



**The Role of
Radio in our
Australian Rural
and Regional
Places: A
Queensland
Study.**

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Historical Perspective

*Hallmark of early radio (and media in general),
within rural and remote communities:*

***Local Ownership**

***Local advertisers *Local News**

**The media outlet was intrinsically linked to the
community - *events, community info etc***

Focus on “serving the community”

Localism – Media Localism

Local - in place –
geographically defined

Local as practice, as place,
as community

A “slippery” term - Media
locally Media Globally

localism – Media Localism –
founded on the assumption of
Commercial Radio holds a
place of major influence –
recognised by Govt – specific
focus on rural communities.

Bordieuvian Approach –
identifying the players on the
field of radio

Media Localism

Local is weakened in current times - especially setting local in geographical terms

Ali argues (2017) rather than place – local in terms of “community”

A community is what we make of it - it often finds itself established in place, religion, family, interest and tastes.

Community - “The Quality of holding something in common”

Media Localism – *based on the belief that broadcasters should be responsive to the local, geographically defined COMMUNITY to which they are licenced.*

Research findings

The attributes of Media localism are:

Familiarity - (local)

Security – (Wellbeing)

Liveness - (people in local studio etc)

Ownership

These attributes, if present, identify a healthy radio service

Relevance of the service & Economic Strength of the service

Current Media (radio) Trends

Network ownership

Disconnected from the
community

Meet the requirements
to keep the licence

In some cases, no local
presence with the
exception of a building

Loss of the local voice

Based on research – a
disconnection from the
community



Local IS
important

My Western Queensland Research

Roma (6,848) local
station 4ZR

Charleville (3,335) local
station 4VL

Longreach (3,356) local
station 4LG

Key Findings

84% of respondents listen
to radio – reason: 1.
music, 2. Local content, 3.
News.

Does local radio meet my
needs in the community? -
16% neutral, 18% agree
with 10% strongly disagree

My Western Queensland Research

In What Ways Does Local Radio Meet My needs?

Local information local stories

Would like more local content with local announcers

It keeps me informed on local happenings. Also, I enjoy listening to local presenters as they have a great understanding of the needs locally. keep more local content with local announcers

*This radio station has slid from the best radio station to the absolute worse station ever
..disgraceful*

Use to meet all my needs, now it is just talk back from 9am and all night. It is shocking now.

What service?

Focus group feedback

Survey indicates that the *preferred method to communicate community information is Social Media (34%) Word of Mouth (10%)*

If you did not use social media what would you turn to?

28% to radio, 2% to social media

Survey feedback - too expensive, no community info – have to take an advertisement.

