

**5MMM-FM 5MMM-FM 5MMM-FM 5MMM-FM 5MMM-FM 5MMM-FM 5MMM-FM
PROGRESSIVE MUSIC BROADCASTING ASSOCIATION INCORPORATED
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The P.M.B.A. has been in existence since mid-June, just one week after the Minister for Post and Telecommunications, Mr Staley, invited applications for "S" category (Special Interest) Public Broadcasting licences in Adelaide.

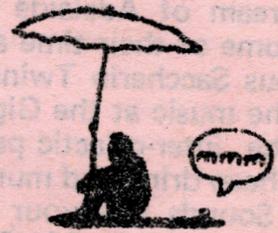
At an initial meeting held at the S.A. Media Resource Centre and attended by some 40 people, the decision was made to apply for a licence to broadcast "progressive" (i.e. non-commercial contemporary) music, covering a wide range of interests through jazz, rock, folk, blues and experimental music. The idea was developed that the station should be of a participatory nature, with members of the various special interest groups programming and presenting their own material. The policy was formulated that there should be a strong bias towards Australian and local music, thus providing a much-needed forum for our own cultural expression. It was also determined to make the management of the station as democratic as possible, with the ultimate executive control being with the membership (subscriber/supporters) of the organisation. Membership is available to any individual on payment of a \$5 fee (to be raised to \$20 at the commencement of broadcasting).

These ideas were endorsed by the first public meeting of the Association, held on July 2 and attended by over 200 people, and were incorporated in our application to the Australian Broadcasting Tribunal. This application was successful, and we are now the proud holders of a Public Broadcasting licence to operate a non-commercial, FM stereo radio station.

A ballot among the membership was held in early November and, as a result of this competition, 5MMM-FM (pronounced Five Triple M) has been adopted as the new station's identifying call-sign. The date of July 1, 1979, has been set as the target for our first broadcast, and to this end four working parties are developing and co-ordinating action in the areas of: Fundraising, Building and Engineering, Publicity, and Programming Policy. All members are encouraged to join these working parties — there's a whole lot to be done 'tween now and then.

On Saturday, November 25, we held a street party at the Exeter Hotel in Rundle St., (just by our office) where John Bannon, the Minister for Community Development and The Arts, launched our new call-sign to the sky on the Red Zeppelin — our 15-foot blimp. He also handed over a cheque for \$10,000, the first instalment of \$62,000 allocated to us by the State Government.

With our establishment budget at \$120,000 and first year's operating expenses estimated at \$100,000, we still have some way to go, but our chances look good. Federal Arts and Education funding bodies have given positive indications and we are currently negotiating with commercial sponsors. Listener Support will be the theme of the station and we are looking toward an annual income of some \$20,000 from this area. However, fundraising will always be of prime importance for the station, and all interested persons are asked to support the various activities of the station in this area (lotteries, events, concerts etc) if you want it to survive. It is for you, run by you and must have your support.



A POTTED HISTORY FOR NEW MEMBERS AND THOSE WHO NEVER KNEW

THE GIG OF THE YEAR -- "NEW YEARS EVE"

Yes! 5MMM-FM and the Progressive Music Broadcasting Association give you a real New Year celebration — everything provided for and fun and games for all. The cream of Adelaide bands — Young Modern, Warm Jets and Soka — have donated some of their time and talent to keep the old feet shuffling from 7.30 while the infamous Saccharin Twins (or is it the Violet Crumbles?) will put the words in between the music at the Gig of the Year — ours! For those that feel like a short break from the inter-galactic pace, may we recommend retirement to the supper room for lots of cheap drink and munchies, and pleasant conversation.

Sounds like your sort of party? **FABULOUS FUN AND FRIVOLITY? A RAGE THAT WILL CAUSE GENETIC MUTATIONS IN THE NEXT GENERATION!!!!???** No mess to clean up, no neighbors to worry about (the Burnside district will wilt under the thrust and temperature of the radiation firestorm), someone else to do the organising? **GREAT** — Bring all your friends in **GAUDY GAY GARB** (the louder the better) and help us create the proper New Years Eve holocaust..

