

RTRFM
MEDIA KIT



ABOUT RTRFM

RTRFM is an independent radio station broadcasting 24-hours a day to the Perth metro area at 92.1FM. It was originally established in 1977 as Perth's first FM radio station, and has gone on to become one of the city's most diverse and forward-thinking broadcasters. RTRFM is home to 49 programs with a strong focus on the arts, local musicians, community issues and politics, and specialist music genres.

The increasing commercialisation of the Perth media has created an audience desperate for an exciting, progressive alternative. RTRFM is that alternative, with over 96,000 unique weekly listeners (McNair Ingenuity Research, September 2006). RTRFM's loyal listeners tune in to hear weird and wonderful music that can't be heard elsewhere, and reliable information from expert presenters.

There are two types of programs on RTRFM. Weekday programs (6am-7pm) are designed for listeners aged 16-40. Programs outside of these times target specialist audiences by focussing on particular issues or music genres. Understory, for example, targets green listeners with its focus on environmental issues, while Saturday Jazz targets Perth's jazz enthusiasts. RTRFM gives a voice to local artists and musicians through its programming, meaning that station sponsors are in the unique position to be able to support RTRFM and therefore the local music and arts industries through sponsorship, while reaching very specific target markets with their marketing messages.

Promotion through Sponsorship on RTRFM works because clients are able to reach particular sections of the Perth community inexpensively and effectively. Furthermore, as a community radio station RTRFM is limited to only five minutes of sponsorship announcements per hour. This means a client's message is not lost in a sea of advertising.

RTRFM avoids commercialisation by only allowing certain types of clients to sponsor the station. If you are interested in promoting quality products, services or events to a discerning audience then RTRFM is a very effective medium.



RTRFM people



PETER BARR – BREAKFAST WITH BARR

Peter Barr is RTRFM's popular breakfast presenter. All things to all men, and possibly one lucky woman, he's knocked around RTRFM since 1994, presenting such diverse programs as Morning Magazine, Out to Lunch, Drivetime and Distant Murmurs. He took over the brekky reigns towards the end of 2004, and has since made it his mission to expose Perth audiences to the latest music, best local bands and funniest comedians.



MERI FATIN – MORNING MAGAZINE

Meri Fatin has been hosting the respected Morning Magazine program on RTRFM since 2005. She is deeply interested in the whys and wherefores of life and harbours a keen desire to "know stuff". Her passion for human rights helped Meri win the Best Radio gong for a piece on West Papuan asylum seekers at the UN Media Peace Awards in 2006, beating some of her idols from the ABC and SBS. When not grilling guests about environmental safeguards or protecting human rights, she spends her time looking after her four (yes four!) children. Hear Morning Magazine from 9am weekdays.



DAVE CUTBUSH – OUT TO LUNCH

Dave Cutbush, affectionately referred to as Cutter, hosts RTRFM's popular new release program - Out to Lunch - and has been doing so since 1998. Before joining RTRFM he worked his way around the local music scene as a promoter, hotel manager and music journo. He likes vegan food, the Fremantle and East Perth football clubs, quality music of every genre, and occasionally suffers fools gladly.



DAN 'THE MAN' MOORE – FULL FREQUENCY

Dan the Man has hosted RTRFM's dance music program Full Frequency since 1994. The show has taken on a free form approach to dance music, where you will hear many, many styles ranging from underground Hip Hop and obscure Funk and Soul, to Cosmic Disco and Downbeat. When Dan's not busy laying down the freshest beats over the airwaves, he's running his own label Cardboard City Records, DJing in Perth's most underground clubs, and hosting the popular Fat Fluid parties.



SARAH DELFANTE – DRIVETIME

Sarah Delfante has always found it difficult to string a tune together, which is why she decided to get on RTRFM and play other people's music instead. Sarah hosts RTRFM's Drivetime program, and has a unique ability to go from instrumental hip-hop to wailing punk rock in just two songs, while still providing the perfect soundtrack for your drive home. She has been involved with the station since 1999, hosting a wide range of programs including Bigstar, Drastic on Plastic and Out to Lunch. Catch her every Tuesday from 5pm.



