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### Application for Non-commercial Radio Frequency

(Refer to the Terms and Conditions for Non-Commercial Community FM Radio Licences on the MCH website)

Frequency and location: 106.1 FM

Name of applicant: VALLEY FM CHARITABLE TRUST

Address: S9(2)(a)

Email: S9(2)(a)

Telephone: S9(2)(a)

If this is a group application, name of group?

VALLEY FM COMMUNITY TRUST

Are you currently broadcasting?

NO

If so on what power, band and frequency?

N.A.

#### Priorities

Of the priorities for non-commercial licences which fits you best?

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1. THE PROVISION OF COMMUNITY ACCESS RADIO SERVICES WHERE EITHER A SERVICE DOES NOT ALREADY EXIST OR WHERE THE COVERAGE FROM AN EXISTING COMMUNITY ACCESS SERVICE IN THE AREA IS COMPROMISED AND NEEDS TO BE REPLACED.
2. EXISTING SERVICES THAT WILL RELINQUISH AM FOR FM FREQUENCIES.
3. NEW SERVICES FOR COMMUNITIES OF INTEREST.

**Structure:**

What not for profit form of organisation do you have?

WE ARE IN THE PROCESS OF FORMING A CHARITABLE TRUST (APP. 1) UNDER THE CHARITIES ACT BECAUSE WE DO NOT EXPECT TO MAKE A PROFIT, AND THIS STRUCTURE PROVIDES AN INCENTIVE FOR PROSPECTIVE SUPPORTERS AND SPONSORS TO RECOVER SOME OF THEIR CONTRIBUTIONS THROUGH THE TAX SYSTEM.

Please provide a copy of your Constitution, Trust Deed, or other founding document equivalent APP. 2.

**Costs**

**IF YOU ARE NOT ALREADY BROADCASTING PLEASE ANSWER THE FOLLOWING QUESTIONS:-**

How will you finance the technical requirements of transmission?

THE HUTT COMMUNITY RADIO TRANSMITTER SITE ALREADY HOUSES A WELL-BUILT FM TRANSMITTER AND IT IS ANTICIPATED THAT THIS WILL BE USED. NEGOTIATIONS HAVE YET TO TAKE PLACE WITH THE OWNERS BUT IT IS EXPECTED THAT THEY WILL COOPERATIVE IN NATURE. THE NEGOTIATIONS WITH THE COUNCIL WERE CARRIED OUT BY OUR TRUST'S CHAIRMAN WHEN HE ACTING CHAIRMAN OF HUTT COMMUNITY RADIO, AND IT WAS HE WHO RAISED THE FUNDS FOR THE BUILDING OF THE TRANSMITTER

*Supply quotes for costs of transmitter and site*

How will you finance the office and studio costs?

THE ARRANGEMENTS FOR THE USE OF THE CURRENT STUDIOS ARE, WE UNDERSTAND, COST NEUTRAL. AS AN ALTERNATIVE, IF THIS IS NECESSARY, POP-UP RETAIL PREMISES ARE AVAILABLE ALL OVER THE HUTT VALLEY AT PRESENT ALTHOUGH THERE WILL BE SOME COSTS IN ESTABLISHING A LINE OF SIGHT SIGNAL TO THE TRANSMITTER, WHICH IS SITED ALONGSIDE THE HUTT CITY COUNCIL'S WATER RESERVOIR, IN HONEYSUCKLE GROVE MAUNGARAKI (NOT MOUNT KAU KAU).

*Supply quotes for costs which list all studio equipment and rent of premises.*

THESE FACILITIES ALREADY EXIST.



**IF YOU ARE BROADCASTING ON LPFM, HOW WILL YOU FUND FULL POWER TRANSMISSION COSTS?**

Supply quotes for costs of equipment and transmission site

THESE FACILITIES ALREADY EXIST.

**FOR ALL APPLICANTS**

THE CLIMATE FOR FUNDRAISING IS DIFFICULT AT PRESENT AND LIKELY TO REMAIN SO FOR SOME TIME. HOWEVER, I WOULD BE CONFIDENT, ON THE BASIS OF MY RECORD AS SOLE FUNDRAISER FOR THE HUTT COMMUNITY RADIO TRUST (FROM JANUARY 2011 TO SEPTEMBER 2012, DURING WHICH TIME I RAISED \$42000 IN GRANTS AND \$82,000 IN SPONSORSHIP AND ADVERTISING), THAT I COULD REPRODUCE SOMETHING APPROACHING THOSE FIGURES AGAIN IF NECESSARY. YOU WILL NOTE FROM ACCOUNTS FOR HUTT RADIO POSTED ON THE CHARITIES SERVICES WEBSITE, THAT THE YEAR ENDING MARCH 2013, DURING MY FUNDRAISING TENURE, WAS THE ONLY YEAR THAT THE HUTT COMMUNITY RADIO TRUST COULD BE DESCRIBED AS "FINANCIAL".

