

STATION PROFILE

Radio Adelaide

UPDATED NOVEMBER 2019

RADIO 101.5
ADELAIDE
RICH & REAL



ABOUT RADIO ADELAIDE

Radio Adelaide is rich and real local radio about arts, music and ideas.

You can hear Radio Adelaide on 101.5 FM in the Adelaide metropolitan area, on digital radio, and online via live or on-demand streaming.

We produce over 120 hours or 80 programs of original content every week in our Adelaide studios, telling uniquely South Australian stories and giving voice to our diverse communities.

Radio Adelaide is an independent broadcaster powered by a community of over 200 volunteers, our valued sponsors, and the generous listeners who support us financially.

SPONSOR RADIO ADELAIDE

Becoming a Radio Adelaide sponsor to promote your product, service or event offers a great opportunity to reach active listeners passionate about South Australian stories.

Reach engaged listeners, not passive consumers, and communicate directly with your target audience.

Reach around 187,000 listeners per month. Or place an ad on our website, viewed by around 37,000 per month. Or sponsor a program or podcast that aligns with your brand.

Reach your audience while supporting community radio!



180,000
**MONTHLY LISTENERS ON
FM AND DAB+**



37,000
**UNIQUE WEBSITE
VISITORS PER MONTH**

WHO IS THE RADIO ADELAIDE AUDIENCE?

55%
**OF LISTENERS
ARE 25-54**

**COMPARED TO 49%
OF POPULATION**

91%
**ARE THE MAIN
GROCERY BUYER
IN THE HOUSE**

**COMPARED TO 78%
OF POPULATION**

22% ARE
PROFESSIONALS
COMPARED TO 18% OF POPULATION

63% WORK FULL-TIME
OR PART-TIME
COMPARED TO 49% OF POPULATION

42% EARN OVER
\$60K PA
COMPARED TO 32% OF POPULATION

50% HAVE A
UNIVERSITY DEGREE
COMPARED TO 31% OF POPULATION

35% MARRIED/PARTNERED
WITH CHILDREN AT HOME
COMPARED TO 28% OF POPULATION

50% MALE 50% FEMALE

**PASSIONATE ABOUT LOCAL
AND AUSTRALIAN MUSIC**

**PASSIONATE ABOUT LOCAL
ARTS AND CULTURE**

**INTERESTED IN LOCAL NEWS
AND IN-DEPTH STORIES
ABOUT LOCAL ISSUES**

**LISTENS FOR AN AVERAGE
9.7 HOURS PER WEEK**

**INCREASINGLY LISTENING
ONLINE VIA DESKTOP AND
MOBILE**

AUDIENCE INTENT TO PURCHASE

IN THE NEXT 2 YEARS

	RADIO ADELAIDE (FM/DAB+)’S WEEKLY CUMULATIVE AUDIENCE	ADELAIDE’S POPULATION (15+)
Whitegoods/large appliances (eg refrigerator, washing machine, air conditioner, BBQ etc..)	59%	42%
A motor vehicle (eg car, motorcycle, caravan, motorhome)	50%	36%
Financial investment products (eg investments, stock market advice, superannuation, financial planning)	35%	21%
A loan or mortgage (new or refinancing)	26%	17%
Real Estate (buy, sell or build house/property)	33%	19%
Home renovations (eg new bathroom, kitchen, extensions, pool, garage, shed, landscaping etc.)	39%	32%
Floor/window coverings (eg rugs, carpet, tiles, timber shutters, curtains, blinds etc.)	43%	37%

FEATURED PROGRAMS



WEEKDAYS 6.30AM TO 9.00AM

BREAKFAST

Breakfast on Radio Adelaide is a real breakfast radio alternative

It's your morning brief of local news, arts, music and culture with Zoe, Tom and Bonnie.

Breakfast gets into the issues that matter today and the unique stories that define Adelaide.



WEEKDAYS 9.00AM TO 12.00PM

LOCAL NOISE

Local Noise is all about local and touring artists, playing 100% Australian music

Featuring new tracks, artist interviews and weekly feature albums, *Local Noise* is the voice of Adelaide's thriving music scene.

Tune in for our picks on what you need to be listening to and the gigs to see this weekend!



WEEKDAYS 12.00PM TO 1.00PM

PACKED LUNCH

A midday spread of the best stories and features from across Radio Adelaide

Featuring highlights from the 120 hours of local radio made every week at Radio Adelaide, including stories, profiles and interviews, plus selected features from the national Community Radio Network.

It's lunchtime nourishment for your ears!

FEATURED PROGRAMS



WEEKDAYS 1.00PM TO 3.00PM

FESTIVAL CITY

Coming to afternoons in December 2019 is a new program about Adelaide arts and culture

Join us every afternoon for the latest in Adelaide culture including arts, music, food and wine and more, plus book and movie reviews.

Tune in for your guide to what to see, do, read, eat and drink around Adelaide.



WEEKDAYS 3.00PM TO 5.30PM

THE RANGE

The Range is Adelaide's alternative drive time with Mark Tripodi

From the latest international acts to emerging local bands, you'll hear it on *The Range*. Featuring new releases, gig news and interviews with touring artists.