RTRFM people

jumpin' josh – ROCK, RATTLE AND ROLL

The “King of the Twist” plays a mental selection of Groovy Boppy and wonderful sixties music from the Cha Cha Cha to Wylde R'n B Punk. There isn't a dance he isn't an expert on from the Bunny Hug to the Boogaloo. Josh has worked all over the world including running London's infamous FRaT ShaCK, and Gorilla GOGO clubs for about 15 years as well as putting on the Las Vegas Grind Festival and Spain's Wild Weekend Festival with his beautiful wife Barbara. Now he runs a fab tiki bar THE HULA BULA BAR, and the coolest most OTT nite spot on the Planet DEVILLES PAD. Check out his movies on Screen Edge video: Pervirella, Perv Parlor and Wild Weekend

BEN TAAFFE – UNDERGROUND SOLUTION

Local DJ Ben Taaffe received his first dose of underground electronic music on RTRFM's Underground Solution show around 1998. He has been hooked ever since. Focusing on new and experimental jazz, dance and electronic music, Ben has been co-hosting the Underground Solution show for 4 years every Saturday night from 7-9 with fellow musical captives Simon 'Special' Keary and hax0rw4ng. Whilst also working as a freelance community artist and promoting local and international gigs as part of the MOVE series, Ben is currently struggling to keep up with a PhD project exploring the different ways that young Indigenous Australians experience and create Hip Hop music.

MAXI MAY – BURNING DOWN THE HOUSE AND DRASTIC ON PLASTIC

Maxi's love of music and numerous DJ and musician friends inspired her to begin presenting women's interest stories on BDTH in 2004. Three years later she began presenting Drastic on Plastic. These shows are two of the longest running specialist programs on RTR FM, featuring women in music and presented by women for everyone. Maxi can be heard mixing alternative tunes with her favorites: jazz, disco, funk, soul and house. In her other life Maxi is an exhibiting artist and Postgraduate student researching Art and Popular/Media Culture.

CHRIS WRIGHT (WRIGHTEOUS) – GIANT STEPS

A board member for 6 years, Chris began his love affair with RTR in 1991 by presenting Black and Blue. He has since hosted a whole stack of programmes including Out to Lunch, Ambient Zone and the old overnighter Random Jam. He was part of the dynamic duo that in 1993 instigated Gettin' Hectic - the first Hip Hop programme on the station. His final leap happened in the late nineties when he took over the Round Midnight jazz programme that morphed into Giant Steps which he still presents and coordinates along with regular stints on Black and Blue and All City. Outside of RTR Chris DJs his hip-hop, downbeat, disco, jazzy, broken beat, old school and everything else tunes out every weekend around the traps.

LORRAINE CLIFFORD – SUNDAY MORNING COMING DOWN

Lorraine Clifford has been hosting RTRFM's popular Sunday Morning Coming Down program for over a decade. Her discerning selection of funk, soul, reggae, jazz and world music provides the perfect soundtrack to a lazy Sunday morning, and doubles as a soothing remedy for a post-party hangover. Chill out with Lorraine every Sunday from 9am.

RTRFM programs



The diversity of RTRFM's programming means there is – quite literally – something for everybody. The station is home to 49 programs, each with a different focus - from indigenous folk and classic jazz to funk, avant-garde rock and noise (for a detailed breakdown of these shows, please refer to our program guide). All programs fall into two distinct categories: weekday programs and specialist programs.

weekday programs

Weekday programming runs from 6am until 7pm, Monday to Friday, and consists of five professionally produced programs as well as National Radio News on the hour until noon. While there are numerous high rating specialist shows, most RTRFM listeners tune in to the station for a high dose of one or more weekday programs:

BREAKFAST WITH BARR (6am-9am)

Hosted by Peter Barr, this is the station's most listened to program (32,000 unique weekly listeners). It features the latest music and frequent interviews with local and touring musicians, artists and comedians.

MORNING MAGAZINE (9am-12MIDDAY)

RTRFM's flagship talks program (15,000 unique weekly listeners). It offers a socially conscious discussion of current affairs, social issues and the arts world of interest to all curious and inquisitive minds.

OUT TO LUNCH (12MIDDAY-3pm)

RTRFM's new release program (14,000 unique weekly listeners), and is presented by five experts from the Perth music industry. Playing rock, pop, funk, soul, jazz, electronica, and everything in between, it is the most cutting edge music program available in Perth.

FULL FREQUENCY (3pm-5pm)

The station's premier dance music program (23,000 unique weekly listeners), and is presented by Perth's top DJs. It features all styles of dance music, including hip-hop, house, breaks, drum 'n' bass, R&B and more.

DRIVETIME (5pm-7pm)

One of the station's most popular programs (23,000 unique weekly listeners) presented by a collective of people active in the Perth music scene. Featuring some of the biggest tracks of the moment as well as RTR classics that make you go "awww", Drivetime keeps you in tune and on track, covering indie rock, punk, pop, noise, electronica and beats. There's also always plenty of local tunes and news on Drivetime to help you keep your finger on the pulse.

