



WITH JON & KATE
BYBFM^{94.5}
WEEKDAYS FROM 6AM

a new era for local radio

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MAKE THE SWITCH



Vision Australia
Radio 882AM



Vision Australia
Radio 882AM



MAKE THE SWITCH

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OUR HISTORY



Warrnambool's Vision Australia Radio has been bringing news to listeners for almost two decades. The Warrnambool licence is attached to Melbourne's 3RPH 1179 AM licence. Initially approved in 2001 as a repeater station for Melbourne, the licence was adjusted to allow local content to be introduced.

Originally the studios were added to the premises of the Association for the Blind at 229 Moore St Warrnambool but in 2014 the centre was shifted into purpose-built premises at 124 Koroit St.

Manager of the centre when the radio station opened was Neil Ballard, assisted by coordinator of volunteers, Deb Barton, who was later promoted to national coordinator of volunteers. Today Yvette Gollmer looks after the centre, along with the Vision Australia offices in Geelong and Ballarat.

There are 37 volunteers in Warrnambool VAR producing seven hours of local content a week under the guidance of coordinator of volunteers, Heather Martin-Trigg and the Radio Advisory Committee. The transmitter site is located in the ACE Radio Network's transmitter site at Mt Warrnambool.



Between October 1931 and November 1935 3YB was a mobile station broadcasting around Victoria in areas that didn't have a local station.

It started with a transmitter in a T-Model Ford bus and an A-Model Ford fitted with two turntables and a microphone and in 1932 progressed to a railway carriage. The mobile station concept was the brainchild of Jack Young, an announcer at 3BA Ballarat. 3YB's call sign comes from Young of Ballarat.

In Warrnambool, 3YB operated from a siding near the railway station or near the Woollen Mill. As more stations opened, mobile broadcasts became less practical and a fixed station licence was obtained for Warrnambool. Vic Dinneny, who managed the company behind the mobile station, became the chief announcer of the new Warrnambool station.

A property in Weir Road was leased and on January 17, 1936 3YB was on the air. In 1937 new studios opened in Liebig Street and in the 1940s a powerful transmitter was built in Bushfield. The current studio at 95 Timor Street was completed in 1968.



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ABOUT THE SWITCH

When the 'Big Switch' happens at midday on July 2, 3YB will move to the FM dial and Vision Australia Radio will move to AM. Making the move happen is as simple as pressing a button and it will provide benefits to listeners of both stations.

The new home for 3YB, 94.5FM, will provide a better listening experience for music lovers and the new home for Vision Australia Radio, 882 AM, will expand its broadcast area, bringing daily news and information to more people across south-west Victoria.

The switch is a win for both stations and follows ongoing discussions between Ace Radio, the owners of 3YB and Coast FM, and Vision Australia. The new 94.5-3YB FM will cover the same broadcast area as Coast FM, which will continue to offer music aimed at younger audiences. There will be a stronger focus on '70s to '90s music to suit the FM signal, with the promise of 'Better Music and More of It'.

Peter Headen

GENERAL MANAGER



3YB General Manager Peter Headen says the switch is the right move at the right time. "It's an exciting time. People like listening to music on 3YB and will enjoy the better-quality signal and for Vision Australia the 882 signal will take their service into Portland, Colac, Hamilton and surrounds," he says.

The name 3YB has been synonymous with radio in Warrnambool since 1931 and that will continue on FM.

Peter says the 'Big Switch' will be easy. "There's no trial, no testing, just a straight swap," he said. "We literally just press a button and change," he said. "One minute you can listen to 3YB on 882AM, the next minute it will swap to 94.5FM."

3YB has been supporting Vision Australia over recent years with radio commercials to promote its services and has taken that support a step further with a \$25,000 donation to support the Warrnambool branch.

Ron Hooton

CEO



Vision Australia Chief Executive Officer Ron Hooton says the move to AM radio will reduce isolation for people in rural areas who are blind or have low vision.

"We've got two organisations working together to make it better for the community," he says. "This is an opportunity for 3YB to reach different audiences and for us to give more people in the blind and low vision community access to information. If we can add 100 kilometres to our reach, that's fantastic for our clients."

Ron says Vision Australia Radio's daily radio news service gives people direct communication with the outside world, something that can be vitally important.

"Our feedback tells us that the program can be the difference between feeling isolated or not," he says.

BRYAN MAIR'S *story*

For Bryan Mair, Vision Australia Radio is a lifeline – and with 3YB and Vision Australia Radio swapping frequencies, he says it's a lifeline that will be available to many more people.

Bryan, 84, of Warrnambool, developed age-related macular degeneration more than a decade ago, and his low vision prevents him from reading. But he keeps up with local news and events across the south-west via Vision Australia Radio.

