local shareholders the Tribunal refused a request to enforce that these objecting local shareholders become part of the new licence operation at Mildura.

Reduced localism of regional commercial stations has come about because local ownership has been stripped by profiteers and a Broadcasting system which has pandered to the wealthy and not the small local investors who wanted to remain part of their local broadcast station or be given the opportunity to become part of local broadcasting ownership through other means.

At least that opportunity has been given- to some degree-by opportunities for narrowcast services to begin operating in some regional areas.

The following appendix, shows how diverse ownership established the commercial radio industry.

Compare that to the ownership of commercial radio stations in regional Australia today and you will understand why localism has been put on the back burner by the profit making radio networks.



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6 EFFECTS OF DIGITAL RADIO ON LOCALISM:

In areas such as Mildura, Digital radio could have a devastating effect on localism because of the increased costs of providing the services, particularly to community radio.

The cost savings of a large transmitter putting out five signals will be totally devoured by the need to have more than one transmitter to effectively cover the same coverage area as we now have using a base transmitter (200 watts) and two translater stations (60 watts each).

Both our translaters occupy the same frequency, which is not holding up spectrum space in a remote area.

Digital radio would also require us to install link equipment from studio to transmitter site, a cost we do not carry at present.

We would be required to pay additional antenna rental. Our current rental is \$320 per annum.

The transfer to digital for us could be as high as \$80,000 and the on-going costs could be as high as \$50,000 per annum, which is 60 percent of our total income.

If Digital radio is forced on us without due regard to local situations, many community stations will fold.

Localism will suffer, it will not be enhanced.

Submission authorised by

Ian Horbury President Sunraysia Community Radio Association

October 25 2000

*	COMMERCIAL BROADCASTINE S	STATION	\sqrt{s}	
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2 2	RADIC KEMPSEY LTO.	2401	KEMPSEY .	17-7-36
; ;	WEST ANSTRALIAN NEWSPAPERS LTD.	.61X	PERTH	26.7.32
<i></i> -	TEX PTY. LTD.	7EX	LAUNCESTER	30 7.37
.)	NICHOLSON'S LTD.	6.PR	PERTH	14 8.31
ί	GEELONG BROADCASTERS PTY. LTO.	364	GEELONG-	14-8-30
7	GRAFTON BROADCASTING CO. PTY LTD.	20F	GRAFTON	16 8 32
j	RIVERINA RADIO BROADCASTING CO. LTO.	2WG-	WAGGA.	21-8-31
`7	Mr A.J.RYAN	2CA	CANBERRA	27.8.3
10	MARYBERONGH BROADCASTING CO. PTY LTD.	4MB	MARYBORDJSH	25.8.31
	RADIO SINVER CITY PTY. LTD.	2 BH	BROKEN HULL	6.9.33
12	THE CATHOLIC BROADCASTING CO. LTD.	25M	STONEY	10.9.31
13	AMALGAMATED WIRELESS (A'ASIA) LTO.	3130	BENDIEU	17.9.3:
14	W.A. BROADCASTERS PTY LTO.	637	BRIDGETENN	12-1-53
15	WEST COAST BROADCASTERS PTY. LTD.	TQT	QUENSTEIN	17.7.7

