31 October 2007

Ms Megan Meredith
Australian Communications and Media Authority (ACMA)
Draft Licence Area Plan Variation – Nowra Radio
ACMA
PO Box 78
BELCONNEN ACT 2616

Ref: File Reference 2002/1050

In response to the opportunity for submissions on the matters raised in the LAP Variation to increase power for 2MVH from 10 watts to 200 watts South Coast and Tablelands Broadcasting raises the following points for ACMA’s consideration.

It would appear that the objective for which the licence was first granted has changed markedly. Our understanding was that the licence was granted with a more education based focus restricted to the Moss Vale area. The studio was based at Moss Vale High School with students having access to conduct community broadcasts on a regular basis. Hence the call sign 2 Moss Vale High.

This is no longer the case as all studio equipment has been removed from the High School. We understand that access is no longer available and teachers who were on the community station board have since resigned.

2MVH was off air for a time until another location was found and is now running a pre-recorded loop tape.

It is our belief that Power FM’s diverse programming is formatted specifically to target the youth market and adequately provides youth of the Southern Highlands with youth focused programs relating to education, health, environment and music. Power has been doing so through its locally compiled community service and news broadcasts and has been doing so for the past 15 years.

Power FM has provided over 600 x 30 second commercials to youth community services issues in the past 3 months alone. Covering issues such as Reading Writing Hotline, Triple O Awareness, Arbias (Alcohol Injury) Berrima District Volunteers, Walk to Walk Day, Australian National Council on Drugs to mention just a few.

Power FM also attends local youth and charity fundraising events as required. The youth of the area is also serviced by the National Broadcaster JJJ who also specifically targets youth needs with its national based format.

While we would not claim to be as narrow focused as that role previously defined for the 2MVH service (hence we made no submission at the time of that licence issue) we are concerned that with the request to increase power that a service much closer to that provided by Power FM is contemplated.

South Coast and Tablelands Broadcasters would like ACMA to defer consideration for an increase of power to cover the whole of the Southern Highlands until more information is known about the current structure of the Board of Management and status with the students of Moss Vale High School and any needs that cannot be covered by Power FM and JJJ.

Wendy Gee
South Coast Regional General Manager