



United Way Glenelg

Friday 9 October 2020

MEDIA RELEASE

Community radio an important lifeline to older residents

The role community radio plays as a space for connection and community coming together is being highlighted more than ever right now.

Providing a welcome distraction, local radio station 3RPC has proven to be a lifeline to older residents as it continues to broadcast news, weather and health messages, while playing a diverse range of music.

However, there has been a concern with the increasing number of blackouts and brown-outs, which threaten the safety and integrity of the station's electronic equipment. This has the potential to take the station off-the-air while replacement equipment is purchased.

To eliminate this threat, United Way Glenelg has stepped in by providing the funds from its COVID-19 Impact Fund for the purchase of several power shields to prevent power surges from disrupting and permanently damaging equipment.

3RPC secretary Hilary Endacott said many of the listeners are over 50, with an average age of 58 and listen on average about 22 hours a week.

"They rely on radio for companionship, support and easing of isolation in the restrictive times, as their use of the internet and social media is uncertain or non-existent. Our community radio is a lifeline for these listeners, contributing strongly to their mental health," said Mrs Endacott.

"The weekly Portland District Health program is very popular and keeps all listeners up to date with current health events and developments in the Glenelg Shire. Two of our presenters also broadcast dedicated music programs for the residents of aged care homes in the district."

Fundraising efforts for the station have been impacted due to physical distancing restrictions preventing the station from raising the necessary funds.

United Way Glenelg Executive Officer Nicole Carr said she was extremely supportive of the station and the role it plays in providing companionship for listeners during the current restrictions.

"According to research, feeling lonely can pose a bigger risk for premature death than smoking or obesity. At a local level, community radio is providing one of the solutions to mitigate loneliness. Supporting infrastructure is vital. We're thrilled we could act quickly to support the station and its volunteers," concluded Mrs Carr.

Photo: 3RPC Jenny Collins and Executive Officer Nicole Carr.

END

Media enquiries to Nicole Carr on 0410 513 305 email mail@unitedwayglenelg.com.au