HEAVY NOTE: 1979 is, after all, a very significant year for us all and the success of this party would reassure us that we are starting the new year on the right foot. Let's face it, this, like everything else, is a fundraising event and we can't afford to put in so much time and effort if we're not getting the goodies in return. We've got six months to build a radio station, so come and bring your friends and show your support. Remember there are only 400 tickets so buy early to be sure — \$4.50 members, \$6 non-members, available at the office, the general meeting on December 10, or by posting us a cheque or something soon!

HEAVIER NOTE: If you'd like to help us with this event — decorating the halls, putting up posters, staffing the door and bars, helping with the catering, cleaning up afterwards (that's a nasty one) — leave a message at the office for Mary Stutters or better still come to the Working Group meeting, Tuesday, December 12, 6.30.

5MMM — MORE MACHO MEN?

PMBA has promised to be non-sexist — to have equal participation by both men and women at all levels — technical, production, programming, publicity etc. Obvious this won't happen unless women get together and do their share. And to do our share, we probably will need to acquire some skills along the way.

There are lots of things that can be done before MMM goes to air.....

-Establishment of a women's training program.
 -Compiling a resource file of women's music and women performers.
 -Specific ideas on programming especially for afternoon timeslots.
 -Getting more women onto the Management Committee.
 -Fund-raising activities — women's dance or concert.
 -Putting pressure on commercial radio stations — yes, it's possible!
- If you are interested in any or all of the above, why not come to another meeting?

SUNDAY, DECEMBER 10, 2.30 PM AT THE BOX FACTORY' REGENT ST, CITY
(The same date and place as the General Meeting, just earlier)

PROGRAMMINGPROGRAMMINGPROGRAMMINGPROGRAMMING

The general meeting on November 12 broke up into smallish groups and discussed the programming structure proposed by the Programming Working Group and printed in the last newsletter. There were seven groups in all and each kept a record of its discussion.

Generally the Programming Working Party's suggestions were approved – at least there were no widespread objections. On the other hand, there were lots individual suggestions which there's isn't space to itemise in detail here. What follows is a summary of the general trend of discussions:

The area that provoked most comment at the public meeting was that of Spoken Word programming but in general the weekday 9.00pm – 10.00pm timeslot met with approval. The fact that "Broadband" on the ABC finished at 8.00pm followed by classical music seemed a good chance to provide alternative music for an hour followed by more talk programming. It was felt, however, that this hour shouldn't be just straight talk but musical breaks as well. It was thought that Spoken Word should be suspended on Friday nights but that the best of the Spoken Word segments be repeated on the weekends.

The live (and pre-recorded) music part of the programming also invited some comment but in general it was agreed that live concerts should go to air in the afternoons so as not to clash with actual gigs. The evening broadcast of concerts should be left to a few selected direct broadcasts of live concerts. It was felt that the best of these concerts could be repeated in Special Interest music spots. Also a suggestion for increasing the funds of the station and promoting Adelaide bands would be to produce and sell cassettes of the concerts.

The 5.30 – 7.30pm magazine idea met with approval and it was thought that we could perhaps borrow the ABC news service theme and jazz it up a bit, and also provide an alternative news service including advertising of local happenings in film, theatre, live music etc.

Consensus of opinion was not reached on where broadcasting hours should be extended but it seems that 24-hour broadcasting on weekends and morning programming were the main contenders.

Some general comments:—

A MAGAZINE – some sort of leaflet should be published telling listeners of the kind of programs coming up as far in advance as possible.

LISTENER RESPONSE – the need to gauge the response of listeners to programs and also to recognise their needs was believed to be of paramount importance.

PRIME TIME – generally believed that as the nature of the station is a Special Interest station, then prime time is a fallacy as the listening habits of the audience will be so varied.