He said he enjoys sports programs and the morning news but loves news from the local newspapers, read each afternoon by local volunteers on Vision Australia Radio. "We get a bulletin six days a week and I don't like to miss them because I get a real array of news from the east, west and north. You don't get much from out to sea," he laughed.

"I know the district from Portland, Hamilton and back to Camperdown, and you always get a good smattering of news from The Standard and all the other papers."

Bryan said the switch to 882AM will ensure more people who are blind or have low vision, and those interested in the news, can benefit.

"I get the FM signal all right, but I know there are a lot of people that can't get Vision Australia Radio at home, so hopefully they will get to listen on 882AM."



from the beginning with **CHRIS CUSSEN**

Chris Cussen has been part of Vision Australia Warrnambool Radio since its inception 15 years ago. The retired medical scientist says she likes reading, wasn't afraid of the microphone and wanted to contribute to the community.

Like all new presenters, Chris went through an audition. "We had to be able to read fluently and clearly and we were tested on a 100-word pronunciation sheet," she says.

The news readers completed a two-day training program with the Vision Australia team from Kooyong. Before the radio program, people who are blind or have low vision received a weekly taped Talking Standard. The new service delivered news live to air six days a week, but there were some restrictions which still apply today.

"You must read all of the chosen articles and because of copyright laws we can't editorialise or comment on them," Chris said. It takes Chris an hour to put together the program and another 45 minutes of pre-reading to learn pronunciation and understand the stories. The focus is strictly on local news.

Along with being a presenter, Chris operates the control panel, trains new volunteers and has been part of the local steering committee since the start.



waking up with **JON & KATE ON 3YB FM^{94.5}**

Keeping it real is the key to success for The Morning Rush.

Presenters Jon (Verto) Vertigan and Kate Meade have been together for 18 months and have found a winning formula that resonates with listeners. "People are interested in real people they can identify with – if someone listens and says 'that happens to me too' that's a good thing to achieve," Jon says. "Something happening in our lives it seems to touch listeners more than any political story."

"Kate says listeners are like friends for The Morning Rush. "It's about sharing, like we're having a chat and a coffee and enjoying a laugh with our mates."

The Morning Rush is based in Warrnambool and goes across the Ace Radio Network which includes Horsham, Hamilton, Colac, Swan Hill, Gippsland, Wangaratta and Deniliquin.

Jon has been on radio for 26 years, Kate's first radio job was 18 months ago when she joined The Morning Rush. "Radio was something I wanted to do from a very young age," Jon says. "My dad John Vertigan was in radio for 53 years so I grew up with it." "There's something magical about radio and It's great to be here," Kate adds. "You never know what each day will bring. That's the exciting thing about it."

Jon says listeners will enjoy the transition. "What you're getting on 3YB is what you'll get on FM, just the music will sound a lot better and we will continue to play the songs you love."



WEEKDAYS FROM 6AM
3YB FM^{94.5}



AFTERNOONS ON 3YB FM^{94.5} WITH

Dave Drinkell

Content director Dave Drinkell is excited to be part of the biggest change in 3YB's long history, but he reckons listeners have even more reason to be excited.

Dave manages the on-air component of 3YB and Coast FM, along with the stations' digital profiles, and is helping with re-branding the new 94.5-3YB FM.

"It's an exciting time for a regional station to make a full FM conversion and for me personally being involved in getting everything ready to make the transition, but it's even more exciting for listeners," he said. "People who listen to music on traditional radio are really going to love the sound of FM stereo quality."

Apart from better FM quality, listeners won't notice huge changes to their musical content which has already expanded this year. "What we're doing now on 882 will essentially be transferred to 94.5FM; it will just sound better," Dave said.

Dave has been in Warrnambool for 11 years and has worked for the Ace Radio network for 20 years after starting his career as a weekend announcer at 3HA Hamilton.



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a passion for radio

MAL O'TOOLE

Mal O'Toole has no hesitation in describing himself as a dedicated radio enthusiast.

"When I was a kid living in Melbourne I knew every announcer on every radio station," he says. Mal studied to be a teacher and spent four years in the classroom, but his heart always led him to radio. During school holidays he'd do a radio announcer course in Melbourne and in 1970 he took his first job as an announcer at 3YB.

Mal spent 11 years as general manager of 3YB along with other jobs in sales. After retiring in 2012, Mal was keen to contribute to the local community and reading the news for Vision Australia's radio program was a natural choice.

Mal enjoyed getting behind the microphone again and being part of the team of volunteers. "We have a nice staff and nice group of volunteers and you feel that you're communicating with people and providing a valuable service," he says.

Today Mal remains as enthusiastic as ever about radio. "Radio is a fantastic communicating medium. It's portable; you can listen in the car, on a picnic, in bed and you get news and sport, music and political discussions."



REMEMBERING THE CLASSIC

eighties

The first thing you'll hear on the new 94.5-3YB FM will be the '80s Lunch.

