

WELCOME NEW RECEPTIONISTS AND PRESENTERS

RECEPTIONISTS

Two new receptionists that you will hear when you ring the station.



Paul White



Phoebe Gollop

PRESENTERS

Our new presenters that you will hear on the dial



Ramesh Rajan



Domenic La Rocca



Dave Zalitis



Kerin Greenwood



THE GOLDEN BROADCASTER

November 2020

Newsletter of Golden Days Radio
for Senior Citizens Inc.

Registered in Victoria No A.0025759L ABN 29 845 875 007



PATRON:
Peter Smith OAM



SPONSORS

We sincerely thank GDR95.7fm sponsors for their continuing support throughout the year. We encourage everyone to use our sponsors where possible and always tell them where you heard about them. Should you know of a business that may benefit from a GDR sponsor partnership, please contact us on 9572 1466 or email: sponsorship@goldendaysradio.com



Reserved
for your
business



Golden Days Radio For Senior Citizens Inc

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Phone: 03 9572 1466
Email: mail@goldendaysradio.com
Web: goldendaysradio.com



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download the free App for
Golden Days Radio 95.7FM



PRESIDENT'S REPORT

Well, hasn't this year been a challenge for us all?

We've had our world turned upside down in all aspects. At GDR we've had to review everything we do since the COVID-19 pandemic was announced and have a COVID-19 safe plan.

"Live" sessions to air have been reduced for many months and during the first lockdown we could only provide pre-recorded music for some 12 weeks. Most of our volunteers at the station are seniors and of course that means we are vulnerable to the virus. Thankfully, everyone is safe and well.

Part of the life blood of the station is our sponsorship revenue and we've had to suspend sponsors messages during the first lockdown and then bring them back once we began some "live" broadcasting. This has meant that 3 months revenue hasn't eventuated, so we are a little behind in that funding area.

We are very thankful to our wonderful members who renewed their memberships and the vast majority who gave us a donation. We are so ever grateful to you all.

The highlight of the past 12 months would be the launch of our outside broadcast vehicle which has been an outstanding success in the community. At the moment with restrictions we can't use it.

Missing this year has been our mid-year luncheon at the Bentleigh Club and sadly, it looks doubtful that our Christmas luncheon will happen this year due to social distancing. However, we'll have a bigger and better get together next year.

Our AGM was postponed in August and now that we have approval from Consumer Affairs for an extension of time, details of the date and venue are enclosed with this mailout.

Quite a few of our volunteers have been working extremely hard behind the scenes maintaining the operation of the station and I thank them very much for maintaining our high standard. Thanks also to the many listeners who have called the station to thank us for what we are doing – this too is much appreciated.

A feature of most of this year has been specialised programs as part of radio reimagined. This is in place of the Seniors Festival this year due to the pandemic. Several of our programs are part of this and have been broadcast on other

community radio stations throughout Victoria. This is a great achievement for the station, and this has been made possible by the Department of Health and Human Services in the Victorian Government. I also thank our Peter Thomas who has been working from home putting a lot of these programs and promotions together.

We have joined with iHEARTRadio which enables us to have another broadcast platform where people can listen to us on the internet – anywhere, anytime.

Our licence renewal due every five years has come around again and we are preparing the submission to the ACMA (Australian Communications and Media Authority). This has also been time consuming but has kept a few of us busy at home.

This is my last year as president of the station and I thank everyone for your support during my time. I wish everyone the very best for the future.

– Larry James –

LAUNCH OF OUR OUTSIDE BROADCAST VAN

In October 2019, we launched our very own OB van in a park in the City of Glen Eira.

Most of our volunteers and many GDR supporters were present for this great day. All enjoyed some light refreshments to make the occasion.

Our van was made possible by the bequest of Elgin (Elle) Gordon who was a long-term listener to the station. A plaque is dedicated to her and resides inside the van. We also received a grant of \$10,000 from the East Malvern Community Bank.



Turn the page to
see more photos!

Golden Days Radio For Senior Citizens Inc

1st Floor, 1236 Glen Huntly Rd (PO Box 287) Glen Huntly, Victoria 3163 Phone: 03 9572 1466 SMS: 0447 096 472

OUTSIDE BROADCAST VAN



L-R: Stuart Martyn – Chairman of East Malvern Community Bank, Pete Smith OAM – GDR patron, Larry James – President and Ian McLeod – Vice President



L-R: Paul White, Larry James and Max Raynor from Melbourne Theatre Organ



Pete Smith OAM – GDR patron



Picnic in the park – Christmas 2019 viewed from inside the OB Van



The ladies of GDR

COMMUNITY NEWS

Community News is a most important contribution to our weekly mix of local news and talking to people of interest.

In many cases some leading celebrities!

One such occasion was earlier this year when Ian McLeod managed to interview Patricia Kelly – wife of the late Gene Kelly who was touring Australia (‘The Gene Kelly Story’).

Patricia talked about those wonderful MGM musicals that Gene had been very much part of for decades and a personal insight into Gene’s contribution to the arts. She hopes to return to Australia one day and has promised us a re-visit to Golden Days Radio.

Another interview this year was when actor and singer Tom Burlinson called into the station. Larry James, our President interviewed him and one of his musical numbers was played as well. A great day!



One of our Regular visitors to GDR is Shu-Cheen Yu. She often pops in and supports our Community News with a pre-recorded interview as part of our multicultural program together with her latest musical treats.



