

SEPTEMBER 2020

ARTSOUND.FM

S U P P O R T E R S



EXCLUSIVE REACH TO CANBERRA'S ARTS & CULTURE

What is an ArtSound Supporter?

An ArtSound Supporter is a local business that provides special offers or discounts to ArtSound Members.

By becoming an ArtSound Supporter, you will align your brand with Arts and Culture and assist ArtSound FM to continue to grow its membership, so we can continue to support Canberra's artists.

"ArtSound FM Listeners receive 10% off audio accessories at Duratone Hi-Fi"

In return, your business name will gain radio air time as we continue to spruik our member benefits, and we'll also list you in our Member Benefits section on our website.

Most of our supporters offer a special discount on particular purchases, however if you have a special offer, or something else to promote, we'd love to hear about it!

It is FREE to become an ArtSound Supporter.

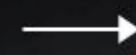
Align Your Brand with Arts & Culture

ArtSound listeners are passionate about authentic, beautiful things. Reach a new audience who generally don't listen to commercial radio.

Our listeners (AB Demographic)

- Spend the least time listening to commercial radio
- Have above-average levels of education
- Are well-travelled
- Have relatively high disposable incomes
- Are among the country's highest achievers, are influential opinion leaders and hold key positions

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Our Reach

Reaching a new average listener
Community radio accounts for 30% of the overall market, each listening for up to 20 hours per week. ArtSound FM attracts an audience that is high in levels of achievement and leadership in an environment that engenders positive response.



ArtSound radio waves reach a 400,000-strong community across the Capital Region



58,000 listeners tune to community radio every week in the Capital Region



The average listener tunes in for 8 hours every week.
~14,000 further listeners tune in for up to 20 hours per week

**58%
FEMALE**



Diverse Age Range
35% aged 25 - 39
28% under 24
25% over 55



Community Radio accounts for around 30% of all radio listenership

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Community Radio

Exclusive Reach

Community broadcasting is Australia's largest independent media sector, a key pillar in the Australian media landscape, and recognised internationally as one of the most successful examples of grassroots media.

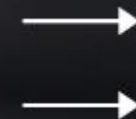
Specific Interests

6 million Australians tune in to 450+ not-for-profit, community-owned and operated radio services operating across the country each week. These stations provide programming that caters to the needs and interest groups of their communities and contribute to and reflect an Australia that is an open society, a strong democracy and a vibrant culture.

Access Diversity

We provide a diverse range of viewpoints that enrich the social and cultural fabric of Australian society and contribute to public interest outcomes. Community radio promotes the identities of local communities and contributes to social inclusion

Artsound FM: Your local music and arts companion.



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Celebrating 38 years proudly serving the ACT. Now broadcasting 24/7 on two frequencies in the Capital Region, and streaming Canberra's arts across the globe online.



ARTSOUND FM: YOUR LOCAL, GLOBAL BROADCASTER.

WITH THANKS TO ARTIST SOCIAL ESTATE IN CANBERRA

Artsound FM: Our History

ArtSound FM is Canberra's only independent radio station catering specially to local music and arts. Staffed almost exclusively by volunteers, ArtSound FM operates on a not-for-profit basis, broadcasting right across Canberra and its environs. ArtSound FM listeners can also listen online and on mobile devices with superb quality, which is so important for the broadcast of fine music.

ArtSound FM is Canberra's award winning community broadcasting station with a unique program format aimed at devotees of quality specialist music (classical, jazz, world, folk), arts and cultural events in the ACT region. Our non-profit, listener-supported station has a long history of achievement, having grown from small beginnings in 1983 to a successful multimedia organisation. Upon the award of a Community Broadcasting Licence by ACMA in 2000, ArtSound FM began full-time service to Canberra and adjacent regions of ACT/NSW. A digital radio (DAB+) service is now also operational.

We connect the community to the arts in the ACT & region. We also provide training & broadcasting opportunities for volunteers of all ages; as well as a professional recording capability. We operate with less than 3 'full-time equivalent' paid staff. ArtSound's funding comes from listener support, members, corporate & government sponsorship, occasional Community Broadcasting Foundation & ACT government grants.

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Our team

ArtSound FM is a collaborative community of over 80 passionate presenters, professional recording engineers, and hundreds of volunteers supporting them.

Our network of artists, musicians, and presenters is the perfect way to bring the values of bespoke quality to your brand.

If you would like to become an ArtSound Supporter, please call or email us and let us know your special offer so we can share it with our listeners.

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Contact us

10am - 3pm Weekdays



Email

admin@artsound.fm

Phone

(02) 6295 7444

Studio address

Cnr Manuka Circle, NSW Crescent,
Manuka ACT 2603



ARTSOUND TEAM: OUR SOLUTIONS

WITH THANKS TO ARTIST
HARRY BURK IN CANBERRA