TO BE REALISTIC, HOWEVER, IT WOULD BE OUR CONSIDERED VIEW, BASED ON PRACTICAL EXPERIENCE, THAT A COMMUNITY RADIO STATION BASED IN THE HUTT VALLEY CAN NOT BE FINANCED SUCCESSFULLY LONG TERM, WITHOUT SOME SHARE OF THE FUNDING CURRENTLY AVAILABLE TO WELLINGTON ACCESS RADIO. THAT ENTITY'S DESIRE TO SWITCH TO FM WOULD THEREFORE SEEM TO BE A MUTUALLY SATISFACTORY "FIT" WITH THE ASPIRATIONS OF OUR TRUST, WHILE NO DETAILS HAVE YET BEEN WORKED OUT..-

A copy of the applicant's financial forecasts for the next 12 month period (and out years if possible) including the mechanism will you use to fund the 50% of income that may not come from advertising?

WE DO NOT CURRENTLY OPERATE A RADIO STATION, BUT I HAVE HERE SUGGESSED THAT, ON PAST PERFORMANCE, WE ARE CAPABLE OF MEETING FINANCIAL TARGETS

A copy of the applicant's latest audited financial statements (plus a copy of the audit report), if applicable.

PLEASE NOTE COMMENTS ABOVE.



### Expertise

What technical and broadcasting experience does the group have?

WE HAVE ATTACHED THE CV OF ONE OF OUR DIRECTORS, (APP. 3) WHO HAS HAD CONSIDERABLE TECHNICAL OPERATIONAL EXPERTISE IN THE COMMUNITY RADIO AREA.

I HAVE BEEN PROMOTING COMMUNITY RADIO IN THE HUTT VALLEY FOR 30 YEARS. I WORKED WITH CINDY BEAVIS AND THE LATE GILLIAN WOODWARD TO TRY TO ESTABLISH A HUTT ACCESS STATION IN THE LATE 70S WHILE I WAS AN MP. WE HAD AN OFFICE IN THE OLD DIC BUILDING IN LOWER HIGH STREET. I WAS ALSO INVOLVED IN TRYING TO HELP A WAINUIOMATA SCHOOLBOY, REX WIDERSTROM, WHO WANTED TO START A HUTT COMMUNITY STATION AROUND THE LATE 70s, AND WE OBTAINED THE SUPPORT OF THE LOCAL CITY COUNCIL AND THEN MAYOR SIR JOHN KENNEDY GOOD. THE VENTURE FAILED THROUGH LACK OF FINANCE. I WAS ALSO THE CHAIRMAN OF VALLEY FM, AND MY SON JULIAN THE STATION MANAGER, IN THE MID 80S UNTIL, AGAIN, THE ECONOMICS FORCED US TO HAND THE LICENCE OVER TO KIKS FM.

I WORKED IN COMMERCIAL AND COMMUNITY RADIO WITH THE NZBS, IN GISBORNE AND IN WELLINGTON, FOR 6 YEARS IN THE 50s AND EARLY 60s; HOSTED TALKBACK IN THE 70S; AND BROADCAST A HUTT-CENTRIC PROGRAMME ON ACCESS RADIO CALLED "HUTT ALIVE" FOR SEVERAL YEARS IN THE EARLY 90S I CONTRIBUTE REGULARLY TO NATIONAL RADIO ON A NUMBER OF SUBJECTS I HAVE ALSO HAD A SUCCESSFUL CAREER IN TELEVISION.

I HAVE ATTACHED A REFERNCE FROM THE MAYOR OF HUTT CITY, RAY WALLACE (APP. 4)

### Programme Services

1. Confirm that the proposed format is not operated by other stations on a "for profit" basis, and complements and provides alternative services to those offered by existing broadcasters.

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5. What community support do you have?

OUR TRUSTEES INCLUDE A WELL-KNOWN LAWYER AND ROTARIAN, A FORMER CITY COUNCILLOR AND A FORMER MP AND MAYOR.