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	COULBURN BROADCASTING CO. PTY. LTD.	2GN	GOULBURN	30.9.30
17	ÍPSWICH BROADCASTING CO. PTY. LTD.	<u>41P</u>	IPSWICH	20-235
18	NORTH KAST TASMANIAN RADIO BROADCASTERS F. LTD.	<u>7so</u>	SCOTTSDALE	13-436
<u>.</u>	RADIO KATOOMBA LTD.	2KA	KATOOMBA	14-935
20	HUNTER RIVER BROADCASTERS PTY. LTO. LURICINALLY 2HR LOCHINNAR 3	2 NX	BOLWARRA	2-9-36
<u>}.</u>	AMALGAMATED WIRELESS (A'ASLA) LTD.	470	TOWNSVILLE	30-9-30
12	NORTH WESTERN TASMANIAN BROADCASTERS LTD. E ORIGINALLAY TUJ ULVERSTONE?	7 <i>A0</i>	DEVONPORT	30 9 31
23	BRISBANK BROADCASTING CO. LTO	4.BK	BRISBANE	5-8-30
24	WANGARATTA BROADCASTING CO. LTO. LCRICINALLY SWR WANGARATTAZ	3sr	SHEPPARTON	4.10.30
45	RECKHAMPTON BROADCASTING CO. PTY. LTO.	4Ro	ROCKHAMPTON	8:10 31
<u>16</u>	WESTERN PROVINCE RADIO PTY. LTD.	Зна	HAMILTON	9-10-31
<u>17</u>	6PM BROADCASTERS LTD.	6РМ	PERTH	15-10-56
<u>28</u>	HOUNG BROADCASTERS PTY. LTD.	2LF	Young	16 10-36
29	DRULEIGH BUSINESS AND TECHNICAL COLLEGE PTY. LTO.	303	MELBOURNE	18-10-26
30	VOGUE BROADCASTING CO PTY. LTO.	3AW	MELBOURNE	23-10-3
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31	GREAT NORTHERN BROADCASTERS LTD.	. 6GE	GERALDION	23.10.36
32	CENTRAL WESTERN RADIO SERVICES LTD.	200	DUBRO	25-10-35
33	MUBILE BROADCASTING SERVICES PTY LTP. CLANED OPERATIONS WINNE W BROADCASTERS PTY. LTD.	34B	WARRNAMBOOL	13-10-31 25 10-35
34	SOUTH BURNETT BROADLASTING LO. LTD.	45B	KINGAROY	27.10.36
35	SOUTH EASTERN BROADCASTING CO. LTD.	SSE	MOUNT GAMBIER	29 10-36
36	CCALFIELDS BROADCASTING CO. PTY LTD. ECRIGINALLY JCK CESSNOCK?	2NM	MUSWELLBROOK	31:10:58
37	TWEED RADIO AND BROADCASTING CO. PTY. LTD.	2MW	MURWILLUMBAH	6 11 36
38	ELECTRICAL UTILITIES SUPPLY CO.	205	STONEY	7.11.24
31	SUNRAYSIA BROADCASTERS PTY. LTD.	3MA	MILOURA	8-11-32
40	METROPOLITAN BROADCASTERS PTY. LTD.	7нт	HOBART	17.11.36
41	AKRON BRUADCASTING CO. PTY LTD.	3AK_	MELBOURNE	20-11-3
42	MIDLANDS BROADLASTING SERVICES LTD.	SPI	CRYSTAL BROCK	24-11-31
43	SON PTY LTD.	SON	AOFLAIDE	1.12-24
44	Mr H. A. DOUGLAS	240	NEWCASTLE	1-12-2-
45	CEEMA BREADCASTERS PTY. LTO	2×4	Cooma	11 12 3
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279	MERISONGME	ZUE	ONTRE & MIRSEN HAD COMODAL	27
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1581	SMRIAS	UDH_	MMM.CAMPTEO WAELESS (A'ANA) 670	LS
1 17	רסישה	<u></u>	ך בירטר קצים עם כעז בירא בי קביר דינם.	32
112	HISOMUUT	WLY-	ועדיירין ביצוא נצטסום שיאם הבקוברסנשוביתברסי דיבס	- 5.5
<u>+</u>	FIJWLE	-K94	האשנות קטישטנטצוותר כסיקנו דבם.	45
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61	FINDRATS PTY LTD.	730_		6-135
62	BRISBANK BROADCASTING PTY. LTD.	4AK_	OAKEY	6 X 35
63	WHINGARATTA BROADCASTING CO. PTY LTD.	3NE .	WANGARHITA	192.54
64	Mª OTTO SANDEL	. ZUW	SYDNEY	13-2 25.
65	WIMMERA BROADCASTING CO. PTY. KTD.	3WM	HORSHAW	13 53
<u>.</u>	WARWICK BROADCASTING CO. Pry LTD.	HWK	WARWICK	1.3.35
67	NEWCASTLE BROADCASTING CO. LTD.	240	NEWCASTLE	7331
68	WINLIAMS AGENCIES LTD.	4 <i>MK</i>	MACKAY	14 3 30
_67	COMMERCIAL BROADCASTERS PTY. LTD.	7но	HUBART	10-4 50
70	THE ARGUS BRUADCASTING SERVICES PTY. LTD.	<u>3uh</u>	WARRAGUL	14:4.37
71	MARANDA BROADCASTINE LO LTO.	HZR	Roma	15-4-36
72	CUNTRY BROADCASTING SERVICES LTD.	lgz	ORANGE	16 4 35
73	ALBANY BROADCASTERS LTD.	бул	ALBANY	28256
74	MURRAY BRIDGE BROADCASTING CO. LTO.	5my	MURBAI BRIDGE	19.4.34
75	ANR BROADCASTERS PTY LTD.	4A1	AYR	4 5 34
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76	THEOSOPHICAL BROADCASTING STATION LTD.	2.G.B.	STONEY	13 5 26
	STATION 3XY PTY. L.TO	<u>3xy</u>	MELBUURNE	11.5 35
	SWAN HILL BROADCASTING CO. PTY. LTD.	<u>35</u> H	SWAN HILL	19 5-31
79	W.A. BRONDEASTIERS LTO.	6110	MERREDIN	21 5:40
Ho	GIPPSKAND BROADCASTING SERVICE TRAFALGAR LTD.	3TR	SALE	26-5-30
<u>81</u>	INDUSTRIAL PRINTING AND PUBLICITY CO. LTO.	Зк2	MELBOURNE	27.5-3:
¥2	DENIFIQUIN BROADCASTING CO. LTD.	2QN	DENIKIQUIN	29.5-3:
83	REOPLE'S PRINTING AND PUBLISHING CO. LTD.	<u>6KY</u>	PERTH	30 5.41
84	NORTHERN BROADCASTERS LIMITED		ARMADALE	31-5-3:
85	NERTHERN BROADCASTERS PTY. LTD.	2NZ	INVEREAL	31-55
8E	BALLARAT BROADCASTERS PTY. LTD.	- 3B/A	BALLMRAT	263
87	AOVERTISER NEWSPAPERS LTD.	5AD	ADELAIDE	263
88	GULO RADIO ELECTRIC SERVICE (EDVARD 6010)	46R	Tacycoribri	562
<u> </u> ¥9	J. B. CHANOKER AND CO	48C	BRISBANE	7.6 si
90	LITHGER BROADCASTERS PTY. LTD.	247	KITHGal	7.6 :