RTRFM programs



specialist programs

Programs outside of the weekday timeslot target niche audiences from all walks of life. All specialist programmes are hosted by individuals who are highly knowledgeable, passionate and active in the area they cover. Due to their diversity, these programs are difficult to classify but can be grouped into the following four areas:

specialist talks programs

Include Bordak Bordak Ngalla (indigenous issues), Burning Down the House (women's issues), Indymedia (activist issues), Understorey (environmental issues), and Full Circle (spiritual issues). Programmes are hosted by presenters with a strong background in the programs' respective areas and feature a large number of interviews.

specialist music programs

Focus on particular styles of music and include genres such as blues, jazz, soul, electro, metal, hip hop, roots, punk, and many more. All feature a healthy local content and plenty of new music.

mature programs

Generally run on Saturday and Sunday mornings and include Saturday Jazz, Nostalgia, Theatre Organ Time and Sunday Morning Coming Down. They are hosted by mature presenters for a mature audience.

experimental programs

Generally run late at night and focus on experimental music styles such as avant-garde classical, noise, ambient, hardcore and techno.

WHO'S LISTENING?

RTRFM currently attracts 96,000 unique weekly listeners per week. The average listener tunes in for a massive seven hours per week (McNair Ingenuity Research). These facts demonstrate that RTRFM has many loyal listeners who tune-in across a variety of programs with great loyalty to the station.

RTRFM's program diversity and wide community appeal attracts listeners from a broad range of ages. Targeted campaigns can be developed to reach specific demographics because programs are highly specialised.

During the weekday's premium and peak programs most of RTRFM's audience is aged between 15 and 39 years-of-age.

	RTRFM'S WEEKLY AUDIENCE		PERTH POPULATION	
	'000	%	'000	%
Audience BY Gender				
Men	45	46	578	49
women	52	54	596	51
Audience BY Age				
15-39	51	53	532	27
40-54	33	34	321	28
55+	12	13	320	27
Audience occupation				
MANAGER / EXECUTIVE	23	24	229	20
owner / self-employed	30	31	240	22
TECHNICAL / SKILLED	20	21	239	22
STUDENT / OTHER	23	24	424	36

In comparison with Perth's population RTRFM has a slightly higher percentage of female listeners and generally our audience is younger, more affluent and better educated than the average population. Moreover, business sponsors should note the higher percentage of RTRFM listeners that are business owners, self-employed, professionals, managers or executives as these are the people making business decisions and can be difficult to reach via commercial media. It's important to note that many of

RTRFM's weekend and weeknight programs are highly targeted to particular community groups (eg. mature audiences, specialist genre music fans, environmentalists etc).



Source: McNair Ingenuity Research Pty Ltd, September 2006. Independent telephone survey of a representative sample throughout the Perth Metropolitan Area.

SPONSORSHIP



- Sponsorship on RTRFM works because clients are able to reach relevant sections of the community inexpensively and effectively. An RTRFM Sponsorship Manager will help you select programs to efficiently reach your target audience.
- As a community radio station RTRFM is limited to just five minutes of sponsorship announcements per hour. The low density of announcements ensures listeners are switched-on and your message is effective and not lost in a sea of advertising.
- RTRFM producers spend considerable time and put great care into the production of every sponsorship announcement. The production professionals ensure announcements are effective for the sponsor, and suitable for RTRFM's sound and audience.

IS RTRFM SPONSORSHIP FOR YOU?

RTRFM SPONSORSHIP DOES:

- Provide an alternative edge;
- Instil credibility;
- Reach a large responsive audience;
- Promote quality products, services and events;
- Reach an intelligent and discerning audience;
- Offer you professionally produced announcements; and
- Reach a culturally and socially aware audience

BRANDING PROMOTIONS

- Produce commercial sounding announcements;
- Use hard selling methods;
- Use price point advertising;
- Use corny or naff concepts; or
- Annoy our listeners with gimmicks



SPONSORSHIP

Effective sponsorship

There are two basic types of campaigns available to RTRFM sponsors:

1. CALL TO ACTION PROMOTIONS

- Focus on upcoming events such as concerts, plays, promotions, sales or special deals.
- Intended to inspire the listener to take action.
- Requires a heavy presence on the air.

