



Coffs Harbour Youth Community Radio
Expression - Impression - Connection

104.1 CHY FM Media Kit May 2023

Community Radio 104.1 CHY FM Inc
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104.1 CHY FM – PATHWAYS TO THE FUTURE

104.1 CHY FM has undoubtedly grown and developed despite all the obstacles over the last few years.

104.1 CHY FM's dedicated Board of Directors actively contributes their knowledge and expertise to ensure the station's growth, integrity and longevity.

The station's visibility and participation in the community have increased, and 104.1 CHY FM is now genuinely recognised as a trusted and inclusive place of entertainment, inspiration, information and education.

The station has gone through a massive technical overhaul, upgrade and regeneration. 104.1 CHY FM is now fitted with RCS Zetta - the industry-standard broadcast playout system. In addition, studios are now fitted out with up-to-date broadcast equipment, digital technology and connectivity. Our production suite now has industry-standard ProTools and Adobe Audition audio editing systems. This is the same broadcast playout system, digital equipment and software programs systems they have at Austereo and NOVA, so our trained volunteers will get real-life broadcasting and production experience. 104.1 CHY FM is a true pathway to employment to many facets of the media industry.

Our radio broadcast training has been given a complete overhaul. Developed, written and delivered by industry professionals and specially tailored to our targeted age group. We are also developing specialised training in interviewing techniques, news writing and reading, voice acting, program producing, program development, sports broadcasting, outside broadcasting, audio imaging and radio administration.

104.1 CHY FM is now more community-involved with increased outside broadcasts, delivery and collaboration of events with locally-based charities and community groups, and improved business connections.

And to further increase the station's connection, 104.1 CHY FM will soon launch a Subscriber Program, giving those who annually subscribe to the station access to a range of discounts and deals with a variety of businesses within the Coffs Coast area and online.

With a broadcast reach of over 45,000 in the Coffs Coast transmission area, 104.1 CHY FM's listenership continues to grow locally, nationally and worldwide. We are now part of the international iHeartRadio group and the Community Radio Plus broadcast platforms apps and online via our website. So, you can hear 104.1 CHY FM loud and clear wherever you are and on whatever device you have.

Best of all, 104.1 CHY FM has the voice of youth in the Coffs Coast community.

As 104.1 CHY FM approaches its 50th year, there has never been a better time to be part of your community radio station – 104.1 CHY FM.

ABOUT COMMUNITY RADIO 104.1 CHY FM Inc – 104.1 CHY FM



104.1 CHY FM began in December 1973 when local Salvation Army Pastor, the late John Townsend, saw the need for suitable opportunities and activities to help develop life skills and engagement for regional youth and give them a voice in their community.

104.1 CHY FM prides itself on providing industry-based radio broadcast training and mentoring for local youth aged 13 to 25 interested in pursuing a pathway to employment in the

communications and media-related industries. In addition, 104.1 CHY FM offers engaging and empowering volunteer opportunities for those seeking to contribute to the community through broadcast media.

104.1 CHY FM is a not-for-profit, fully-independent community radio station that runs on the goodwill, hard work, passion and dedication of our volunteers and staff and the generosity of subscribers, donors and sponsors who fund the station. We also appreciate the community broadcasting associations and federal and state governments who allocate grant funding to the station for content, training, operations, and development.

As a community radio station, 104.1 CHY FM provides an alternative to networked commercial and public media. At 104.1 CHY FM, our mission is to entertain, inspire, inform, educate and give a voice to the youth of the Coffs Harbour region.



Amber (The A to Z of Everything) with the ever-outrageous Barry Morgan



The 104.1 CHY FM Knuckleheads competing at the 3x3 Hustle Ball For Domestic Violence

WHO LISTENS TO 104.1 CHY FM?

104.1 CHY FM's programming and music selection diversity draws a broad audience spectrum – from Millennials to Baby Boomers. In addition, 104.1 CHY FM is held in great affection and loyalty amongst the Coffs Coast community.



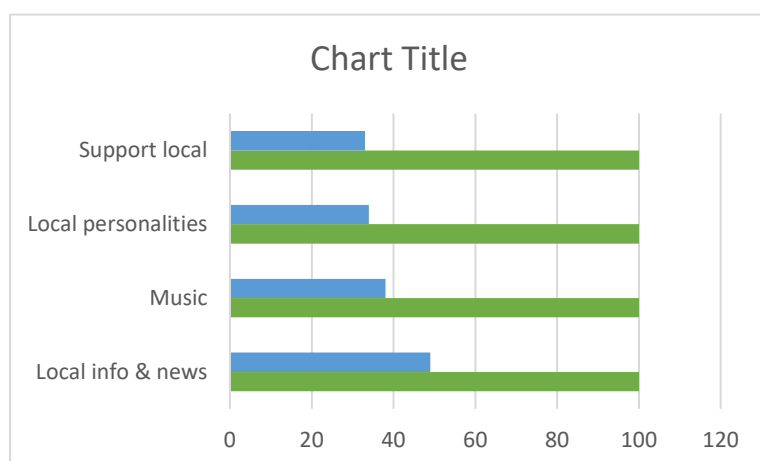
104.1 CHY FM's broadcast reach extends from Corindi in the North to Scotts Head in the South and Dorrigo to the West. Also available via our website and the iHeartRadio and Community Radio Plus apps, 104.1 CHY FM has dedicated listeners all over the globe.

