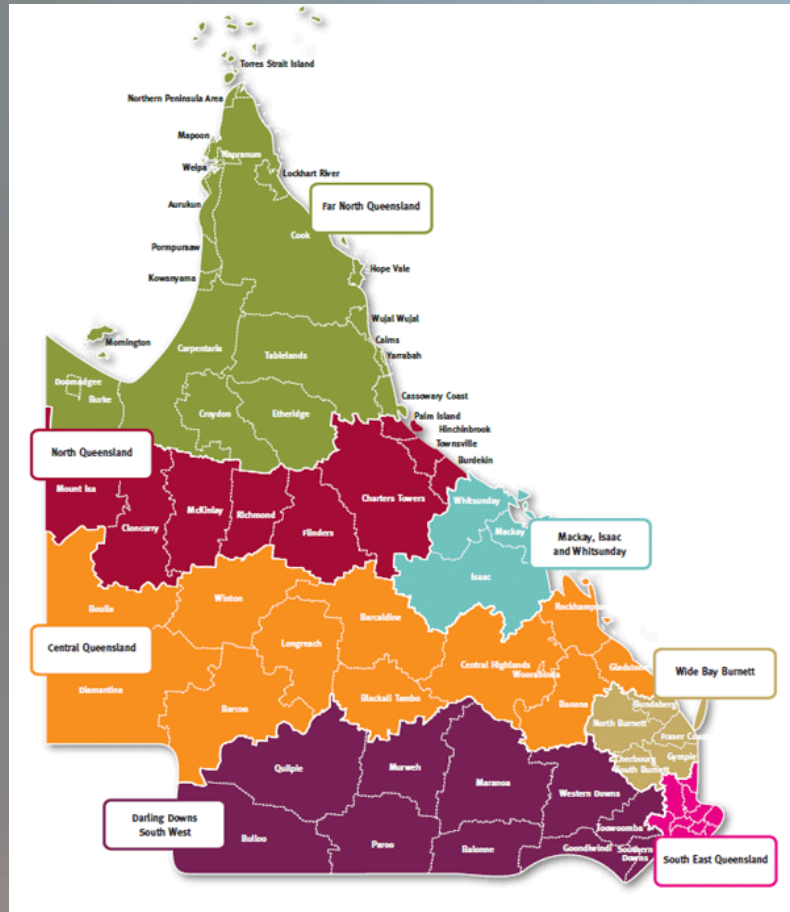


# Media Localism – The Value of Regional and Rural Radio in Australia

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# Focus of this presentation:



- Media Localism and the notion
- of Local
- Radio in Western Queensland
- – a case study (findings)
- Points for consideration

# Media Localism

- In terms of media – Local is articulated through a set of policies – Govt led
- The suggestion here is that local broadcasters have a responsiveness to the local, geographically defined place – 1.historical, 2. current and 3. future
- Localism - localness, community, expressed in local shows and local news
- “People feel a need for stronger not weaker connections to the communities in which they live” ( Hunt, 2010) - Corona virus
- Understood in location of station, local programming, community engagement

# Media Localism

- Local - in place – geographically defined
- Local as practice - Local 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
- Introduces a broader perspective.

# Media Localism

- We have a set of rules:
- ACMA:
- This licence condition requires the broadcast of the applicable number of hours of material of local significance during daytime hours (5 am to 8 pm) each business day. The applicable number of hours is: 30 minutes for small licences and 3 hours for all other licences. + Trigger Events
- Local content means 'material of local significance'. This has a direct and real relationship to a regional radio broadcaster's licence area because it:
- is hosted in the licence area
- is produced in the licence area
- relates to the licence area

# Media Localism

- Focus is on Media Policy for Broadcasters
- I argue that:
- Media localism should be a set of goals derived from the **local audience**, local broadcasters and the government agency.
- This collective voice establishes goals to ensure ALL needs are met
- The current model is meeting bare minimums, disregard for community needs and disregards the significant changes in the mediascape over even the past two or three years.

# My thesis findings

- The attributes of 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**

# 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        | <b>23.9</b> | 29.7 | -5.8 |
| 4ZR AM                  | <b>21.6</b> | 23.9 | -2.3 |
| ABC SOUTHERN QUEENSLAND | <b>28.0</b> | 22.5 | 5.5  |
| ABC RN (RADIO NATIONAL) | <b>1.0</b>  | 1.5  | -0.5 |
| ABC CLASSIC             | <b>0.5</b>  | 0.0  | 0.5  |
| ABC WESTERN QUEENSLAND  | <b>1.5</b>  | 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.*

# Conclusion

- Content requirements miss the mark – can't legislate engagement!
- 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.

# Questions

- After all presentations

*Thank you*

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