

General Information

Shoalhaven FM is a Community Radio station like many other Community Radio stations throughout Australia. Our main studios are located in the Shoalhaven City Arts Centre in Berry St in the CBD.

Our license was granted to enable us to provide a Community Broadcasting service throughout the Shoalhaven. We have been broadcasting here for about 25 years and were the first FM broadcaster in the Shoalhaven, so we are not 'newbies'.

Geographically we are licensed to cover the approx 4400sq/Km that makes up the Shoalhaven, stretching from Gerroa/Gerringong in the North to Termeil in the South and West beyond the coastal escarpment including Kangaroo Valley and areas East of Robertson. Shoalhaven FM has 3 separate transmitters to enable us to cover such a large geographical area. In the South, the transmitter is located in the Morton National Park, Little Forest Trig, west of Milton. The transmission from the south is licensed to 1Kw, ie 1000 watts.

Our main transmitter is located in Red Rocks Reserve, just south of Cambewarra Mt and is licensed to 2Kw or 2000 watts. Our transmitter in the north is located at Moyean Hill, just north of Coolangatta Mt. This northern transmitter is a low power of 10 watts and its purpose was to provide special coverage to the villages around Shoalhaven Heads & Berry.

Shoalhaven FM also broadcasts multiple audio 'streams' of our programs on the internet together with a plethora of information about the radio station and the volunteers from the community who are the public face of Shoalhaven FM. Behind the scenes are many more volunteers who carry out roles such as accounting & bookkeeping, sales & marketing, technical & IT, external program production & scheduling, training of new volunteers, etc,

The other Community Broadcaster, Bay & Basin FM have studios located at Sanctuary Point and their transmitter is located at the Vincentia Water Tower., They are licensed to 100 watts, sufficient to enable them to broadcast to the Bay & Basin area. Bay & Basin FM is not permitted to operate their broadcasting service outside the Bay & Basin area, despite their transmissions going outside that area fortuitously, in the same way that Shoalhaven FM's transmissions can be heard outside the Shoalhaven.

Community Radio stations are not-for-profit organizations, there are no dividends or payments to members and for the most part are staffed by volunteers from the community it serves. The radio station is governed by a committee elected from our Association's members. The accounts of Community Radio stations must be audited annually. Community Radio stations must abide by stringent Commonwealth & State Government regulations and additionally abide by an enforceable Code of Conduct.

What's all this Sponsorship stuff about?

Its simple really, Commercial Radio stations fund their operation by selling advertising spots in their programs which are normally spots of 30 seconds or less. Commercial Radio stations pay large amounts to the Commonwealth for their broadcast license and are in business to make big profits and thus return dividends to shareholders. Apart from some provisions for local news, etc commercial radio stations are not community-centric and are driven mostly by profit. Most regional Commercial Radio stations are part of a larger Network of stations.

On Community Radio, advertisers buy time blocks for airing sponsor messages which are exactly the same as the advertising you hear on Commercial Radio but with one important difference which is the inclusion of a 'tag' at the end of the advertisement which states 'sponsor of' or sponsored by' or words to this effect. Community Radio stations do not pay large license fees to the Commonwealth because of their not-for-profit status. Community Radio is restricted to 5 minutes of sponsor messages in any one hour of airtime and this equates to a maximum of 10 x 30 second sponsor messages per hour.

In addition to the 'tagged' sponsor messages which are generally of an advertising character, you may hear other messages on Shoalhaven FM which are not 'tagged' which means that they are either community support spots or messages for which we receive no payment or direct tangible benefit. Sponsors do not have any control on the programming on Shoalhaven FM and this is enforced rigidly. Sponsor messages are scheduled by a computer and presenters on Shoalhaven FM generally are not permitted to 'live read' sponsor messages.

Community radio can also have supporters who may or may not be financial supporters and who could be actively involved in promoting the station or who may support the station in some other way.

Supporters, of Shoalhaven FM can sometimes be current or past sponsors. If you have been a long term sponsor of Shoalhaven FM it is possible that the name of that sponsor will end up in our supporters lists as recognition of that valuable support of that past sponsor.

We like to let our community know about the businesses who support Community Radio.