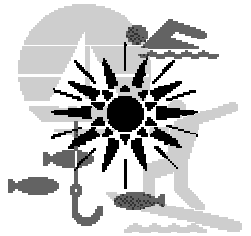




FEEDBACK LOOP

2MCE FM

Winter 2005



COMMERCIAL WIRELESS FIRST RADIO IN AUSTRALIA - SHOCK

Way back in the July 2003 edition of Feedback Loop, I wrote a thumbnail sketch history of radio from Samuel Morse's 1844 telegraphed code message, "What hath God wrought", through to the establishment of Community Broadcasting in Australia and the start of 2MCE-FM in May 1976. In this year's April Feedback Loop, I expanded on the history of 2MCE-FM from the inaugural broadcast by Mitchell College Principal, 'Sam' Phillips, through to the present. In this edition, a few lines about the growth of the first two sectors of radio broadcasting as they evolved in Australia: Commercial and Public (or government funded) radio.

Following the success of Marconi's wireless experiments in the 1890's there was some unstructured activity in the new radio medium by enthusiasts in Australia, but the industry really started in 1913 when the Marconi and Telefunken companies amalgamated to form Amalgamated Wireless (Australasia) Limited (AWA). AWA not only set up radio stations in the capital cities and larger regional centres, but also made the only radio receivers, or wireless sets, available at that time. So, the commercial sector got the jump in Australia.

The 'wireless' was so-called because the signal was transmitted by radio waves, not electrical impulses along a wire. Wireless sets still needed to be plugged in to an electrical power source.

I acknowledge the following sources: CBAA, Radio Adelaide, CRA, radiodx.com and Australian Heritage Commission websites, and Phoebe Thornley's doctoral thesis 'Broadcasting Policy in Australia' (U. Newcastle, 1999).

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MICHELLE'S MEMO...

Things might have slowed down in the garden with the onset of the winter season but 2MCE is in full bloom and we welcome some new presenters. Martin Hayes has recently moved from Sydney to Bathurst with his family and it didn't take him long to discover the local community radio station. Tune in Sunday nights from 10pm to hear Martin's mix of jazz music.

Alison Simpson has been on-air at 2MCE for a while and then one day Teddy thought he would like to give it a go, so they have teamed up to present 'Rock-A-Dilly-Rock' on Monday's from 8pm. If you love 50's and 60's rock 'n' roll this is the program for you. Laurence Wardman and John Trollor have joined the morning team and they invite you to tune in on Tuesdays and Wednesdays.

Welcome to Hugh Whitfeld who presents 'Rural Focus' each Friday afternoon at 1:30pm. Hugh is a first year school of communications student and can often be found in the studios of 2MCE working hard to gather the latest rural news and

local issues to present to you each week.

Listen out to Wednesday's beat café for our newest presenters, Sam and Daniel. These boys make the mad dash out of school at St Stanislaus College then across the road and into the studio's by 3:30pm each week and we welcome them. We also have a great new team of Homepage producers and I look forward to working with them for the next year.

Welcome back from holidays to all the Studio 4 presenters.

I'll finish with the words of the *Great Gardener*... "that's your bloomin' lot for this edition".

Michelle



**'Rural Focus' Friday afternoons 1:30-2pm
for Rural Issues that affect Our REGION...**