As the new FM station kicks off at midday on July 2, one of the most popular programs from 882 is being revived.

Music director Jon Vertigan says '80s music has huge appeal for listeners. "We've seen a huge resurgence of '80s music," Jon says. "Let's face it; the '80s is the best music era of all time. When you look at some of the artists who were at their peak like Bruce Springsteen, Michael Jackson, Madonna, INXS, it's hard to go past the decade."

"With the '80s Lunch you'll get all these great artists and songs on FM stereo; it's enough to get you excited." Jon says it's not only teenagers from the '80s who like the music; today's young people also enjoy the older songs. "Even when kids of today request songs, it's usually '80s music they want to hear."

The '80s Lunch will feature a mixture of classic songs and those you don't hear so often. "We'll have a few songs you'd forgotten about but make you go, 'Wow, I remember that song,'" Jon says. And where else could you hear Stutter Rap by Morris Major and the Minors?



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Volunteers are the backbone of Vision Australia Radio in Warrnambool.

There are currently 37 volunteers including presenters, readers and technical support people but there's always room for more. Co-ordinator of volunteers Heather Martin-Trigg says that volunteering for Vision Australia can be rewarding and interesting. Volunteers can become presenters, readers and for technical support. There is a particular need for technical support people at the moment.

Vision Australia Radio Warrnambool broadcasts about seven hours a week of local content, including reading from local newspapers and magazines and community information programs. When not presenting local content, listeners hear programs from the parent station in Melbourne. Along with the one-hour news service from Monday to Saturday, Vision Australia Radio presents Kaleidoscope from 2pm every Friday, a lifestyle magazine program featuring local people and their stories, particularly in art and music.

Heather says that volunteers come from all walks of life and don't need special skills. "We provide all the on-the-job training," she said. "Tech people will need basic computer skills and readers and presenters should be able to read confidently, but we're happy to help people with training."

If anyone is interested in volunteering they can phone Heather on 55 602300 or email Heather.Martin-Trigg@visionaustralia.org

94.5 3YBFM PROGRAM LINE UP

MONDAY TO FRIDAY

- 12am to 530am** Better Music and More of it
- 530am to 6am** Country Today
- 6am to 830am** The Morning Rush
- 830am to 12pm** Neil Mitchell
- 12pm to 1pm** 80's Lunch
- 1pm to 6pm** Dave Drinkell - Better Music and More of it
- 6pm to 8pm** Sports Today with Gerard and Dwayne
- 8pm to 12am** Better Music and More of it (Friday AFL Nation)

SATURDAY

- 12am to 6am** Better Music and More of it
- 6am to 7am** Reel Adventures
- 7am to 8am** Sports Saturday
- 8am to 9am** 3YBFM Dropkicks
- 9am to 10am** Racing Show
- 10am to 12pm** Off the Bench
- 12pm to 6pm** Hampden Leauge Live
- 6pm to 12am** AFL Nation

SUNDAY

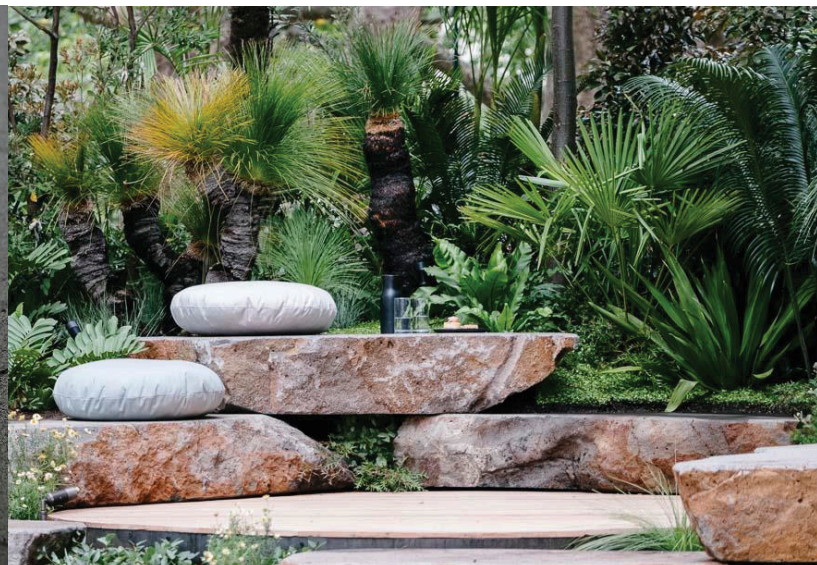
- 12am to 6am** Better Music and More of it
- 6am to 7am** Drivers Seat
- 7am to 9am** Sports Sunday with Greg Kelson
- 9am to 12pm** Better Music and More of it
- 12pm to 6pm** AFL Nation
- 6pm to 12am** Better Music and More of it



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