6. Supply a programme schedule or programming policy plan.

OUR BROAD POLICY WOULD BE TO PROVIDE BROADCASTING OPPORTUNITIES FOR THOSE WHO DO NOT CURRENTLY HAVE ANY. THIS INCLUDES, AS ALREADY NOTED, OLDER LISTENERS INTERESTED IN POP AND ROCK MUSIC OF THEIR OWN ERA (AS WELL AS ADVICE ON HEALTH, EXERCISE AND NUTRITION) AND GENUINE COMMUNITY ACCESS RADIO (A CHANCE FOR TOASTMASTERS, ROTARIANS AND OTHER ACTIVE VOLUNTEER AND COMMUNITY GROUPS TO HAVE THEIR SAY..

7. Provide a proposed time allocation schedule for broadcasts .

THE MAIN CONTRIBUTOR TO OUR SCHEDULE WILL LIKELY BE WELLINGTON ACCESS RADIO BUT WE HAVE YET TO HOLD DETAILED DISCUSSIONS WITH THEM BECAUSE THEY ARE NOT READY TO DO SO UNTIL THE LICENCE HAS BEEN ALLOCATED. WE WOULD ALSO ENVISAGE CONTINUING TO BROADCAST THE BBC WORLD SERVICE OVERNIGHT, WHICH HAS A SMALL BUT VERY LOYAL FOLLOWING.

For applicants who are already broadcasting as community access stations and do not want to relinquish their AM frequency, explain:

1. The technical reasons why the AM signal is compromised.
2. The reasons why the AM frequency should be retained.

N.A.

For applicants prepared to **relinquish an existing AM frequency for an FM frequency:**

What is your status with a licence agreement from MCH or MBIE?

N.A.



THE CURRENT STATION HAS DROPPED THE WORD "COMMUNITY" FROM ITS ID AND ITS ATTEMPTS AT GENUINE COMMUNITY RADIO APPEAR TO BE TOKEN ONLY

2. What is the source and content of the programme material that you propose to broadcast?

WE WOULD ENVISAGE WORKING CLOSELY WITH ACCESS RADIO TO USE A SELECTION OF THE MATERIAL THEY CURRENTLY BROADCAST.. WE WOULD ALSO WANT TO MAINTAIN SEVERAL HOURS OF CONTENT DAILY, RELEVANT TO THE PEOPLE OF THE HUTT VALLEY, AND FINALLY, MAKE A SPECIAL EFFORT TO BROADCAST MATERIAL WHICH WOULD APPEAL TO THE GROWING OLDER AUDIENCE.

WE SHOULD ALSO EMPHASISE, THAT THERE ARE A NUMBER OF VERY TALENTED BROADCASTERS ALREADY ON THE AIR ON HUTT RADIO AND WE WOULD WANT TO CONTINUE TO WORK WITH THEM IF AT ALL POSSIBLE. OUR WISH TO DO SO IS APPARENTLY NOT RECIPROCATED BY ALL AT HUTT RADIO, FOR REASONS WHICH ARE UNCLEAR TO US, BUT APPEAR TO BE RELATED TO OUR CRITICISMS, EXPRESSED PREVIOUSLY TO THE MINISTRY, OF HUTT COMMUNITY RADIO'S PERFORMANCE IN RELATION TO THE BRIEF THE MINISTRY HAS SET.

3. The extent to which the proposed service provides access for local and regional programme makers.

PLEASE SEE COMMENTS ABOVE. WE HAVE HAD MEETINGS WITH DON CARSON, THE CHAIR OF WELLINGTON ACCESS RADIO, TO CONFIRM THAT WE WOULD LIKE TO WORK WITH HIS TRUST AND THAT A PARTNERSHIP OF THAT NATURE WAS PRACTICAL (SEE EMAIL ATTACHED)

4. Provide details of your service's anticipated audience.

THIS WOULD CONSIST, AS OUTLINED ABOVE, OF THOSE INTERESTED IN MINORITY GROUP ACCESS PROGRAMMES, AS WELL AS THOSE INTERESTED IN EVENTS IN THEIR LOCAL COMMUNITY, AND FINALLY, OLDER PEOPLE WHOSE SPECIFIC NEEDS AND INTERESTS ARE CURRENTLY NOT BEING ADDRESSED DIRECTLY IN THE WELLINGTON AREA

Please fill in this form and return it and any accompanying documentation by email or post.

Email address: : S9(2)(a)

Postal address:

Rick Julian  
Ministry for Culture and Heritage  
PO Box 5364  
WELLINGTON

Telephone: (04) 499 4229 – Extension . S9(2)(a)

**APPENDICES**

1. **ACKNOWLEDGEMENT OF APPLICATION FROM D.I.A.**
2. **DRAFT CONSTITUTION.**
3. **CV S9(2)(a)**
4. **REFERENCE MAYOR RAY WALLACE**

RELEASED UNDER THE  
OFFICIAL INFORMATION ACT

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