

GOOD RADIO PRESENTATION



KEEP IT SHORT- KEEP IT SIMPLE

The golden rule in radio is "one thought, one link" If you have too much information in your link (radio term for when a presenter talks) you will confuse your listener and you could lose their attention. The best analogy is to think of your link as a shopping list. If you go to the shops and try to remember 10 items to buy you will forget a few on the list. If you have 3 items on your list you will remember them all. The shorter and simpler the link the easier it is for your listener to engage with what you are saying.

2 WAY FM HASTINGS COMMUNITY RADIO- THE 'EARLY YEARS'

This year 2021 our radio station celebrates 35 years since the first test transmissions from a caravan at Pappinbarra, using solar energy. In 1992 2WAY FM became the 100th Community Radio Station in Australia to be granted a permanent licence. After the early days of the caravan, 2WAY FM had studios in Lighthouse Beach Port Macquarie and an old building in the grounds of Wauchope Hospital. When Authorities wanted to redevelop the hospital site, Port Macquarie Hastings Council allowed the station to lease what was the old croquet club on the corner of Bain and Cameron Streets in Wauchope. A lot of work was needed to turn the building into a radio station. The first transmissions from the new premises started in 2006.

Our first test transmission was made by a core group in December 1986, Sue King interviewing the mayor followed by the first program to be aired was 'TimeWarp' shared with announcers Sue King and Errol Callaghan. A listener nearby, Eddie Edwards, loaned his home phone number to the station to take feedback calls which were somehow relayed back to the studio. We were on generator power back then...a whole bank of 'em! . It was 'seat of the pants' radio but the public loved it. Caller after caller gave it the thumbs-up and community radio was born in the Hastings! (Ref Chris Wallace et al)



Original station logo



2WAY behind the Hospital



The O.B. van I organised



Our early on-air panel

Assistance from Taree Community radio station 2BOBFM allowed some of our members to go there to learn presentation skills from experienced announcers and actually run their own 'live' programs. 2WAYFM was fully licence around the middle of 1991 and we shared a house behind Wauchope Hospital as our studio. It was full on battery power, the first station in Australia to do so, and it had its problems. As the batteries drained an audible and timed 'beep' sound would emanate from the station saying "time's almost up buddy?" But it was fun & kinda added to the rawness of it all. Our listeners loved it too.

* **FOR SALE: Rare** 3 CD Set. Country Music In Australia 1936-1959. Regal Zonophone Rodeo Collection. 75 tracks, Tex, Buddy, Slim, Gordon Parsons, Shirley Thoms, Joy McKean etc Mint Cond. 'Fabulous collection of Oldies' \$30 **Ph: Dave** 0400 636 363

* **FOR SALE:** Hal Roach Comedy. (8 Cassette Tapes) \$30 the lot! **PLUS NEW** Guy Sebastian CD T.R.U.T.H. [Ed.] Ph: 6585 2260

'Presenter Profile'



Lonnie with 'Dutch Allsorts'

'Dutch Allsorts' sub titled *Hollands Alerlei* (which means "mixture") is one of our very popular programs catering to the growing ethnic population in the Hastings. Hosted by the vibrant and dedicated team of Lonnie and Ria it can be heard 'live' each Tuesday afternoon on 2WAYFM at 2-4pm. The program suits the taste of those who enjoy Dutch songs with a sprinkling of German music in between. Even those who don't understand the language tune in for the melodic sounds only the Dutch can provide.

Feedback is constant and the requests come. Lonnie tells the 'Newsletter' that Port Macquarie has a fair size ethnic population with 2WAY their only outlet to enjoy the music of their homeland. Dutch Allsorts ties in well with our other ethnic programs including 'The French Connection 6-8pm Wednesdays and the ever-popular 'Latin Sounds' with Christina 6pm Tuesdays.