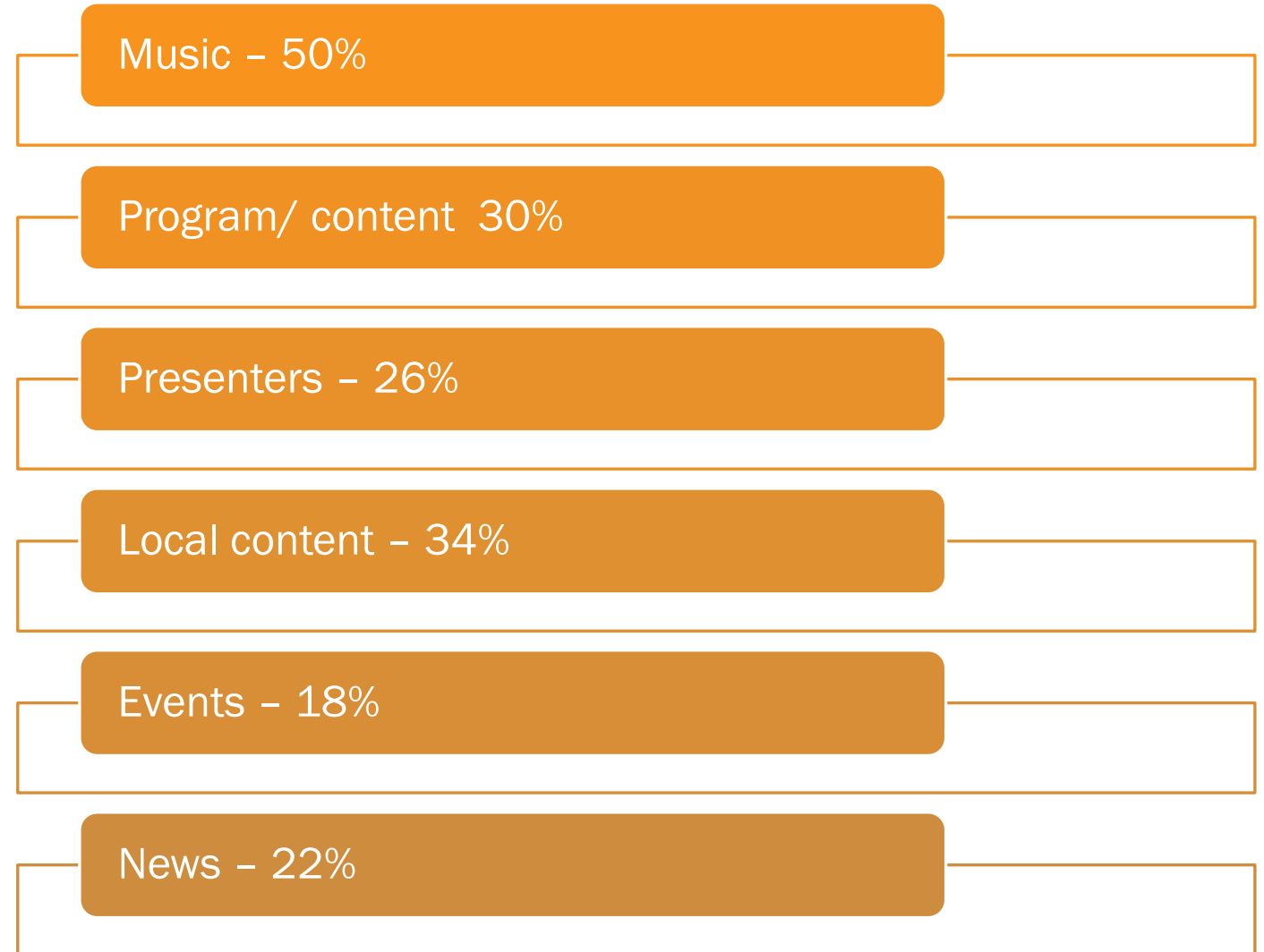
Xtra Insights Regional DATA

	10+		
	This	Last	+/-
HIT95.1 MARANOVA	23.9	29.7	-5.8
4ZR AM	21.6	23.9	-2.3
ABC SOUTHERN QUEENSLAND	28.0	22.5	5.5
ABC RN (RADIO NATIONAL)	1.0	1.5	-0.5
ABC CLASSIC	0.5	0.0	0.5
ABC WESTERN QUEENSLAND	1.5	10.0	-8.5

Please note: Last Roma Survey conducted May, 2017.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC Classic FM.

What is enjoyed by listening to radio



Final Remarks - FINDINGS

Recognise that the role of local radio is to SERVE the local people

Radio station owners need to develop or further develop what it means to be a local radio station – how to serve the people and make money

Final Remarks - FINDINGS

Content requirements miss the mark – can't legislate engagement! - not social media V traditional – co-exist

Need for greater awareness of the audience and their needs

A set of goals derived from the local audience, local broadcasters and the government agency to inform policy -
To therefore broaden Media Localism and define key indicators (as noted)

Local – geographically defined is important, and relevant in a globalised world. – “our Community”



Local Media Matters



Re-define business models

Collaboration between USQ and the community – capacity building

Re imagine these places as early career locations – training incentives etc



Questions