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MBER		SIGN	SERVED	ISSUE
91	MISTER CHARLES RICE,	2AY_	ALBURY	136-30
92	BATHVRST BROADCASTERS LIMITED	285	BATHURST	16 6 36
93	MM M. J OLIVER	2 <i>м</i> о	GUNNEDAH	16 6.30
94	MURRUMBIOGELE BROADCASTERS LTD	2RG-	GRIFFITH	196-35
95	BUNDABERG BROADCASTERS PTY. LTD.	480	BUNDABERG-	19.6 35
96	MUDGEE BROADCASTING CO. PTY. LTD.	2m6-	MUDGEZE	11-1-38
97	GELDFIELDS BRONDCASTERS LTD.	6KG	KALGOORLIE	22:6-31
98	SPORT RADIO BROADCASTING CO. L.T. (LINGALE REJOKED 7.2.44)) SHA	ADELAUDE	26.8.26
Ý9	SKA BROADCASTING CO LTO. PORT AJEUSTA BROADCASTING CO LTO (LUCENCE REVOKED 7.2.41)	SAU	PORT AUGUSTA	<u>25-6-43</u> 5-10-37 25-6-43
100	FINDLAY AND WILLS BROADCASTERS Pry LTD.	-7LA	LAUNCESTON	27.6 30
101	MALLEE BROADCASTERS PTY. LTD. ECRICINALLY 3 MB BIRCHIPZ	3cV_	MARYBORDJCH	19-6-35
102	W.A. BROADCASTERS LTD.	6WB	KATANNING	13 12 35
10.3	NORTH QUIENSLAND BROADCASTING CORP. PTY. LTO.	HLM	MT ISA	7:6 60
104	CENTRAL WESTERN BROADCASTING CO. PT. LTD.	46	LONGREACH	7.2.36
105	SECRETARY AND TRUSTEES OF QUEENSLAND BRANCH OF THE AUSTRALIAN LABOR PARTY	4KQ	BRISBANE	1.9 45

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18 01	1901-11101	AAZ	ו-הצנייוטד ריבא קציישסבשבעבעד דנס	<u> 7</u> c
1-01-52	હારાયલાયલ		רשטינשר ריבד ואטינש אבד אביד דוסי	БП
15 88	REMONI		לא דבה דיבוון (נשצב שיים ושוזי הדשיקסז קצים שטנשצבויתה	811
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12 8.1	HLICE SPRINES	- В НВ	אדירה אנוקני כיישויבאריער געיטיכעציבעי ליא דע	<u>- 11</u>
1 8.05	GLADZERAE	02-4	(בדעומי נוחה נוויבטירי ואפטעטרטיניאר ניא דנט	_511
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122	COMMUNICI RADIO MELBOURNE PTY. LTD.	3CR	MELBOURNE	1 7.76
	AVR BRUNDCASTERS PTY LTD.	_4GC	CHARTERS TOWERS	1-12-76
124	CAMPBELLTOWN COMMUNITY RADIO LTO.	207	CAMPBELLTOWN	1-7.77
125	NORTH VJEST RADIO PTY. LTO.	GNW	PORT HEOLAND	25-11-T (
126	EMERALD BROADEASTING COMPANY PTYLTD		EMERALD	22-12-7
127	NORTH WEST RADIO PTY. LTD.	6.КА	DAMPIER	1.12.77
128	NULLENGENC CITY RADIO LTD.	200	WOLLONGONG	31:12:71
.9	VEST SYDNEY RADIO PTY LIMITED.	ZWS	WESTERN REGION OF SYDNEY.	i-11-78
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