Tune in for your daily wrap of what's happening locally and beyond in contemporary music.

THE
wire

WEEKDAYS 5.30PM TO 6.00PM

THE WIRE

The Wire is the alternative, community voice in Australian current affairs

Broadcast exclusively on community and indigenous radio stations around Australia, *The Wire* has been the community radio sector's flagship national program since 2004.

Tune in for an in-depth and independent perspective on the day's current affairs.

TRAINING CASE STUDIES

Just three of many Radio Adelaide volunteers now working in media



CASE STUDY

GEORGIA ROBERTS

Breakfast Presenter, ABC Broken Hill

Georgia came to Radio Adelaide through Student Radio in 2017 and through the medium found a voice in feminist and women's issues.

Georgia created a program called *Pink Rabbit*, taking listeners down the rabbit hole of 21st Century feminism. *Pink Rabbit* attracted a strong following and feminism credentials, with one MP insisting on giving the show exclusives on all announcements related to women's issues.

The podcast also caught the ears of the ABC, and Georgia is now the breakfast presenter on ABC Broken Hill.



CASE STUDY

CLINT BRICE

Producer, Southern Cross Austereo

Clint came to Radio Adelaide through our Radio Essentials course and impressed with his engaging on-air presentation and commitment to quality radio.

Clint quickly became a listener favourite as a presenter/producer on *Local Noise* because of his obvious passion for and knowledge of Adelaide and Australian music.

In late 2018, he was scouted by Southern Cross Austereo as an emerging local talent and is now on the next step of his radio career as a producer for Triple M and SCA podcasts.



CASE STUDY

EMILY OLLE

State Producer (SA), 7News Digital

Emily came to Radio Adelaide through Student Radio in 2017 and quickly showed an aptitude for making good radio and digital content.

Emily became a presenter/producer on *The Range*, sharing her love of SA music with listeners. And on popular program and podcast *Pink Rabbit*, taking listeners down the rabbit hole of 21st Century feminism.

In late 2018, Emily was offered the role of State Producer for 7News Digital in Adelaide, making highly engaging digital content for the Seven Network.

PODCAST WORKS

Radio Adelaide is also a full-service podcast production house

So you want to make a podcast, but perhaps you're not sure where to start. Podcast Works will help you turn your idea into a compelling podcast series and engage your target audience.

Anyone can make a podcast, but not everyone can do it *well*. There are more than half a million podcasts on Apple Podcasts alone and the bar for quality is set *high*. With Podcast Works, you'll have access to Radio Adelaide's decades of award-winning experience in audio storytelling and training to clearly define your concept and target audience, craft a compelling story, produce high-quality audio and get your podcast into the ears of your community. You'll create your podcast series in four stages:

- **Concept Development:** Turn your podcast idea into a compelling podcast series. Workshop your idea, define your audience and establish your creative brief.
- **Recording & Production:** Give your podcast a polished, professional sound with our skilled presenters and producers. And create the digital content that will engage new listeners online and via social media.
- **Hosting & Distribution:** Publish your podcast on Australia's most popular podcast apps, including Apple Podcasts, Spotify, Google Podcasts and Stitcher.
- **Broadcast Options:** Take your podcast to an established, engaged audience on Radio Adelaide. Promote your podcast with ads, feature segments, or even turn your podcast into a broadcast program!

PODCASTS AS CONTENT MARKETING

Content marketing is the art of creating valuable and compelling content to engage a target audience of potential customers.

It can create a relationship between brand and audience that is not directly transactional but instead builds credibility based on shared values.

Podcasting provides the perfect medium for content marketing. The intimate nature of audio storytelling builds a relationship between presenter and listener. And podcasts are predominantly listened to on mobile phones, where most content marketing is consumed.

Podcast Works will help you create and deliver your podcast and engage your target audience!

Contact Chris Leese, Station Manager, on 08 7132 5000 for more information.



22%

**OF AUSTRALIANS AGED
25-54 LISTEN TO PODCASTS**



91%

**OF AUSTRALIANS AGED
25-54 USE SOCIAL MEDIA**



FEATURED PODCASTS

Some of what we do and who we're working with

THE ADELAIDE FESTIVAL OF IDEASTM 2018 | 12 — 15 JULY

THE ADELAIDE FESTIVAL OF IDEAS

Making ideas more accessible to all South Australians

At the 2018 Adelaide Festival of Ideas, Radio Adelaide produced a total 78 podcasts in one week, recorded and editing every talk in the programme over four days, producing each as its own podcast.



THE UNIVERSITY
of ADELAIDE

BIZTALK

Turning a great idea into a great business

BizTalk shares the stories of MBA graduates' adventures in business in Adelaide and abroad.



THE ADL COMEDY PODCAST

Hear the stories behind the gags

Meet Australia's most loved and emerging comedians as they chat with host Craig Egan.



PINK RABBIT

Down the rabbit hole of 21st Century feminism

From pop culture to politics, *Pink Rabbit* unpacks the good, the bad and ugly of feminism.



THE WORK SAUCE

The good sauce on a better workforce

How to recruit and retain the right people and make your business thrive!

CONTACT

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Reach your audience while supporting community radio!