

3CR RADIOTHON

People Powered Radio 6-19 JUNE 2011



Media Release – 23 May 2011

3CR 855AM Radiothon: People-Powered Radio is 35 years old!

It's that time again... 3CR is gearing up for our annual Radiothon fundraiser, the one time of the year that we ask our listeners and our community to get involved by donating to see us through another 12 months!

Although each and every broadcaster at 3CR keeps us on the air 365 days a year with their passion and love for providing alternative news and views, the station still has bills and license fees to pay, equipment to upgrade and a handful of dedicated administrative staff to pay. It's donations from the community that power our unique brand of **People Powered Radio**. This year, 3CR celebrates 35 years of broadcasting progressive, alternative views and empowering those often denied a voice in mainstream media.

Since 1976, people who recognized the power of each individual came together to create a community radio station, building the station piece by piece, step by step. **3CR is accessible, DIY radio by the people, for the people.** 3CR volunteers may speak a language other than English, have a disability, or enjoy local music. They may be part of a minority group, or an activist campaigning for a different kind of society. As long as people have something to say, 3CR will provide training and support to enable them to get behind a microphone and make their voice heard.

3CR's diverse programming reflects the variety of communities found across Melbourne. With more than 500 volunteers broadcasting 120 programs each week in over 20 languages, people power makes 3CR a unique media organization. The station is committed to providing alternative coverage of social, economic, cultural and political developments.

PEOPLE POWERED RADIO NEEDS YOUR SUPPORT!

Make a tax-deductible donation online at www.3cr.org.au/support,
or by calling 3CR on (03) 9419 8377.

Stay tuned for news about upcoming 3CR Radiothon Benefits!
From film nights to Dragonboating, 3CR volunteers are coming up with
creative ways to have some fun while thanking our supporters.

For more information, including releases specific to various programs or communities, or to arrange interviews with 3CR staff and programmers, contact Sarah Caufield at radiothon@3cr.org.au or at 0433 574 142.