The recent Community Broadcasting Association of Australia (CBA) Survey Report by McNair yellowSquares revealed that 30% of all radio listeners tune into community radio. The value of community radio in regional Australia has been heightened through the 2019-20 bushfire crisis and the ongoing CoVid-19 pandemic, as locals on the ground tell their own community stories.

The latest survey in July 2021 shows from a total market population of 20,620,000 people aged 15+, 24%, or over five million, are community radio listeners with an average listening time of 14 hours per week.

When asked why listeners tune in to community radio stations, the top reasons are:

- 49% listen for local information and/or news
- 38% like to hear music that is not available on other station
- 34% like their local personalities/voices
- 33% because they support Australian and local musicians



"Community radio provides invaluable programs and services that our listeners can not get anywhere else. In regional areas, it is vital and sometimes the only source of local information. It is important for these stations to get feedback on their programming so they can continue to provide the services their listeners need. Jon Bisset, CBA CEO

"Stumbled upon your station today and have to say it's the only station I've heard in many years that would make me listen to the radio again. Thank you" Travis

PROGRAMS

All programs on 104.1 CHY FM are presented by volunteer broadcasters that have gone through the in-house and/or online industry-based courses and mentoring programs.

The breadth of our program provides something for everyone and represents our diverse listener base. Our programs cover a wide variety of music genres and specialist topics, including health, the Arts, environment, conservation, business, entrepreneurship, sport, film, science, pop culture, gaming and local interests.



D-Man, Terry Daktvl and Gringo (Technical Difficulties)

MUSIC

104.1 CHY FM's music playlist offers an alternative to other stations in the area. 104.1 CHY FM covers a wide variety of music genres – from rock and pop, punk, metal, hip hop, funk and soul, electronica, jazz, roots and blues and beyond. Many programmes are hosted by music fans or devoted experts in their fields who decide what they play during their programmes. 104.1 CHY FM strives to ensure that our playlist is 25% Australian artists and supports emerging artists and local performers.

"I listen to your station all day, every day and really think you guys do a fantastic job. Great music without all the ads and crap you get from all the other stations. Well done, and thank you."
Ben

"I have to say, usually I'm a Triple J listener, but 104.1 CHY FM has turned into our station. It's like what Triple J used to be. Hearing so many bands and songs I've never heard. Love finding new music."
Greta



"Thank you very much for all your kindness and support to our artists! We appreciate everything you do."
Lina & Ace, Eshed Music & Art

104.1 CHY FM – SPONSORSHIP



Commercial radio can play up to 20 minutes per hour of advertising, charging top dollar, which brings in profits. However, not-for-profit community radio is allowed only five minutes per hour of sponsorship, with funds going back into achieving the stations' goals and directives.

Sponsors are the lifeblood of 104.1 CHY FM – they enable us to offer industry-based radio broadcast training, opportunities and mentoring and assist with operating costs and equipment upgrades and maintenance.

104.1 CHY FM needs the support of local businesses and the community to keep the station as the essential, inclusive, youth-orientated community radio station and employment pathway that is such a valuable resource here in Coffs.

Sponsorship on community radio generates goodwill in the community and reflects well on your business. And if you want to attract locals to your business, sponsorship on your local community radio is precisely how to reach them.

104.1 CHY FM has a range of sponsorship packages for all businesses and budgets.

104.1 CHY FM guarantees never to play more than two sponsorship announcements in a row. This means your valuable message will not get lost in a clump of messages from other businesses or competitors.

All Sponsorship Announcements on 104.1 CHY FM run for 30 seconds – ample time to get your message across.

Your sponsorship package campaign can be spread from one week through to a full calendar month.

Sponsorship contracts are for three, six and 12-month periods – the longer you support 104.1 CHY FM, the better rate we can provide.

SPONSORSHIP RATES & PACKAGES

INDIVIDUAL SPOT RATES

- All spots relate to 30-second announcements
- All prices are ex-GST
- Campaigns contain a minimum of 10 spots
- Ten spot campaigns can run no longer than 14 days
- All prices include collaborative in-house production*

SPONSORSHIP ANNOUNCEMENTS

Zone 1	6 am to 9 am and 3 pm to 6 pm – Monday to Friday 6 am to 9 am and 3 pm to 7 pm – Monday to Friday (AEDT)	\$35.00 each
Zone 2	9am to 3pm and 7pm to 10pm – Monday to Friday 6am to 10pm – Saturday and Sunday	\$25.00 each

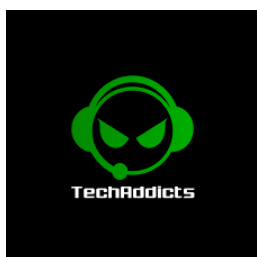
IN-HOUSE PRODUCTION SERVICE:

104.1 CHY FM provides a full-service, in-house, consultative sponsorship package – from script development through to the on-air finished product. We can fine-tune your script to ensure it speaks effectively to our listeners.

