

# About Radio Adelaide



## Who Are We?

Radio Adelaide broadcasts to Adelaide and the world from our high profile street-front studios on North Terrace in Adelaide's CBD. Our station is powered by more than 400 volunteers, supported by skilled and dedicated staff. A not for profit community radio station, we are part of the University of Adelaide and connected to a national network of over 360 independent, local stations. We're also a Registered Training Organisation, providing nationally accredited training and we offer professional media production services to the broader community. Independent research conducted in 2008 shows we have a loyal listener base of 88,000 weekly listeners and more than 155,000 total listeners to our FM service. Many more in Adelaide and around the world download podcasts from our online program sites and listen online via our high quality live stream at [www.radio.adelaide.edu.au](http://www.radio.adelaide.edu.au)

## What Do We Do?

### We produce award winning radio and online media

In the last 12 months alone, we have been recognised with 14 awards, including a Silver Medal at the New York Festivals, the 2008 Archbishop of Adelaide Media Citation, and national awards for Best Music Program, Excellence in Ethic and Multicultural Programming and Excellence in Training.

### We meet the diverse needs of our community

Our programming is wide-ranging and provides a real alternative to mainstream radio, with diverse voices, music, current affairs and talk. Adelaide's best alternative current affairs coverage can be heard on *Breakfast with Tim Brunero* and on *The Wire*, broadcast nationally each weekday afternoon. Dozens of communities gain access to the airwaves through having their own dedicated programs on Radio Adelaide and hundreds more through interviews and exposure on our shows.

### We've got the arts covered

Dedicated arts broadcasters, we provide comprehensive coverage with specialist programs such as *Arts Breakfast* and *Writers Radio*, alongside daily coverage during *Breakfast* and *The Range*. Music on Radio Adelaide is independent and diverse, with specialist knowledge and new sounds. *Public Domain* broadcasts outstanding public talks given in Adelaide by leading national and international thinkers and activists.

### We provide quality training

As a Registered Training Organisation we provide Certificate II - IV level training in Media and Music Industry Skills for our volunteers and a range of community groups, schools and other organisations. We also provide tertiary courses for both the Universities of Adelaide and South Australia (Media and Journalism). Our training partners include schools, Music SA, community broadcasters around South Australia and CAAMA, the Central Australian Aboriginal Media Association. Hundreds of Radio Adelaide graduates work in all areas of Australian media.

### We provide a wide range of media production services

See us for audio and video recording and production in analog and digital formats, mastering, duplication, message on hold, equipment and studio hire or just advice! We have skilled audio engineers and producers and great voice talent from Spanish to Serbian, from Pitjantjatjara to Persian and of course English!

### Promotional Opportunities include:

- On-Air promotions
- Website banners and links
- Program Guide Advertising
- North Terrace Front Window Displays

- 88,000 listeners per week
- 155,000 per month
- 7000 unique website visitors each month
- over 30,000 podcasts downloaded each month
- over 400 volunteers
- over 500 community partners

*all general enquiries contact*

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