



University of  
**Southern**  
**Queensland**

# Talking Queensland

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**[Creative/Applied Media Collection]**

Creative/Applied Media - Original broadcast, distribution or cinema release of a media production



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# Talking Queensland

This is reporting on a radio show, Talking Queensland, that commenced in 26 January 2019. Its unique feature is that it regains the all important local voice for the many local communities the radio stations serve. The local communities are served by the local commercial radio station, but often each station will have only one or two presenters in each market. The rest of the content comes from the network hub and goes across all markets. This show uses the network approach but the significance is the development of strong local connection with guests, other content that pertains to that market. It is a successful model of building on the collective benefit of networking but ensuring each local market is well represented. The show continues on the network and because of this product it has given rise to additional content and approaches.

# RESEARCH STATEMENT

## *The Talking Queensland – The radio show*

### **Background**

Rural and remote Queensland have long been served by local radio in their geographically identified communities. Over time the station ownership and therefore the level of connection has been changing. The content is local in some of the “day parts” but networked for others. The communities look to their local commercial radio service to be their community voice, it is long recognised as an “influential yet underrated medium” (Manning, 2009). It is important to further explore how local radio is still a significant player in the day to day lives.

### **Contribution**

A weekly radio show, ‘Talking Queensland’ has been developed in partnership with the various local councils and other significant organisations in the community, as a response to foregrounding local community voices. Talking Queensland is a one-hour weekly radio show that is novel in that it provides sustained content that reflects the values of the communities. Building relationships, and maintaining regular contact is providing some positive returns. Social media channels have become dominant in some of the function of radio because it has neglected its market. ‘Talking Queensland’ contribution is that it provides an authentic voice and does supplement social media.

### **Significance**

The radio shows strong and significant impact is evidenced by strong feedback received by the local radio stations in the network, also the community radio service in Toowoomba. The significant growth in loyal listeners is evidenced by the radio stations facebook. Also the willingness of local mayors such as Andrew Martin, Blackall Tamb Shire and chair of Tourism Queensland, Shaun Radnedge, Mayor Murweh Shire, leaders in a range of community groups like Western Queensland Tourism, SQ Landscapes, QRRRWN, a range of major and minor events across Queensland, Roma on Bungil Art Gallery and other galleries across inland Queensland. Hope Project, and a myriad of performing artists.

The show’s sustainability is demonstrated by the fact that it has provided 156 hours of radio for the three years and will continue into next year and beyond. It has been also played out via the Resonate Radio Group and the community radio station 102.7 FM in Toowoomba. It deals with difficult issues such as mental health, employment, women in the bush and localised matters. It is an important part of the feedback to the community around matters that concern and of the highlights in a year.



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## Additional Information:

Show page – [www.talkingqld.com.au](http://www.talkingqld.com.au)

Radio station: <https://media.info/organisations/names/resonate-broadcasting>