We've developed a style of promotional sponsorship announcement that is entertaining and informative without the hard-commercial sell. We encourage our clients to have complete input into the scripting process and approve all announcements before they go to air.

**Any changes to sponsorship announcements once on-air will incur a further \$50 per production charge.*

Terms and Conditions for Sponsorship and the Scripting Guide are available from our Sponsorship Coordinator and on the 104.1 CHY FM website.



"Since we've become a sponsor of 104.1 CHY FM, we've definitely seen an increase in our retail store, getting many more phone calls, and definitely getting a good amount of feedback saying that they are hearing us on the radio. It definitely increases our traffic. And if you're a local business in Coffs Harbour or the surrounding areas, We definitely recommend you doing the same."
Matt Adams, Director, TechAddicts

"Our sponsorship of CHY FM has helped boost brand awareness of our organisation within the Coffs Harbour region. We get great feedback from clients and the community, and the local CHESS Connect Teams get a real kick out of hearing our ads on the station. A fantastic platform for reach, frequency and impact when promoting our services locally." Heather Hammond, Marketing Manager, CHESS



FLAT RATE PACKAGES:

PACKAGE #1: 19 x 30-second spots

6 x 30 sec spots Zone 1 + 13 x 30 sec spots Zone 2 \$535.00
Bonus 4 x 30-sec spots Zone 2

PACKAGE #2: 27 x 30-second spots

8 x 30 sec spots x Zone 1 + 19 x 30 sec spots x Zone 2 \$755.00
Bonus 6 x 30-sec spots Zone 2

PACKAGE #3: 38 x 30-second spots

12 x 30 sec spots x Zone 1 + 26 x 30 sec spots x Zone 2 \$1070.00
Bonus 10 x 30-sec spots Zone 2

PACKAGE #4: 58 x 30-second spots

17x 30 sec spots x Zone 1 + 41 x 30 sec spots x Zone 2 \$1,620.00
Bonus 12 x 30-sec spots Zone 2



Will and Asher (The Sound Surfers) with Sydney Swan, Lance 'Buddy' Franklin

104.1CHY FM offers a range of seasonal sponsorship packages offering real savings. Contact our Sponsorship Manager for details.

**If your business also becomes a Subscriber Discounter,
we'll take 10% off your package total!**

INTRODUCTION & COMMUNITY PACKAGES

Introduction and Community rates may be offered to the following clients at 104.1 CHY FM's discretion:

- Small-scale local sponsors using 104.1 CHY FM for the first time
- Bands or musicians who are unsigned and unrepresented
- Very small-scale not-for-profit arts or community organisations and artists operating without funding

PACKAGE #1: \$310.50 (value \$345.00)

13 x 30-second spots

2 x Zone 1 + 11 x Zone 2

PACKAGE #2: \$621.00 (value \$690.00)

26 x 30-second spots

4 x Zone 1 + 22 x Zone 2



Amber and Zoe (The A to Z of Everything) with the crew from Guzman Y Gomez at the John Townsend Golf Classic Fundraiser 2022

COMMUNITY SERVICE ANNOUNCEMENTS

Community service information is handled in a range of ways. They can include recorded campaigns, information forwarded to programs, live reads and info on social media.

Community Service Announcements are only available at 104.1 CHY FM's discretion and must be deemed appropriate for 104.1 CHY FM's audience. These are mostly offered to charities/NFPs or fundraising events where 100% of the proceeds (not the profits) go to a charity cause.

SUBSCRIBER DISCOUNTER PROGRAM

104.1 CHY FM understands that sponsorship may not be in every business budget, but there are other ways businesses can show their support by becoming a Subscriber Discounter.

The 104.1 CHY FM Subscriber Program encourages listeners and station supporters to pay an annual subscriber fee (tax-deductible) to assist the station with operating costs, training, equipment upgrades and maintenance and continue to be a valuable community asset.

Subscribers can be students, pensioners, music lovers, tradies, parents, grandparents, gamers, carers, musicians, artists, Instagram influencers – just about anyone!

As a Subscriber Discounter, your business will provide our subscribers with an exclusive benefit, voucher, gift with purchase or a discount on goods and services.

104.1 CHY FM will actively promote the Subscriber Program and Subscriber Discounters businesses and offer on-air, on the Subscriber Only section of our website and social media platforms.

This will drive listeners to subscribe and make use of the Subscriber Discounts and, in turn, drive business patronage to you.

For further information and to sign up, contact sponsor@chyfm.org.au



Amber and Zoe (The A to Z of Everything) with the Hon Bronnie Taylor and local State Member Gurmeh Singh.

OTHER PROMOTIONAL OPPORTUNITIES:

104.1 CHY FM offers a range of promotional opportunities that can be tailored to suit the requirements of individual clients and campaigns, including:

- On-air giveaways
- Outside broadcasts
- Program Sponsorship
- Major fundraising event sponsorship