

MEDIA KIT 2020

THE GOLD COAST'S OWN 94.1FM

COMMUNITY RADIO | SOUTH BRISBANE/GOLD COAST/ TWEED COAST

ABOUT 94.1FM

94.1FM Gold Coast is a community radio station which commenced on air in April 2013.

Our daytime playlist is a selection of great popular music from the past and today and we offer a variety of night-time "Special Programs" that focus on the different genres of music.



YOU CAN AFFORD RADIO

We have great package deals for every business budget!

AUDIENCE FIGURES

AVG WEEKLY LISTENERS GOLD COAST RADIO • 430,000*
LISTENING TO 94.1FM • 79,000*

94.1FM has built up a large and growing audience by offering a different listener experience and a great variety of music.

Listener survey Gold Coast December 2019 prepared for CBAA (Community Broadcasting Assoc of Australia) by McNair Yellowsquares Pty Ltd* Full survey results cbaa.org.au This figure doesn't include the Tweed audience which we know is growing every year as well.

LOCAL COMMUNITY ENGAGEMENT

COMMUNITY • ENGAGEMENT • LOCAL ISSUES

Our community charter is to provide music, news, sport and weather, local events, general community engagement and communication of information that is relevant to our Gold Coast/Tweed Coast listeners.

We have over 2,000 locals as part of our Supporters Club.

Visit our Facebook page and you will see the huge amount of support we have from our local listening audience. The common theme of posts is that we offering to our 50+ audience music, entertainment and programming that they want.

We play the music you rarely hear anymore and the Gold Coast loves it!



SALES@941FM.COM.AU



941FM.COM.AU



07 55383 941



[@941FMGOLD Coast](https://www.facebook.com/941FMGOLD Coast)

WHAT WE ARE & WHO WE SUPPORT

Our community charter is to provide music, news, sport and weather, local events and general community engagement and communication of information that is relevant to our listeners.

In supporting community groups and organisations as much as we can, we have built a large network of people from all walks of life, and inclusivity and engagement with our locals is our focus.

We extend to the Gold Coast/Tweed community FREE announcements to non-profit and charity entities. The station is associated with Lions, Rotary and many other community organisations and events.

94.1FM has broadcast from and supports community events such as:

- **Annual Rotary Kokoda Run** - Gold Coast hinterland
- Cooly Rocks at Coolangatta - Rock n Roll music festival
- Broadbeach Country Music Festival
- Gold Coast & Mudgeeraba Shows
- Annual Rotary Book Fair
- RSPCA Adoption Day
- Lions Annual Christmas cake drive
- Gold Coast Marathon
- **Swell Sculpture Festival**

94.1FM Gold Coast runs continuous giveaway competitions to attract listeners and supporters. We have weekly giveaway show and movie tickets to major Gold Coast venues.

We have also had station promotion prizes of 2 Toyota Yaris Cars, an Oriental River Cruise and a Uni-World European River Cruise worth \$28,000.

94.1FM Gold Coast external promotions have included **cinema** and **bus wraps** coupled with Outside Broadcasts from **The Star Gold Coast**, **Harvey Norman**, Pimpama Shopping Centre, **Bunnings** and Air Gold Coast.

We're proud to have recently become a supporting partner of the **Gold Coast Academy of Sports**. Founded in 2009 by Olympian Glynis Nunn the Academy provides locally based sports development opportunities for athletes, coaches, officials and administrators of the local Gold Coast and Hinterland communities.

OUR ON AIR TEAM

We have grown over time and now are lucky to have attracted some of the best professional radio voices in Australia. Many have been involved in radio and media in some capacity for most of their working lives. **Our announcers are engaging, intelligent and most of all fun.** They love the Gold Coast and they love what they do every day.

MONDAY - FRIDAY



BREAKFAST

5AM – 9AM

RICHARD FOWLER

Gold Coast's Number 1 Breakfast Announcer for many years
The Gold Coast Bulletin calls him "The King of Gold Coast Radio"

MORNING

9AM – Noon

RHONDA SHARRATT

TV Logie Award Winning Personality
Former 4GG Gold Coast Morning Presenter
Gold Coast NRTV Host



AFTERNOON

Noon – 3PM

JOHN PIERCE

Sydney & Brisbane/Gold Coast Radio & Music Guru
Brisbane Radio Program Director



DRIVE

3PM – 7PM

MARK IRVINE

3XY Melbourne & MMM Brisbane
"Shirl & Irvine" 3 years on-air with
Shirley Strachan of
Skyhooks fame



We also have people from the community who just love music and come in to do their own shows on a regular basis.....and we encourage this participation.