Well, that's a brief summary of what went on at the public meeting but it doesn't end there. There is much more to do in the area of programming before the sub-committee is elected early next year, including the assembling of all the individuals and groups who will actually fill out this nebulous skeleton called the "programming format". Due to low attendance at the last few meetings, we've suspended Wednesday meetings until we can inform everyone of what is going on. **THERE WILL BE A GENERAL PROGRAMMING MEETING ON MONDAY, DECEMBER 18, AT THE EXETER HOTEL HOTEL AT 6.30 PM. BE THERE IF YOU WANT TO BE INVOLVED IN FORMULATION OF THE KIND OF PROGRAMS THAT WILL GO TO AIR NEXT YEAR ON 5MMM-FM!**

A POTTED HISTORY FOR NEW MEMBERS AND THOSE WHO NEVER KNEW

the P.M.B.A. NEWSLETTER is registered for posting as a category 'B' publication.

ISSUE # 4 December '78.

5MMM T-SHIRTS

Three designs available \$4 each
Or we print on your shirt - \$1

**ACT NOW - CALL AT THE OFFICE
FOR DETAILS**

BADGES 50 cents

GOING FAST!

**CALL AT THE
OFFICE**

WOMEN AND MUSIC

The Women and Music Collective
will be meeting on
TUESDAY, DECEMBER 12, 7.30PM
at the Women's Art Movement office
233 RUNDLE STREET
(Enter off the lane behind the
Media Resource Centre)
To discuss plans for 1979 activities

WORKING GROUP MEETINGS

FUNDRAISING

WEDNESDAYS 6.30PM
PMBA Office
Co-ordinator: Ian Chance

PUBLICITY WORKING GROUP

PMBA OFFICE MONDAYS
240 Rundle Street
Co-ordinator Mary Stutters

PROGRAMMING

MONDAY DECEMBER 18, 6.30 PM
Exeter Hotel, Rundle St., City
Co-ordinator: Lisa Colley

TECHNICAL WORKING GROUP

PMBA OFFICE TUESDAYS 7.30 PM
240 Rundle Street

NOTICE OF GENERAL MEETING OF MEMBERS OF THE P.M.B.A.

At the Box Factory, Regent Street, Adelaide

4.00pm, Sunday, November 10, 1978

AGENDA

1. Procedural motions: Duration, speaking and voting rights, smoking etc
2. Notification of other business.
3. Chairman's address.
4. Minutes of the last meeting, business arising, and the Secretary's report.
5. Treasurer's report.
- * 6. Nominations for vacant positions on the Management Committee.
7. Introduction of candidates.
8. Polling, by optional preferential system.
9. Working Party reports: Technical, Publicity, Fundraising and Programming.
Questions.
10. Discussion on timing of change-over from \$5 membership to \$20 listener subscription
11. Discussion on sponsorship policy.
12. Declaration of poll.
13. Other business.

CHILD MINDING FACILITIES WILL BE PROVIDED

MEMBERSHIP DRIVE

Our current membership is approaching 500, somewhat of a mystical figure, but not so magic as 1000, which represents an impressively large group in Adelaide. Impressive to sponsors, funding agencies etc, and a figure which would guarantee the ethnographic diversity of management that 5MMM-FM hopes to achieve.

If each member can pull just one new member, we can crack it. But don't stop there - a constantly growing membership is going to provide the lifeblood of the future for 5MMM-FM.

MEMBERSHIP TARGET: 1000 by January 31!!! There's something for us all to do - we run it, we support it. Sell dem lottery tickets, tote dem memberships, wear dem badges, and buy y'rself and y'r beau a ticket to de "New Ears Eve" Party!

