

Mission statement

2RRR is a community radio station committed to the provision of a broadcasting facility that aims to allow and encourage the widest possible community usage through broadcast and participation.

What does this mean? This means that our number one priority is serving the needs of the community that we are licensed to serve. We do this by giving a voice to people who through the mainstream media have no voice.

Through our programming and our community activities we seek to inform, entertain and unite communities across Sydney. Whilst we focus on the geographic communities of Ryde, Hunters Hill, Gladesville, Eastwood, Epping and surrounds we recognise that the issues that effect these areas have a relevance to people across Sydney.

2RRR recognises and encourages diversity in all its forms, through our programming, our membership and access to the facilities of the station. We see 2RRR as an important voice of diversity within the Sydney media. We allow programmers control over their own editorial content and don't inflict any station editorial policy, as long as that content complies with the principles of the Community Broadcasting Code of Conduct. This code compels member stations to "not broadcast material which may stereotype, incite, vilify, or perpetuate hatred against, or attempt to demean any person or group on the basis of ethnicity, nationality, race, gender, sexual preference, religion, age or physical or mental disability."

The reason 2RRR exists is to...

- set up and operate a broadcasting facility, which we do from Henley Cottage in downtown Gladesville.
- provide a community information and cultural exchange facility.
- provide facilities for use by people to further they're own cultural activities.
- spread radio program production and radio operating skills widely in the community through workshop sessions and training programs
- promote cultural and artistic activity in the district by initiating concerts, lectures, seminars and other activities.
- allow and encourage the widest possible community use of our broadcasting facilities.

The Code of Conduct

2RRR fully believe in and comply with the Community Broadcasting Association of Australia Code of Conduct. This code ensures that 2RRR remains an independent, critical and free voice in our community, as well making both the listening and broadcasting environment a safe and discrimination free place, free from censorship and editorial self-interest. It is enshrined in our rules and taught to all announcers before they play a note or speak a word on air.

The Code of Conduct can be accessed at

<http://www.cbaa.org.au/code>

Who listens to 2RRR?

This is the key question! We have done many surveys to try and work out who are the listeners of 2RRR and have never found an answer to that question. Why? Simply because of the diversity of the programming on 2RRR, we have a variety of listeners who become passively or actively involved in listening to a range of different content on the station.

2RRR listeners don't fit into the traditional marketing definition of a target market. They are geographically spread; they have a variety of cultural and economic backgrounds. What unites them is that they are searching for a voice that they cannot hear anywhere else. They will search for hours to find that right mix of sound and intellect that makes radio worth the effort. Playlisted formats and the smooth voice of the new millennium may not interest them. They may listen to one program week, they may listen for hours on end, swapping genres as rapidly as the announcers do. They may want to become announcers themselves or they may simply want to listen and never participate, leaving the announcer to think there is no-one out there. But there is.

Some content on 2RRR will make them think, be critical of what they have come to accept is true. Some content will challenge and dare them to try something different. Other content will let them share voices from home, whilst more will simply entertain them in a way commercial radio never will. Listening to 2RRR is never just hearing a voice on the radio.

Why can't I listen to 2RRR 24 hours a day, 7 days a week?

Well you can if you want, although you may have to speak over twelve different languages! We never said 2RRR was an easy listening experience. It takes an effort to find 88.5fm on the dial and stay there. To be able to give a voice to hundreds of different communities meant sacrificing format. We make that sacrifice proudly. We see our diversity as our greatest strength.

From that sacrifice we have been able to give our listeners programs that encompass a wide variety of musical genres from metal to jazz, from country to independent, from goth to pop and from dance to dub. Our spoken word programs challenge and inform through comedy, multi-cultural and arts programming, political and intellectual debate and technology and recreational infotainment, with topics such as information technology, rotary news, university issues and science fiction.

We hope that our listeners will be able to broaden their perspectives by using 2RRR as their audio lending library, taste testing a whole range of ideas, issues and music they may never have thought to expose themselves. We want to challenge our listeners to hear more and think more.