

Bowen Community Radio



MEMBERSHIP & SPONSORSHIP INFORMATION

Bowen Community Broadcasting Association Inc.

95.1 GEM FM

BOWENS OWN RADIO STATION

We are the Local Community Broadcasting Station based at the TAFE building along Queens Road in Bowen. We are a registered Not For Profit, totally volunteer association.

Our objectives are:-

- *To hold a community broadcasting licence and any other telecommunications licences required.
- *To establish and to operate a community broadcasting station and to erect, furnish and equip audio studios and production facilities of broadcast standard for use by the community.
- *To operate the association as a not-for-profit community institution and to undertake all measures necessary to provide a radio broadcasting service.
- *To enable and facilitate communication within the community by broadcasting programs dealing with local issues, events, health information, indigenous information and events, arts, culture, and activities.
- *To promote the work of Australian musicians and performers and regularly play throughout the day, new material and music of upcoming Australian bands.
- *To exceed at all times the minimum Australian content provisions outlined in the Community Broadcasting Code of Practice.
- *To provide the opportunity for community groups and related associations, organizations and individuals to be involved in the production and presentation of original programs.
- *To become a "town crier" of cultural and community information by compiling community resource data and information with respect to local activities, events and developments affecting the community.

*To teach, train, instruct, prepare and assist members to produce material for transmission and to provide facilities for members to learn and practice the technical and aesthetic aspects of radio broadcasting and production.

As our focus is on Community Information, one of the main roles of the station is to provide a service for our community with regular daily and weekly programs of interest, along with various features, interviews, giveaways and items of importance. We play the music our many listeners like to hear and encourage talkback and interactive sessions with the public at all times.

We have reinstated "Live Streaming", which will substantially increase our listener base. Link to live streaming go to www.951gemfm.org. We plan to have a News Service during the morning. To do this we need more announcers and volunteers. We also need more members, both individual and business. We constantly apply for grants and one of the main criteria for a successful grant application is the size of the membership base.

We have an excellent support base of Commercial and Community Membership and as an alternative media option, we maximise exposure with specific marketing of your business, function or community event. We have enclosed a Sponsorship/Membership form for your perusal. Our yearly Sponsorship fee is \$300.00 for local businesses, and \$150.00 for community groups. This entitles you to a daily Promotions Spot of 20-30 seconds. This spot broadcasts a minimum of once per day all year through. The information based in this Promotional Spot is generic and will air each day at different times, unless advised differently by your organisation. Private Membership is \$10/year, which gives you full voting rights at Annual General Meetings.

In addition to this, as part of our Sponsorship Team, you have the option of a representative coming into our studio to conduct a Live Interview to discuss your business overall.

As another alternative, you could benefit from our live on-air adlibbing promotions which are read throughout the day when presenters are in attendance at the studio. This can be tailored to suit your particular needs and can be a very effective form of marketing for your organisation, as each sponsor message is read differently for maximum impact.

We welcome the opportunity to have your organisation as part of our happy team at GEM FM and look forward to discussing your options further.

Please contact us at the studio on 07 47861951 or Secretary 0408739321 for further information or email gemfm@live.com.au

SPONSOR PROMOTION DETAILS

Procedure for your promotion going to air

- Compose your 30 second promotion. (for Business Sponsorship)
- Compose your 10-20 second promotion. (for Community Organisations)
- Email copy to GemFM- (gemfm@live.com.au)
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Options (for recording)

1. Sponsor to obtain professional recording (own expense)
 2. Record it yourself, with the help of GemFM staff, using our equipment- no charge
 3. GemFM will record it for you – no charge
- We will then email the recording back to you for your approval
 - Goes to air

Come Aboard 95.1 Gem FM & make a difference

The presenters, committee, and other volunteers at 95.1 Gem FM would like to welcome you as a prospective member/promoter. We are now in our 3rd decade of broadcasting and are looking forward to another very busy and successful year.

We hope you will be there supporting us....

Playing the music, you want to hear and sharing your messages throughout
The Whitsundays and Beyond!

What do I get for my Sponsorship / Contribution?

As a member of 95.1 Gem FM you are eligible for:

- Promotional opportunities – affordable publicity
- Availability of promotion of your business in varying capacities
- Access to on-air interviews to promote your business or organization
- Training to become a Radio Announcer
- Project involvement – become involved in the station’s projects
- Voting/Nomination rights – for Private Members only
- Annual General Meeting – discuss the station’s future advancement

Plus Much More

Remember also that your contribution:

- Assists 95.1 Gem FM to stay “ON AIR”
- Assists in ***“Playing The Music You Want To Hear”***
- Assists in maintaining a “More Music, Less Messages” programming
- Assists to keep the station available to our regional community

95.1 Gem FM – Bowens Own Radio Station

Bowen Community Radio



The Gem of the Whitsundays

**Bowen Community Broadcasting Assoc.
Inc.
T/A Gem FM**

Phone : 0408 739 321
BOWEN QLD 4805

**SPONSORSHIP AND OPTIONAL
MEMBERSHIP FORM**

I would like to become a sponsor of **95.1 Gem FM –Bowen’s own Radio Station.**

Sponsorship Information

Contact Name: _____
 Company Name: _____
 Signed: _____
 Address: _____
 Phone: _____
 E-Mail: _____

Membership Option

Will you nominate a person from your business or organisation to become a member and to represent you organisation? Yes No

Name of nominated member: _____
 Signed: _____
 Address: _____
 Phone: _____
 E-Mail: _____

YEARLY SPONSORSHIP AND OPTIONAL MEMBERSHIP FEES

GROUP 1 – Community Organisations	GROUP 2 – Local Businesses
<input type="checkbox"/> Organization \$150.00 + <input type="checkbox"/> Optional Membership \$10.00	<input type="checkbox"/> Business \$300.00 + <input type="checkbox"/> Optional Membership \$10.00
Yearly sponsorship includes Community Announcement Daily	Yearly sponsorship includes 30 sec. Promo Daily
Affiliate Membership / Sponsorship – Voting Rights -only when Optional Membership is selected. One vote per organisation only	Affiliate Membership / Sponsorship – Voting Rights -only when Optional Membership is selected. One vote per business only

PLEASE NOTE: All promos are played a minimum of once per day.
 Please scan and send this form to gemfm@live.com.au or print and send completed form to:- “The Secretary” PO BOX 122 Bowen 480