

# Video didn't kill these radio stars

**Karen Prater and Rohan Chabaud created two new national and global jobs in Beechworth with a couple of essential tools, some skills that are in demand and internet access.**

"Rohan and I run a voice-over, creative writing, radio production and music programming business from our Beechworth-based studio. In many ways, it's a one stop shop for radio, online and television commercials; on-hold and podcast content; and radio format programming," Ms Prater said.

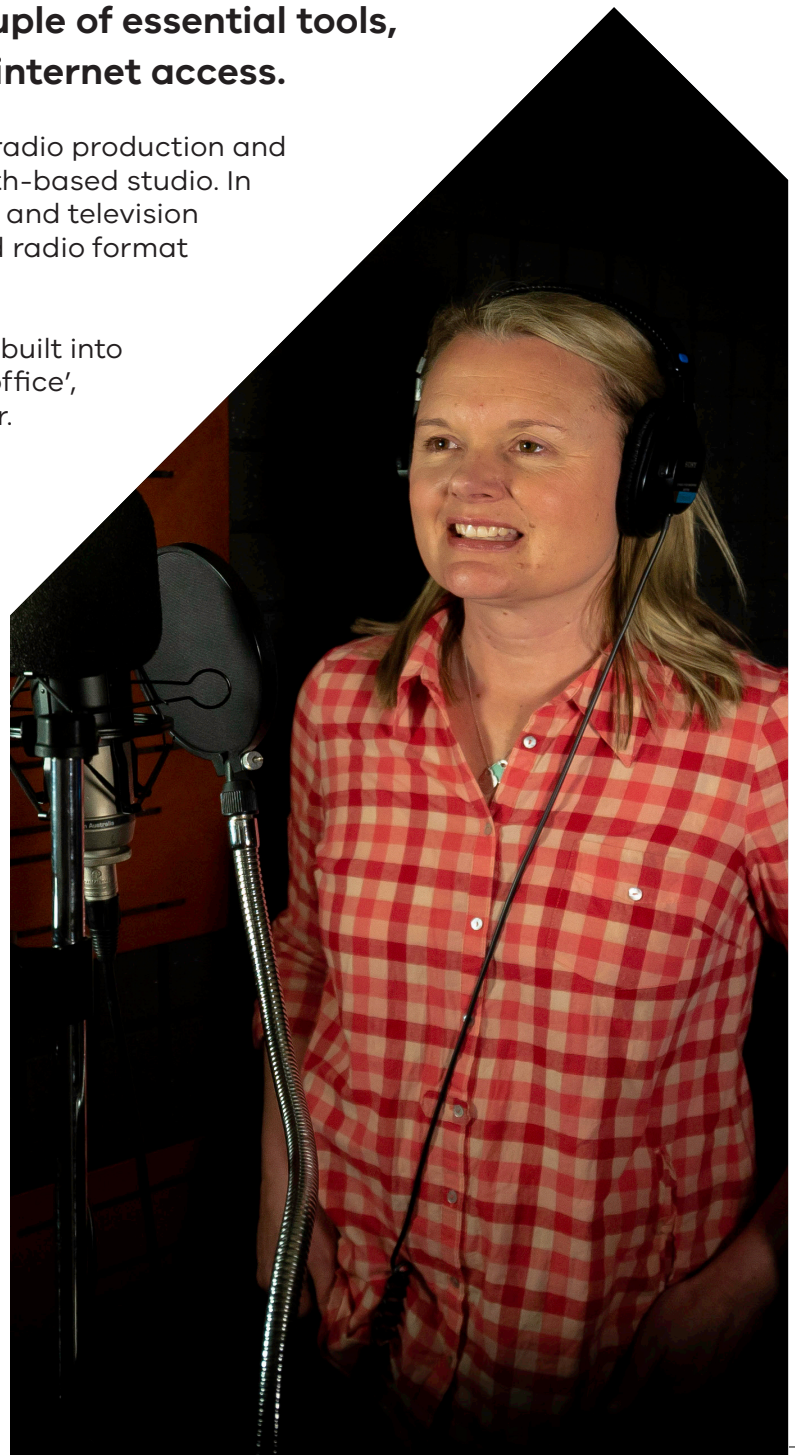
Their in-house studio, a micro-studio for travel (built into a suitcase) and their car give them a portable 'office', an income and the lifestyle they were looking for.

"If anyone has fantasised about waking up, taking the kids to school, buying a coffee and earning a day's pay by 10am, it's what we can do," Mr Chabaud said.

"We have zero business training, apart from doing it and learning as we go. We have found that if you have skills that others can use and you are 100% reliable, more and more organisations are realising that contractors give them all the skills they need without the overheads," he said.

Ms Prater and Mr Chabaud noticed a gap in the media workforce: people with a wide skill set and/or very fast turnaround abilities.

"Radio stations in particular operate with very short lead times and as we have 24/7 access to our own studio, we fit in well with that need. By starting small, but with a big vision of working with multiple clients, we have built our business to be



100% portable, reliable and enjoyable," Mr Chabaud said.

Both Ms Prater and Mr Chabaud work for national and global clients, as well as local radio stations.

For three years, Ms Prater scripted a radio show from Beechworth for Cameron Daddo. He voiced it in Los Angeles and it was then sent to Melbourne to be produced, broadcast into Melbourne and Sydney, and made available nationally online. Mr Chabaud programs the music for three radio stations and distributes them for weekly broadcast.

