

North Queensland's
KOOL-FM
 Stereo 98.3

THE
POWER TWINS

RADIO
4KZ
 "Cairns to Townsville
 and the Gulf"

Ms Roxanne Le Guen
 Committee Secretary
 Senate Environment, Communications, IT & the Arts,
 References Committee
 Parliament House
 Canberra
 ACT 2600
 29/9/06

Fax 02 6277 5818

Dear Ms Le Guen

Radio 4KZ is a small fiercely independent commercial Radio station based in Innisfail, North Queensland. All of our daytime programming emanates from our Innisfail studios 7 days a week, except for our National News bulletins and The John Laws Show. Over the years we have regularly been highly regarded by the local community for our services during times of emergency, most recently during Cyclone Larry in March when my team continued to broadcast while the building was being torn apart !

Radio 4KZ already well exceeds the localism standards of the proposed legislation. However, we strongly oppose most of the draconian new rules because the reporting to Government of their compliance would add further unnecessary expense to the bottom line. This would have the negative effect of actually reducing our capacity to maintain our high degree of localism. I can well remember the huge waste of 4KZ's manpower resources in preparing 14 copies of multipage licence renewal applications every 3 years.

Furthermore, we strongly oppose any changes to the cross media ownership rules. Consider the scenario where Innisfail's local Murdoch-owned newspaper buys a tv outlet and mounts a joint advertising campaign in this region. Our capacity to compete fairly would be highly compromised. This would obliterate our ability to maintain the high degree of local programming that we provide.

If you really want to do something to stimulate competition and encourage more localism, allow holders of Section 40 Commercial Licences to move their transmitters into the proper AM broadcast band with transmission power greater than the measly 400 watts presently allowed.

As a professional broadcaster with over 36 years continuous service in the Industry, I think it absolutely disgusting what the Federal Government has done to the Radio industry in allowing single companies to control vast numbers of once proud local stations, from centralised "hubs". Surely an additional new class of Commercial Licence is warranted. The awarding of such a licence should be conditional upon local programming and majority local ownership. Not on who has the biggest cheque book.

One last thing. As a service to the listening and viewing Public, get a few ex-Radio and TV people into the ACMA to replace some of the pseudo intellectuals.

Yours sincerely



AL KIRTON
Director & General Manager