GDR BROADCASTS DIRECT FROM GOVERNMENT HOUSE

In January as part of Australia Day celebrations, GDR was honoured to present some “live” broadcasting from Government House in Melbourne which was open to be public. The new OB van was put into action.

It was a tremendous day with lots of people and we played totally Australian music. A number of presenters took turns in playing the music and we were very honoured to have the Governor of Victoria The Honourable Linda Dessau AC agree to a “live” interview with Loretta Simmons.



T – shows the Governor signing our visitors’ book which we keep in the van.
L – Loretta and the Governor during the interview which took place in the courtyard.
(Photos courtesy of Government House).

EMAIL CORNER

My friend Lucie passed away recently when I moved her car your station came on the radio the music was so refreshing and relaxing. You now have a new listener and I will always remember my friend through your fabulous music.

Regards
Heather

Gerry the postman rang from Darwin. He discovered GDR on iTunes in August, Now listens whilst doing his rounds and said the reception is great. (What great feedback!)

Hi 3GDR. Thanks to Carol for the wonderful Judy Collins segment especially the superb version of Amazing Grace. My grandfather chose it to be played at his funeral and every time that I hear it, I remember my lovely grandfather with much fondness. Keep up the great work 3GDR.

Regards
Trevor – Hawthorn East

Bubbling and beautiful as always – including the music!!!!
Claude – Brighton

Hi GDR team,
Once again thanks very much for keeping the music alive during our lockdowns...it makes a huge difference to our wellbeing. An unexpected bonus for me working from home 2 days a week is that I can have GDR playing in the background...fabulous. This morning I was able to catch “Seniors Ballroom Dance Hall”, a great addition to GDR’s repertoire. Very nostalgic for me as my husband and I met through Ballroom dancing.

Thanks for all the hard work the GDR team contributes.
Stay safe
Kind regards
Wendy – Flemington

OF YEARS PAST AND OF THOSE TO COME by Dudley Chamberlain

As we endure the lockdown in Victoria and while our community do all they can to suppress this accursed virus, we have been casting our eyes back to a recent past of significant change and challenge as well as looking to a future whose only certainty is playing yesterday’s music, today on GDR, in continuation of its service to our loyal and passionate community of seniors.

We look back to a period of significant change that, in many cases, has brought about immense improvements to the quality of our service. We recognise that we did not always hit the mark with some of these changes, but we did our best to justify and explain our motivation with varying degrees of success as well as fine tuning changes when needed.

What is not always apparent is the amount of leg work that goes on behind the scenes, in the homes of our valued volunteers and in quiet moments at the studios.

During the last few years we had worked on a strategic plan that was aimed at meeting the challenges of a diminishing membership, sponsorship dollars trending down significantly, a static demographic of our loyal listeners with no sign of a younger senior audience emerging and the significant challenges brought about by improved technology that continues to change the nature of the way people listen to the radio of their choice.

Many of the changes we brought about were designed to gain internal efficiencies and improvements around production values and technology as well as improving the working environment at GDR for our volunteers.

Other changes were more transparent to our listeners and included the changes to the music format between 7am and 10 am in our attempt to attract additional sponsors as well as listeners in a younger senior demographic.

It was felt that we needed to project a younger “senior” image, in particular to attract new sponsors and with this in mind we set about creating new images on our publications for GDR and modernising our name from Golden Days Radio to GDR 95.7 FM.

A revised Sponsorship Package was created together with a sample disc of GDR’s music. To this we added a DVD that was widely applauded and gained us the prestigious Tony Staley award from the Community Broadcasting Association Australia.

The talks that we have always provided to various groups were changed to improve their relevance.

Work continues on the key objective of strengthening our broadcast signal. The Australian Communication and Media Authority (ACMA) have now given us the approval for a revised aerial array and our work now is focused on negotiating a suitable site for its installation.

Once achieved this will be a transforming event for GDR; not only enabling us to achieve a wider listener base but also improving reception for many of our current listeners.

A key plank in our strategy was the commissioning of an Outside Broadcast Unit, designed to bring GDR directly to both its current listener base as well introducing us to a whole new community of seniors.

Launched in October 2019 the calendar of events soon filled but was finally brought to a grinding halt by COVID-19 and although stalled, we continue to plan for its application as soon as circumstances allow.

At this point it would be remiss if we were not to acknowledge the amazing amount of work and dedication of our volunteers all of whom give of their time to help provide, what is believed to be, the very best presentation of music and memories for our senior community.

Equally, the generosity of our membership must be gratefully acknowledged. The response to our recent appeal for funds was humbling and the written sentiments on some of the forms reminded us all just how valued GDR is amongst our community.

We now look to our future with a slimmed down Committee of Management replete with new blood, new ideas and improved energy, who will take us through the next few years and beyond.

Years that will present their fair share of challenges and we will be looking to our volunteers to give even more of themselves so that we can secure a future to help us all remember our past through the music we play and the memories we evoke.

Stay safe and healthy.



HONORARY LIFE MEMBERSHIP

The Committee of Management was very proud to award an Honorary Life Membership to Gwen Puché at a recent meeting.

Gwen has been in charge of our music library for many years and has done an excellent job in cataloguing our items and also in managing our pre-recorded music in the studios.

This award recognises her outstanding work.
Congratulations Gwen.



ZOOM MEETINGS

This year, due to COVID-19 it has not been possible to have the usual committee meetings held in a room. So, along comes zoom which has become the norm not only for us but most businesses this year.

Here is a recent CoM meeting where all participants can see each other on their computer screens and the usual business items are discussed.