Ms Prater and Mr Chabaud also have a Wangaratta connection; having met while both were working at radio station 3NE. That's also where Mr Chabaud got his first job while Ms Prater completed a university degree in broadcast communication.

"After meeting at 3NE, we both worked through various interstate jobs and the experience gave us the idea of what was needed to work and live like this. When you are in an industry where you can see old business models starting to struggle, it's time to try a different approach," Mr Chabaud said.

The couple and their two young children moved back to North East Victoria during a round-Australia trip.

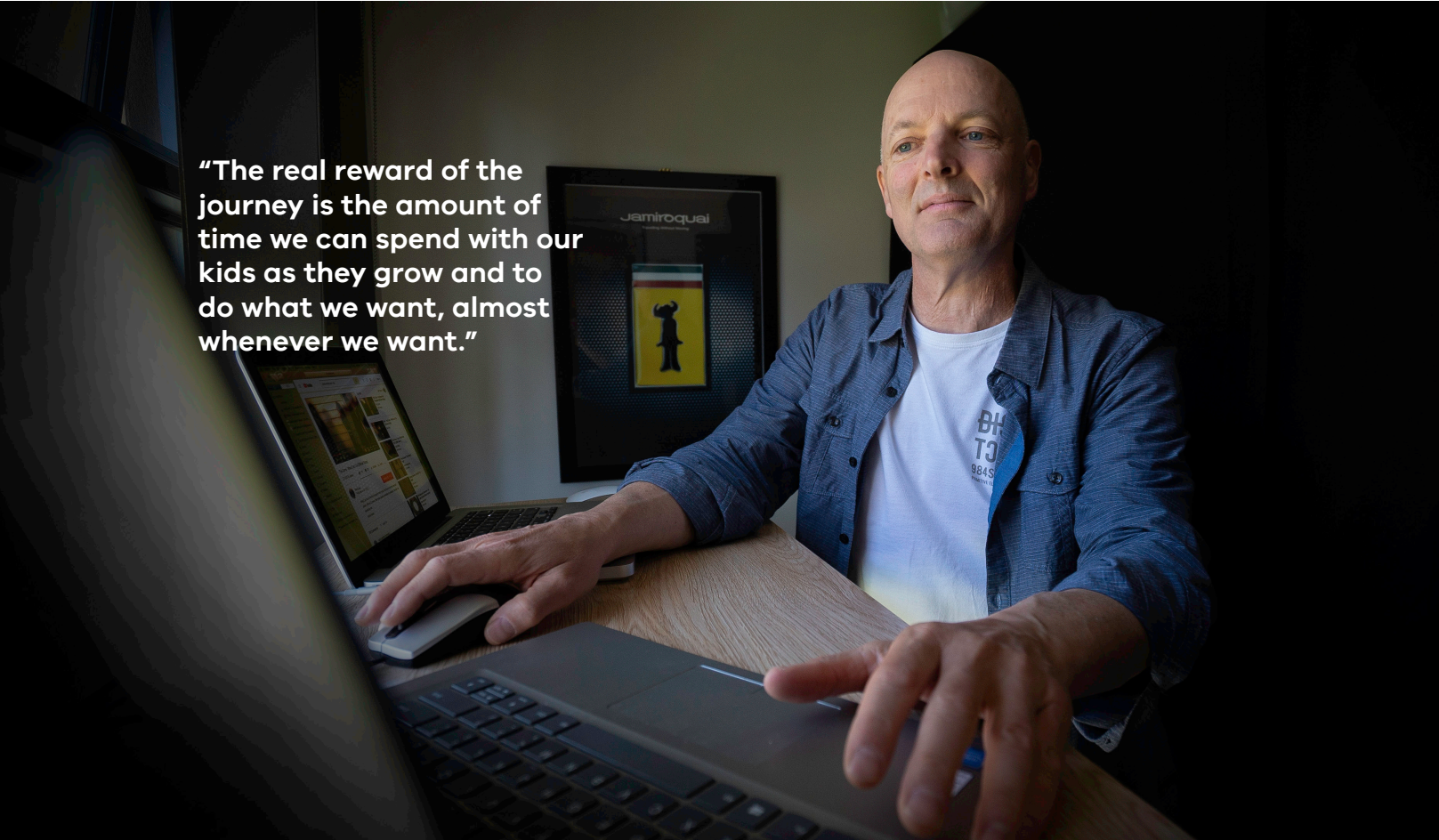
"We had our travel studios and could work anywhere we wanted, but after 900kms we dropped in on Rohan's mum who was quite elderly and lived alone on a property after his father died. We were only planning to spend a short amount of time here as part of our trip, but caring for his mum, and being here for her and my family in Albury, we discovered that we could actually still achieve all our professional goals while being in the area where we grew up," Ms Prater said.

#### **karenprater.com**

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[www.rdv.vic.gov.au/victorias-regions/hume](http://www.rdv.vic.gov.au/victorias-regions/hume)

A man with a shaved head, wearing a blue button-down shirt over a white t-shirt, sits at a wooden desk. He is looking directly at the camera. His left hand is on a computer mouse, and his right hand is resting on the desk. In front of him is a laptop displaying a website. Behind him, a framed picture of the band Jamiroquai is visible on the wall.

**"The real reward of the journey is the amount of time we can spend with our kids as they grow and to do what we want, almost whenever we want."**