



## ***Greetings Great Rock Variety music lovers!***

WELCOME to the first edition of our newsletter for 2021. We are now already well into the year – my how time Marches by! This month we will shine a spotlight on some of your Board members, who are led by President, Don Gailer, plus lots more.



### **Easter Food Appeal:**

Similar to the Xmas appeal, we are running a community campaign for people to donate non-perishable foods that we are donating to the Bracken Ridge Lions group that they are going to then distribute amongst their listed charities. We would encourage all members & the public to make a donation so that the less fortunate in our society are able to enjoy a great Easter that many of us take for granted.

***This Edition we will be getting to know some of your Board members. See more next page ....***

### **Bridge FM Membership Drive**

Do you know someone who should or would like to become a member of our great station?? Well now may be the time because shortly we will be announcing a membership drive to increase our members, who will put themselves in the draw to win some great prizes just by signing up!

***Public Relations Update....*** What's going on ?? With the new Board in place, a range of things have happened already, or are about to happen so watch this space!

At the end of 2020, we held our Xmas toy appeal which was a huge success with the raising of more than \$8,000 worth of toys that were given to a charity called Rizeup which helps victims of domestic violence.



The community response from individuals to companies was amazing & we thank everyone that got involved with this and our aim will be to do this again in 2021.

# 99.7 Bridge FM

MORETON MEDIA GROUP INC, NEWSLETTER MARCH 2021



## *Public Relations Director –*

### *John ‘Atcho’ Atchison:*

Atcho has been associated with the station for 8 years in roles as an announcer, previous Vice President of the Board, and now on the Board as Public Relations Director. His aim is to promote our great station, increase listenership, and in turn increase our sponsors. More about what’s happening in the PR space below ...

***We will let you know when this new website is up & running as there is lots of work going on behind the scenes to make this happen from our great volunteers.***

## **New Website about to hit your**

**screens:** *work is currently being done on updating & revamping our Bridge FM website to be more interactive with users and give our sponsors & listeners a more engaging page.*



## **Presidents Report from Don Gailer**

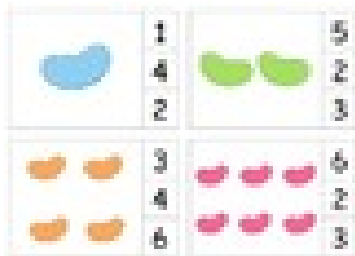
Hi everyone,

I hope everyone is staying safe and avoiding any potential issues in relation to the COVID situation.

Your new Board has been very active with a number of things being undertaken that you will read about in this newsletter. It is a pleasure to be working with my fellow Board members, who all bring valuable life and business experience into our group.

From a structural viewpoint, I am pleased to announce some important additions to the Board and Management side of Moreton Media Group. Firstly, Sue (Suzy) Gledhill has been appointed as Acting Secretary and is doing a great job with this role. There have also been appointments reporting to the Board that will strengthen the business in many ways including development, governance and ensuring procedures are up to date, and these include – Ken McHugh as Workplace Health & Safety Co-ordinator; Colin Scobie as Auditing & License Renewal Co-ordinator; and Ron Hailes as Training Co-ordinator.

Best wishes for speedy recoveries to Big Jon and Magic Mike. Until we all catch up soon – keep smiling.



A few *beans* from our Treasurer:

**Peter Schofield**

My name is Peter Schofield and I was asked to assist with the treasury department in Jan 20 after Garry Deane resigned and moved interstate.

At our last AGM in Oct 20 I was appointed treasurer for the next 2 years I have always loved listening to music especially Classic Rock from the 60,70 & 80s so it was a joy to hear the “Great Rock Variety” being played throughout the peninsula.

Years ago, I was involved with Life FM, a community radio station on the Gold Coast whereby we battled for 3-4 years with other aspirant community broadcasters to apply for a full-time community broadcast licence.

I have been involved with accounts since I was 16, so although I cannot weld or hammer in nails to save my life, I have no problem processing and analysing numbers. Unfortunately, too many community groups of all varieties let themselves down by not applying correct accounting procedures to ensure they have a continued growth for and within the community.

As 99.7fm gives so much out to the community and I have time and a talent in that area I decided to assist in any way I could.

We have a strong Administration and Sales team that, without their continued support, we would be struggling to keep going.

**Peter**

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## *Getting to know - Jon Twartz: Vice President*

Hi I'm Jon Twartz better known around the station as Big Jon and I am your Vice President for a second term. Firstly, I want to say Thank You for voting me to do this role again and I promise I will do whatever I can to make our great community station grow into the future. I am very passionate about 99.7 Bridge Fm and I can't wait to be a part of our growth in the community over the next 2 years in my role as vice president.

What I currently do around the station is program the music Monday to Friday under the watchful eye of Chopper Dave. I have been setting up some awesome Outside Broadcasts (OBs) for this year in our community and of course I'm on air with my show Australian Made on Wednesday nights and on Friday afternoons from midday to 3pm. I fill in on other on-air shifts when needed. I would like to let all members know I have an open-door policy and if you need anything whether it is Board related or day to day station-related, I am here for you anytime. Once again thank you for this opportunity and rock on!!!

## *Events by Big Jon*

With 2020 behind us this year will see 99.7 Bridge fm get out into the community again and a lot more - yay, we have already had some great Outside Broadcasts (OB's) this year and we have some big OB's coming up in the next few months. The first major OB is Good Friday where it will see us set up out front of the Shorncliffe pier for the Bluewater Festival and the start of the Brisbane to Gladstone yacht race where 99.7fm will be the only radio station broadcasting the start of the race and doing live updates every 2 hrs until we have a winner in Gladstone. This will require a lot of members help on the day and if you would like to be a part of this event please contact reception via email [reception@997fm.com.au](mailto:reception@997fm.com.au) or call the station during office hours on 3284 5000 and leave a message for Big Jon on your availability and what help you would like to offer.



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## ANZAC DAY DAWN SERVICE

The other big event on our calendar is our ANZAC Day broadcast in conjunction with the Redcliffe RSL. We will be broadcasting the whole Dawn service uninterrupted and replaying the service at midday again. Now If you can't make it to a Dawn Service in your local community, we encourage you to tune into 99.7 Bridge Fm so you can pay your respects to our diggers.



### **New Signage:**

We are aiming to promote ourselves a bit more to increase our listeners & sponsors & the best way of doing this is by signage in prominent places where people can see the frequency of the station, and hopefully tune in to hear the great rock variety!

Billboard advertising is not cheap as you could imagine, so we are working on ways to achieve these goals whilst trying to keep our costs down as much as possible! When these new signs are approved and developed, we will let you know where to look out for them & tell your friends. One of the sites we are looking at is in a highly visible spot in Aspley along Gympie Rd which has thousands of cars pass by it each day! Watch this space.

So that is what has been happening and what is about to happen, but if you have any ideas on how to promote our station then drop us a line.

Thanks to all of our great volunteers & helpers who do an awesome job to keep the place running smoothly because no one gets paid here to bring our members & listeners the great rock variety that you know & love! *Cheers, Atcho.*

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*Next edition: There will be more 'Getting to know your Board members and other key volunteers'*



If you have any items/comments/contributions that you would like considered for the next, or future Editions, please contact:

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