POSITIONS VACANT — MANAGEMENT COMMITTEE

Opportunities exist for three enterprising beings to further their involvement in a unique experiment in the evolution of a participatory media music laboratory..... What we mean folks is that three positions are becoming vacant on your Management Committee and we will be accepting nominations and voting on them at the very next meeting.....**DECEMBER 10, 4 PM, BOX FACTORY, 59 REGENT STREET, CITY.**

This rather speedy operation is called for by Item 7.08 of our Constitution "Any casual vacancy occurring on the committee may be filled by a temporary member of the committee appointed by the Committee until the next general meeting takes place. A new member of the Committee shall be elected at the first general meeting to take place after the casual vacancy occurs".

Standing down are treasurer Steve Auburn and Committee members Cliff Goddard and Grant Wills. Cliff and Steve are both off interstate seeking their fortunes with new employers and their wit and work will be missed. Steve, as treasurer, was responsible for keeping tabs on the money. Any takers? Grant Wills, heading the Technical Working Party, has growing commitments with his band and is standing down so that another person with these skills and more time can take over.

Our procedural boffins and legal sharpies are also considering some constitutional manoeuvrings that in future (and hopefully more leisurely times) will mean that such positions will be notified earlier with postal nominations and voting a ...but more of that at the DEcember 10 meeting.

Seriously folks, if you feel you have the skills that will help get 5MMM-FM on the air and you have **T I M E**, organise a nomination for the DEcember 10 meeting. To nominate, have two members of the Association sign your nomination, i.e. nominate you. Also suggest you might get some friends to join the P.M.B.A. quick smart (membership stacking is most welcome at this stage!). Any queries, phone the office

As mentioned above, constitutional amendments with regard to by-elections is needed and I wish to move the following amendment: "That Paragraph 8.08 be completely replaced by the following.

"8.08 (1) The Committee may appoint a temporary Committee member to fill any casual vacancy. Such appointment shall expire after 35 days and may not be extended or renewed. The appointee may stand for election to fill the casual vacancy. (2) Upon learning of any such casual vacancy, the Secretary shall give notice to all members of the Association and shall call for nominations to fill the said casual vacancy at an election to be held at a general meeting not less than 21 and not more than 35 days hence. The Committee shall, if necessary, call such a General Meeting (3) Nominations shall be made to the Secretary in writing and shall be accepted at the office of the Association up to 14 days before the date of the said election. The secretary shall give notice of all such nominations to the members of the Association not less than seven days before the date of the said election.(4) The procedure for late nominations and for the conduct of the said election shall be that specified in paragraph 8.04 herein".

This amendment is meant for future elections and shall be moved, following the above election. A copy of our Constitution is available at the office. Thanks to John White for his assistance in this.

PAUL BRADY
Secretary

CALL-SIGN BLIMP/BLUMP/ THE EXETER

Hot and windy – not ballooning weather but we flew anyway as those of you who caught Channel 9 Saturday and Channel 2 Sunday saw for yourselves. So now we have a name – 5MMM-FM – and it has meant a minor boom in memberships and morale over the last week. We need to make the most of this crest so we are hoping to see more of you members coming into the office at 240 Rundle St to collect badges, raffle books and "New Ears Eve" party tickets and make these basic fund-raiser a sell-out.

The scene in the Exeter was most heartening as our diverse membership started rubbing shoulders with each other and giving their enthusiastic custom to the pub that sponsored the expensive business of blimp flying (\$100 for the helium gas alone). Every last person in that crowded pub was wearing our badge.

John Bannon, the Community Development Minister, took over from the "Warm Jets" who were playing on the balcony and put in a spirited effort to break the call sign news, capping his appearance with a transformation from the mild-mannered minister into a Super Triple-M Meanie as he ripped open his shirt to reveal the call sign on one of our T-shirts underneath. Then he and several members wrestled the Red Zeppelin into the air. We can only leave it flying when the wind is below 12 knots, so be patient – we've had gales for the past week. (??)

So far, the Red Z has been threatened with arrest for trespass, tried to dive-bomb Rundle Street on several occasions and attempted to batter the Media Resource Centre and itself to pieces. It's like owning an old rogue elephant, but we're becoming better trainers and soon we'll be sailing the summer skies again over the Exeter. Don't let 'em tell you it's easy, but talk about laugh..... laugh?