Niven Walton – Niven Overnight

Leigh Muirhead – Sunday mornings

Jimmy White – Weekends

Mark Callahan – Various shifts

Karen Martin – Saturday afternoons

Richard Dolzan – Monday night

Anita Spring – Sunday mornings

OUR MUSIC AND PROGRAMS

94.1FM Gold Coast plays popular music from the **80's**, some of the best new music from **TODAY** and selected Classic Hits from the **60's & 70's**. There is no doubt we have the biggest range of music on air every day and our feature programs at night offer the variety that people love.

These shows are all hosted by presenters who have a passion for music.

7PM NIGHTLY PROGRAMS

MONDAY	-	The Blues, Jazz & Swing Club with Richard Dolzan
TUESDAY	-	Local Gig with 'Stewy' Fairhurst
WEDNESDAY	-	Classic Album Show & Movie Soundtracks
THURSDAY	-	Rock 'n' Roll Milkbar with JP
FRIDAY	-	Kerr's Country with John Kerr
SATURDAY	-	The Best Disco In Town – All dance and party music
SUNDAY	-	Sunday morning 60's 70's & 80's Beatles Magical Musical Tour – Feature program on the Fab 4

FEATURE SHOWS

94.1FM Gold Coast produces "Feature Shows" in our studios at Bundall. **Two of our shows are Award Winning** (Gold Coast Media Awards Kerr's Country & The Beatles Magical Musical Tour) for their production, content and presentation.

The Countdown	-	Hosted by Ian Cousins
The Beatles Magical Musical Tour	-	Hosted by Gary Field
The Travel Show	-	Hosted by Gary Boughen and Neil Kirby
The Classic Album & Movie Soundtrax	-	Hosted by Gary Boughen

LOCAL NEWS AND CURRENT AFFAIRS

94.1FM Gold Coast in association with **7 Gold Coast News** produces a daily 5-minute Local Bulletin.

A team of people work behind the scenes every day to source the news, write and produce the bulletin, so it's relevant to the Gold Coast and Tweed listeners. Along with station member Linda Woods who has a background in TV and Radio nationally, we also mentor a number of students undertaking various media studies and they are involved in the news production process.

Our National & State News is sourced from AIR News (Australia Independent Radio News) and is heard hourly from 5am – 7pm



The 7 Gold Coast team



Sally-Anne Ryan

COVERING THE COAST

Daily Bar & Seaway Reports from Southport & Tweed

Daily Fishing & Boating with **Paul Burt Channel 7**

Beach & Surf Report with Gold Coast City Council Lifeguards

Friday weekend surf reports with John Nielsen (a local surfing legend)

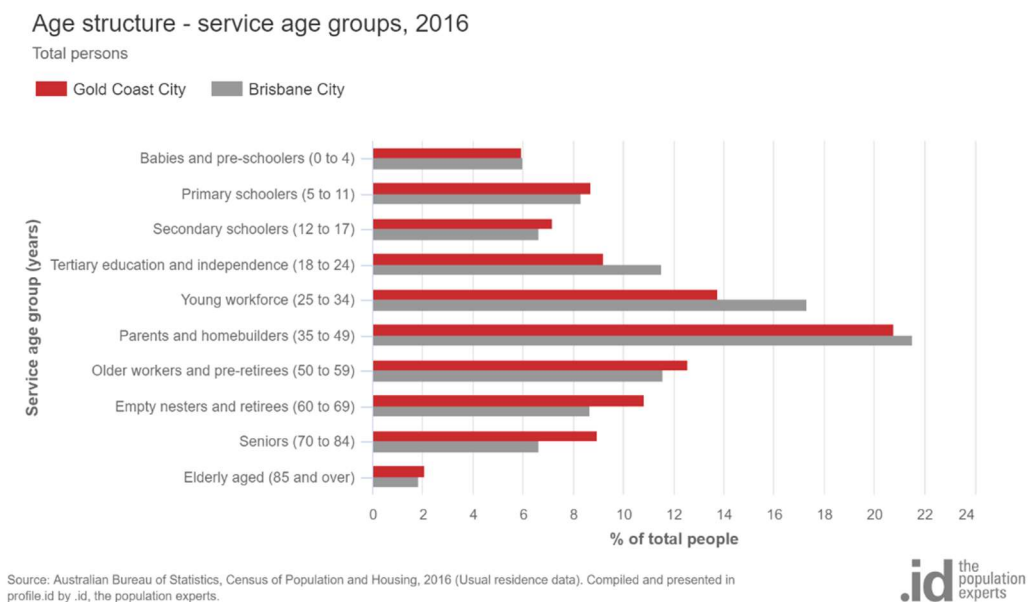
Traffic with ATN's (Australian Traffic Network) Sally-Anne Ryan heads the local ATN team

Since we introduced daily sea and bar, fishing and surf reports they have become very popular with all our listeners who use the forecasts for their outdoor activities. We are crossing live to do the sea way and bar daily reports which is very important to our local marine industry, tourism operators and associated business.

