



## MEDIA KIT



# COMMUNITY RADIO IS YOUR RADIO

[www.897fm.com.au](http://www.897fm.com.au)

Stefan R Thomas, copyright resonanz consulting – May 2017

## Your Local Community Radio Station

89.7FM is your local community radio station in the northern coastal suburbs of Perth within the Cities of Wanneroo & Joondalup.

And we're proud to be local!

We broadcast 24/7 to the cities of Wanneroo & Joondalup, our licence area takes in approximately 340,000 people giving 89.7FM a unique presence on the Perth radio dial. We also stream live online and mobile as well as provide On demand playback features of your favourite programs.



## Our Mission Statement

89.7FM will serve the local community within the Cities of Wanneroo & Joondalup by providing an accurate, timely & entertaining broadcast. This includes local news, current affairs & information that affect the residents within our broadcast area.

We endeavour to broadcast music from local WA artists, unsigned & alternative Australian artists as well as products, services & events from community groups & not-for-profit organisations within our region.

*contact our Sales Team [sales@897fm.com.au](mailto:sales@897fm.com.au) or call 6304 2420*

Our responsibility and commitment to our listeners and sponsors is to broadcast engaging radio content that adds value and is suitable for the entire community.

## What Makes **89.7FM** Different

### Listener Loyalty

Because of our local content, listeners' decision to choose **89.7FM** is "community orientated". They tune into us and stay.

**89.7FM's** loyal listeners are always keen **to support business and organisations that they hear on the station.**

### Better Cut Through

Under our community license, our sponsorship time is limited to just **five minutes per hour** (that's just 10x 30second spots).

Your message on **89.7FM** stands out! Great cut through to your potential customers. **No clutter – No long breaks.**

### Value for Money

As **89.7FM** is a not-for-profit station, using us as a part of your marketing strategy represents **great value for money.** **89.7FM** is a very cost efficient option.

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## Your Target Demographic – Our Listeners

**89.7FM** gives you an unique access to your community.

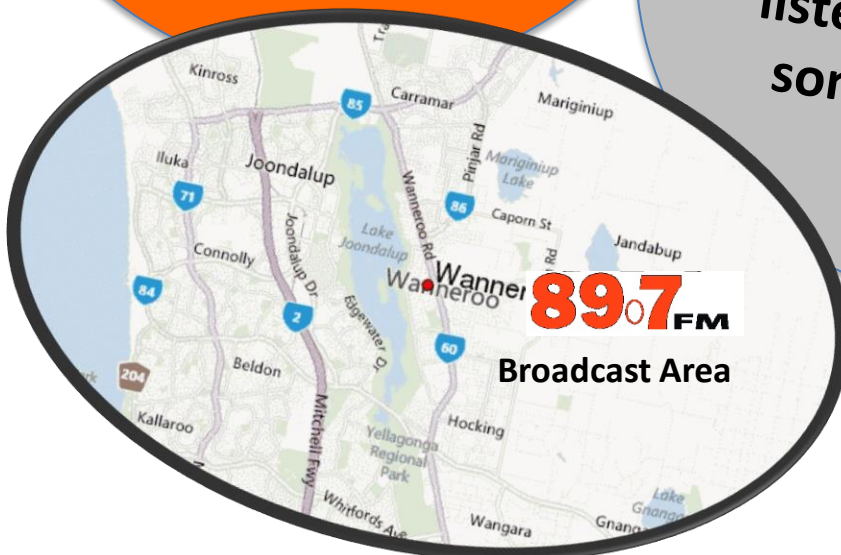
Research studies suggest LOCAL content is more ENGAGING  
and it gets BETTER results.