DEVELOPMENTS IN THE BUILDING/TECHNICAL WORKING PARTY

The initial technical co-ordinator, Grant Wills, has stepped down due to other commitments and the group has elected John Weston to carry on this role.

The group is currently working out a schedule for the construction of our studio, examining potential sites and developing a detailed costing on construction. A building of at least 300 square metres is required for our needs. It should be central, have reasonable parking availability and be in the range of \$5000 – \$7500 p.a. Sites in the South East Corner of the city and inner suburbs such as Norwood, Kent Town and Bowden-Brompton are being considered. If any members can assist this group with information on potential sites, you can contact John at the P.M.B.A. office or at the General Meeting on December 10, and he can provide you with a more detailed brief on requirements. Co-habitation with other community groups will also be considered if we can find a site of more than 750 square metres. This could mean maximum utilisation of scarce resources and could be considered ideal.

Members with specific knowledge of construction costings such as concreting, iron-conditioning and bricklaying could be of great assistance. Also access to reasonably priced materials suppliers is needed, particularly in the areas of insulation, electrical fittings and cables, hessian and floor coverings, and general hardware. Access to specialised building tools would also be to great advantage.

The group meets on Tuesday evenings and is attempting to establish short weekly seminars on specific technical topics. Forthcoming topics are microphones, studio design, FM encoding and studio and control signal wiring.

FLAG-WAVERS ANONYMOUS

The Publicity sub-committee meets 6.30 pm Mondays in the office at 240 Rundle Street. Over the next two months we will be concentrating on increasing membership and promoting the concept of stereo public radio. Since the November 25 call-sign launch, we have badges, T-shirts, lottery tickets and "New Ears Eve" party tickets to sell, as well as memberships to distribute. The best way to promote ourselves at present seems to be via stalls and to this end we have arranged a stand at the Norwood Centennial Celebrations on December 2. This will be followed by stalls in Rundle Mall during "Sunday IN The Mall" festivities during the summer, possibly a Central Market stall and a stand at "Trash-And-Treasure". For this sort of project we obviously need lots of people who are prepared to devote two to three hours in preparation of our information and staffing of the said stalls. Give us a ring!

— MEDIA COVERAGE —

This includes people prepared to write articles and take photos, do graphics etc. Also, of course, we need people to let us know of any club/organisation with a newsletter/magazine that might be interested in carrying our articles, both interstate and locally.

— RAW MATERIALS —

For stalls and suchlike, we need large pieces of cardboard, colored paper, paints, stands, boxes etc etc. IF you know where we can get supplies of these goodies cheap or free, please let us know. Similarly we are always on the lookout for cheaper printers etc so if your second uncle has an offset, and he'd like to do some work for us.....

Basically it boils down to a lot of work (and maybe a bit of fun) for as many of you as can spare the time and energy. So if youre holidays or whatever are hanging heavy on your hands, leave us a message or drop in at a meeting.

Five dollars didn't buy you the right to sit on your arse and let other people do it for you. We have too much to lose!

FUNDRAISING

This working group meets 6.00pm Wednesdays at the P.M.B.A. office. It has been responsible for the "Buy A Brick, Build A Radio Station" 50 cent lottery currently in progress. This lottery could raise us \$2000 toward working capital, and is an important stepping stone, in management experience and sponsor liason, toward a major \$15,000 ticket lottery to be run early next year.

The group is looking into the establishment of a regular Sunday afternoon venue through the summer months. This venue will hopefully be a large garden in a near city/suburban pub and will provide a pleasant environment for P.M.B.A. socialising, a venue for singers, musicians and poets of all styles, and, praise be, a regular little money spinner.

The fundraising working group is open to all members (as are the other working parties) and will welcome your presence, ideas and energy. Particularly important at this time is the development of a tight management group of 10 or so to develop and co-ordinate the BIG lottery next year. See you there.