WHO LISTENS

94.1FM targets the Gold Coast mature audience of baby boomers and the top end of Gen X that is enjoying life and most with an amount of disposable income. This means they're buying, travelling and investing, so if you want to reach this audience you need to be on our station.

The graph shows a recent age group makeup of Gold Coast City (with Brisbane only as a comparison)



94.1FM organically appeals to the more mature group of “radio listeners” on the Gold Coast.

94.1FM is connecting with the Gold Coast, and the Gold Coast is connecting with us. We now have a growing number of businesses now including us in their budgets.

Our rates are affordable for those smaller to medium size businesses and we can offer specialised sponsorship packages and incentives for sponsors who book with us long term.



Major businesses on The Coast are now recognizing the reach of 94.1FM from their own internal customer surveys, including **Grand Motors Toyota** and Wahlstrom Financial Services who have been associated with the station for over 5 years now and sponsor our Station Rav-4 vehicles.

SPONSOR TESTIMONIALS - REAL RESULTS

Dear Ian,

We want to thank you from the bottom of our hearts for introducing us and encouraging us to become a sponsor on your great radio station. I remember Richard Fowler and you phoning me when you were first established and suggesting we try it out. Well believe me it has bypassed all of our expectations. If we take a rest our enquiries drop off dramatically and we can't wait to get back on again. Infact now we have booked all the way thru to December, 2020. That is how much confidence we have in you.

You were instrumental in helping us to pick up record sales at **Altitude** of 9 lot sales in June and 8 lot sales in July. We personally love your choice of music especially 60's to 90's and this fits our market demographics to a large extent. Thank you so much for all your help.

Kind Regards,

Lance Cotterill
Managing Director – North Estate Agents

A fantastic response from the listeners of 94.1fm - One in Five!

Gary, this reiterates my comments to you on the day that our relationship with 94.1fm is absolutely crucial, and is a partnership that myself and Julie are extremely happy with. **The constant support we get, not only from the listeners, but also from the staff and management are greatly appreciated and highly valued.**

I look forward to continuing this partnership for the future!

Kind Regards



Neil Kirby
Joint Managing Director
Travel Masters & The Travel Studio
National Excellence Award Winners
Ph 07 5554 2722 Mob 0411 296611
Cotton & Ferry Sts, Nerang
PO Box 563, Nerang, QLD 4211

We truly appreciated the assistance along with your professional approach to follow up. **We won't hesitate in a sponsorship with 94.1FM again.** Just to have you phone to check on us throughout our campaign was encouraging and we would like to thank you for that. It was also a pleasure to work with Ian Cousins. He is a wonderful advocate for 94.1FM and we appreciated his assistance and guidance.

Warm regards,



LOCKERIDGE FINANCIAL ADVISORY

BINDY MARSHALL
Aged Care Liaison Officer
PO Box 6289 GCMC, QLD 9276
www.lfa.net.au

Txt Message to Ian Cousins/Richard Fowler

Hey Guys, just letting you know we just got our first sale at Panorama direct from 94.1FM! (Radio then website REA) priced at \$797,000 **Jim now loves radio - Frank**



Tracey Tucker Regal Shower Screens “**94.1FM- It's been amazing partnership this year.** I always loved listening to them, then we decided as REGAL Shower Screens to become a sponsor with them. Honestly, they have been amazing to us. Everyone there is just so nice and really personable. They know you as a person, not just a company with them. Not just great easy listening music to de-stress your day, but wonderful people to go along with it. Thanks 94.1FM Gold Coast. Unreal!

STATION CONTACT

Studio Address

Studio Suite 10 Rodman Centre
11 Karp Court
Bundall Qld 4217

Phone

07 55 383 941

Postal Address

P O Box 7741 GCMC (Gold Coast Mail Centre) Qld 9726

Web & Social Media

www.941fm.com.au

@941fmgoldcoast



Gold Coast Community Radio Association Incorporated (IA 40593) ABN 96 273 297 113