**60,000  
Listeners\***

**Aged 15+ who  
listen to 89.7FM at  
some time in the  
week**

**341,000  
Listeners\***

**Aged 15+ who  
listen to 89.7FM at  
some time in the  
month**



\* 2014 McNair Ingenuity survey

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## The **89.7 FM** On-and Off-Air Teams

Right across the day and the night **89.7FM** has a team of talented industry professionals, both on-air and behind the scenes. They share the station's passion to providing engaging radio content that adds value and is suitable for all ages: **Fun, entertaining and always local.**



• Day shift:	6am – 6pm, Mon – Fri	general
• Night shift:	6pm – 12 midnight, • Mon – Fri	youth
• Weekends	6am – 12 midnight, Sat 7am – 12 midnight, Sun	sports & speciality music country, blues, etc



There are opportunities for specific show sponsorship.

Talk to your Account Manager for more details.

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- **89.7 FM** Part of the  
**NATIONAL Emergency Broadcast System**



Emergency**WA**

- Your Radio Station In Your Community  
For More Than 15 Years



- **89.7 FM** is a proud member of



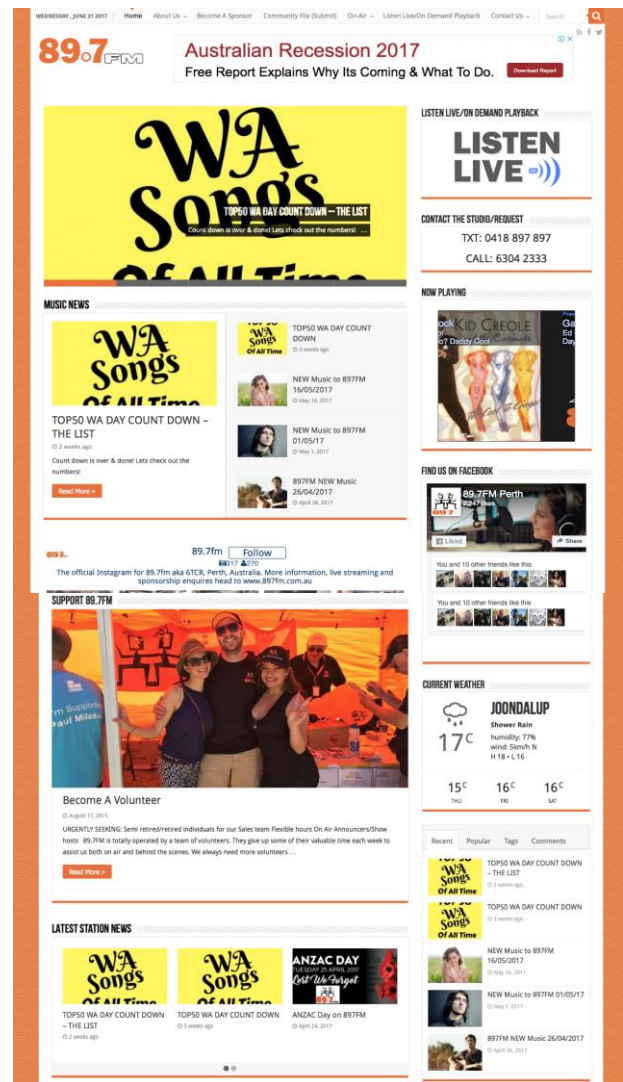
COMMUNITY  
BROADCASTING  
ASSOCIATION OF  
AUSTRALIA

## 89.7 FM Online and Social Media

In an ever changing world, Web & Social Media need to become a part of your overall marketing strategy. There are options to use our website, podcasts and social media to support your on-air campaign. Reach our loyal listeners and ever-growing online visitors.

> 5,000 hits to  
our website  
per week

facebook



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## Connecting to our Community

At **89.7FM** we are more than just about playing music. Through our station events we are out and about meeting people in the community.

## Outside Broadcasts

- ANZAC Day Celebrations

### ANZAC Day on 897FM

© April 24, 2017   Events, Station News   Comments Off on ANZAC Day on 897FM



897FM are Broadcasting LIVE from Quinns Rock ANZAC Day Morning for the Dawn Service the service begins at 545am. Ries Stephenson will also be hosting a special ANZAC Breakfast show from 5am, and we will be playing the best music mix for your ANZAC Day Commemorations. Remember the ANZACs with ...