2. BRANDING PROMOTIONS

- Help position your business in the market.
- A subtle form of promotion that requires building familiarity and recognition.
- Feature a consistent density of announcements over a relatively long time.
- The objective is to remain at the top of RTRFM listener's consideration set for your product.

Your campaign

RTRFM has professional copywriters and audio producers on staff to develop a campaign concept to effectively promote your business. Campaigns can include one or more of the following:

- Pre-recorded 30 second sponsorship announcements;
- Giveaways and competitions;
- Interviews and other on-air content;
- Web site promotion (banners / features);
- Inclusion in the Off Your Dial subscriber mail out;
- RTRFM event sponsorship; and
- Outside Broadcasts

To inquire about promoting your business on RTRFM, please call (08) 9260 9200 and ask to speak to one of RTRFM's Sponsorship Managers.

There are a number of effective options for promoting your business on RTRFM. Our Sponsorship Managers will tailor a package to suit your business, with discounts offered for large campaigns and long-term promotions. All prices listed below are ex-GST.

RADIO ANNOUNCEMENTS

These are 30-second sponsorship announcements, and are priced as follows:

- **Premium (Breakfast, Full Frequency and Drivetime)** **\$50 per announcement**
- **Peak (Morning Magazine and Out To Lunch)** **\$40 per announcement**
- **Off-peak (after 7pm weekdays and all weekend)** **\$30 per announcement**

PRODUCTION

All RTRFM sponsorship announcements are produced by the station's professional in-house team and include copywriters and audio producers to create the authentic RTRFM sound. Scripts and announcements are approved by sponsors before going to air.

- **Production cost** **\$100 per announcement**

WEBSITE

RTRFM launched a new multifaceted website in July 2007 enabling users to listen online, re-stream later and podcast interviews. The website also serves as an informative guide to events and places around town. RTRFM web site attracts over 10,000 visitors per month (March 2008) and enables sponsors to promote their message inexpensively through page banners and editorial features.

Banner

- **Homepage** **\$150 per week**
- **Other pages** **\$50/page per week**
- **Web package - all pages** **\$300 per week**

(specs: gif/jpeg/swf image at 468x60 pixels)

AROUND TOWN

- **Editorial Feature** **\$50 per week**

(specs: 150 words, gif/jpg image at 210 pixels wide, web address)

E-MAIL-OUT

RTRFM has over 4,000 people in our mail-out database, and it's growing every week! Our monthly newsletter keeps our supporters informed about the latest happenings at the station, groundbreaking music, presenters, upcoming RTRFM events and things around town. Sponsors can take advantage of the newsletter to reach global groovers and shakers.

- **Mail-out feature** **\$150 each**

OUTSIDE BROADCAST

RTRFM can broadcast direct from your store, café opening or event.

Ask a Sponsorship Manager to find out more about this exciting promotional option.

EVENT SPONSORSHIP

RTRFM hosts many events during the year ranging from day-long music festivals to warm and cozy winter jazz sessions. Sponsors looking to diversify their campaigns, promote their organisation to niche markets, or provide support to the local music industry should consider getting involved at one of 4 event sponsorship tiers:

- **Platinum** **\$15,000 (12 events)**
- **Gold** **\$8,000 (5 key events)**
- **Silver** **\$2,500 (1 event)**
- **Bronze** **\$1,000 (1 event)**

'RTRFM PRESENTS' PACKAGE

The Presents package is Perth's tried and proven event sponsorship package. This package includes RTRFM endorsement of your event, and is only available to clients deemed to be promoting concerts, festivals, plays, exhibitions or shows of very high interest to RTRFM's audience. The RTRFM Presents Package includes:

ITEM	NUMBER	COST	TOTAL VALUE
premium announcements	20	\$50	\$ 1,000
peak announcements	15	\$40	\$600
off-peak announcements	15	\$30	\$450
AROUND TOWN WEB EDITORIAL FEATURE	3 WEEKS	\$50	\$150
E-MAIL-OUT FEATURE	1	\$150	\$150
TOTAL			\$2,350

'RTRFM Presents' package cost \$1,100

This represents a 55% discount on the normal cost of the campaign. In exchange the sponsor is to provide the following:

- RTRFM presentation rights
- RTRFM signage at the event
- RTRFM logo placement on all advertising
- Complimentary Tickets (minimum of 5)

THE FINE PRINT

- Minimum packages have a limit of 21 days running time
- Payments terms are strictly 14 days from date of invoice
- All sponsorship announcements to be produced in-house by RTRFM, unless authorized by your Sponsorship Manager
- Prices do not include GST

CONTACT DETAILS

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