[Read More »](#)

- School Excursions






The screenshot shows a news article from the Joondalup Times. The headline is "Kingsley and Woodvale primary students will present 89.7FM radio show". The article is dated June 15th, 2017, and written by Laura Pond. It features a photo of five students and one adult male, likely a teacher, in a radio studio setting. The students are wearing headphones and holding microphones. The article text mentions that students from Kingsley and Woodvale primary schools are taking over the airwaves. There are also social media icons for Twitter and Facebook at the bottom.

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**A huge variety of advertising and sponsorship packages are available to you and can be specifically tailored to your needs and requirements.**

**This is what you get:**

- Professional produced radio ads
- Live to air radio
- Live streaming
- Streaming on demand
- Inclusion in our On-line Media activities
  - Website - > 5,000 hits a week
  - **facebook**
  - 
  -  **Pinterest**
  - 



**Contact a member of our friendly sales team to discuss what we can do for you**

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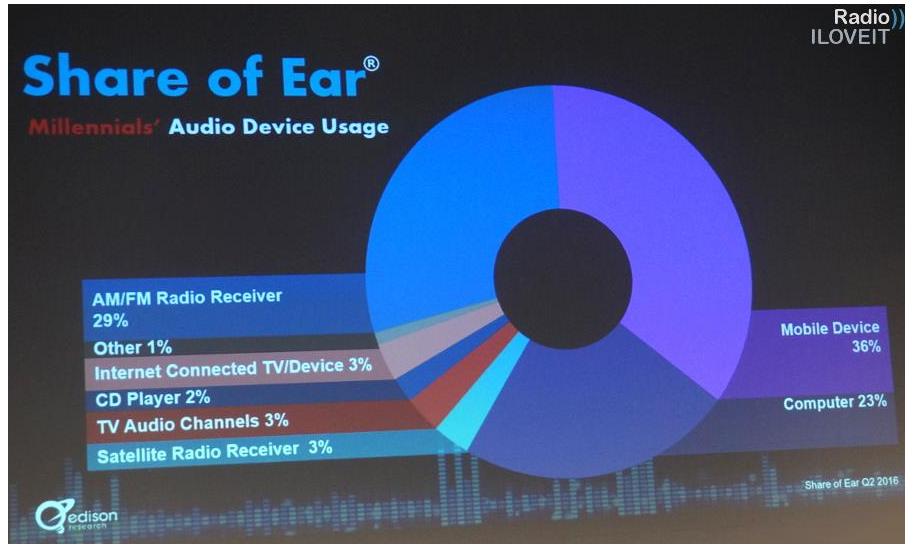


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## What Makes Radio Advertising So Effective?

Radio Ad Revenue up 5.88% in 2015/16



Radio has been around for over a century and even with the rise of digital, it is still a very powerful medium. Last year, the Australia's commercial radio sector reaped its largest ever annual advertising revenue total, with spending worth \$775.4 million (Commercial Radio, Australia). Radio advertising offers businesses a cost effective and quick way to get brand recognition as well as measurable results. Furthermore, radio offers an efficient way to target an audience.

## Radio follows its Listeners

Most [radio](#) listeners are engaged in some activity, and so advertisers can reach listeners at key "touchpoints" during the day – when they are on their way to college, at work, driving, hanging out with friends and so on. Advertising in an entertainment platform, which is knitted to audience day to day to activity is likely to be more effective.



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#### Cost Effective

A huge benefit of radio advertising and what makes it so appealing to brands is that production and broadcast is so inexpensive. Most adverts only need one voice over, maybe two. At a low cost, brands can access sound effects and background music. Many stations offer free production to their advertisers, giving brands access to everything they need to produce a radio advert. Furthermore, advertising on local radio is a lot more cost-effective than television.

#### Expedient

Another benefit of radio advertising is the speed at which radio adverts can air. It can take months for a high quality television advert to air. On the other hand, a quality radio advert can be written, produced and aired in as little as one week. Radio stations also allow advertisers to revise their messages at very short notice.



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#### Measurable

Whilst advertising with TV takes months to give real measurable results and advertising with print makes it almost impossible to track results, radio advertising gives the ability to track results very quickly and accurately. Advertisers find the accuracy and swiftness of results which radio offers very attractive. It is a lot easier to spot if a radio ad is doing particularly well/badly than any other broadcast medium. This can also be seen within a few days and the fast turnaround time means advertisers do not have to fret over negative results. For example, if an advertiser is not seeing the results that they want, they can change their spot, or test a new message quickly and with little hassle.



#### Targeted

Advertising with radio also hits a target audience easily. Local brands will benefit from the fact that your station's audience is local. Local radio attracts people who want to keep up with everything local; be it local news; events or personalities.

Furthermore, advertisers can reach a specific target audience with radio. Radio stations know their audience demographics and allow advertisers to tailor and localise messages to each audience. Because each radio station operates with specific market segments in mind, advertisers can target a specific gender, age economic status or even people's likes/dislikes.



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### Combats Ad Avoidance

When TV adverts come on, most people will go on their phone or divert their attention until their show comes back on. With radio, you cannot 'switch your ears off'; we hear even when we are not listening. This means that even if we are diverting our attention to other things, we still automatically process music and sound bites and then link them to brands. It is extremely difficult for radio listeners to avoid adverts. Therefore, it is a lot easier to engage with an audience on radio than other mediums.

### Intimate

Last but not least, Radio is an intimate form of advertising. Listeners develop relationship with their favourite stations and bond with the radio presenters; a lot of listeners listen to the radio alone, such as when they are travelling or before going to sleep. Listeners usually trust their favourite station a lot, making them more likely to trust the station's advertisers and therefore lead them to make purchases.



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#### Radio drives direct response, especially online

Radio is known to be a strong “call-to-action” medium, and this is even more true in a world where consumers instantly access brands via the medium of internet. The Online Multiplier study found that radio can drive brand browsing (direct to a brand’s website or searching for a specific brand in a search engine) by over 52%. So [radio advertising](#) can work wonders for advertisers even in the digital age.



#### Radio creates a large “share of mind” for a brand

Radio generates ubiquity, urgency and curiousness in the audience to know a product which they haven’t seen. Radio ads are usually played frequently, they have a picturesque effect in the minds of the listeners and also grabs a significant portion of listeners time (on average 12 hours per week). A brand which is big in radio can create a grasp a large share of mind for itself.

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#### Radio stands to be “a friend”

Listeners use radio for emotional reasons – to boost up their spirits, to drive away negative thoughts, to stop themselves from feeling bored in a car or while doing day to day chores. This leads to resort to radio as a kind of friend, and this is a valuable context for an advertiser to appear in. Advertisers leverage the intimate relation between the listeners and the medium to seek their audience attention.

*BE ENTERTAINING, BE HEARD AND GET RESULTS INSTANTLY:* The majority of people are listening to radio on their own will and they have their own personal experience. Radio Ads actively cultivates a personal relationship so that listeners feel they are being spoke to on a one-to-one basis. This makes for a more powerful advertising opportunity as when, for example, a radio presenter talks about “our friends at Company X”, the listener is hearing about a friend of a friend – and this has a strong effect on bringing a brand closer. Advertise on **89.7FM** catalyse your business growth.

**RADIO**

*Your Friend*

*"Bringing the Good News over the airwaves!"*







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Find us:

We are located at Building 18 ECU Campus Joondalup, Level 4.



*Access is only possible during business hours unless you have arranged access.*

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