

# Arts Broadcasting



Radio Adelaide offers you a comprehensive and highly effective promotional tool for targeting arts lovers through our extensive arts programming. Our diverse program focus on the arts, ideas, lifelong learning, news, local issues, current affairs and good music in many genres. We are a key player in Adelaide's cultural, intellectual and social life -- an Adelaide that is multi-cultural, multi-generational, accessible, interested in new challenges and new worlds.

Radio Adelaide airs **50 Arts programs every week** including flagship programs **Arts Breakfast** on Saturday mornings, **Writers Radio**, Saturday afternoons and nationally; **The Range**, every weekday afternoon, and **State of Play**, Monday evenings.

We provide air time via **interviews** with - and **performances** by - the most accomplished artists in the world in fields that include visual arts, music, theatre, dance, cabaret, literature, film, multimedia ...

We provide **access** for both **emerging artists** and emerging arts broadcasters, so we regularly broadcast new and developing artists from a variety of genres and cultures.

Our focus is **proudly local**, aiming to present, celebrate and promote South Australian artists and activities to local FM audiences as well as to national and international listeners via satellite broadcasts and internet RealAudio streaming.

Our exceptional **arts broadcasters** include:

**Dr Cath Kenneally** - published author and regular book reviewer for The Weekend Australian and Sydney Morning Herald, with over 15 years experience as a national arts broadcaster

**Ewart Shaw** - opera critic for The Advertiser with 25 years of experience as an arts broadcaster

**Dr Nick Prescott** - respected film critic for The Advertiser, ABC On-line and lecturer at Flinders University

Our **Festival coverage** is extensive including

**Adelaide Festival of the Arts** - dedicated programming throughout the Festival

**Adelaide Fringe Festival** - live on location for Festival with the most comprehensive coverage

**Adelaide Festival of Ideas** - we record every session, providing a fortnight special season and online audio

**Womadelaide** - our national coverage across the University and Community and Indigenous Radio network is a multi-award winner and reaches an audience of more than one million listeners

**Adelaide Writers Week** - we record the lot and broadcast the best of it throughout the year

**Live Music Fest** - our own Festival of local sounds - one week where every program celebrates the diversity of Adelaide's musical cultures

**Feast** - we're a committed partner of Adelaide's queer cultural festival, each November, providing coverage and creating our own artistic contributions

plus partnerships with a wide range of community festivals and cultural events.

**Talk to us!**

## Promotional Opportunities include:

- On-Air promotions
- Live on Location Broadcasts
- Program Guide Advertising
- North Terrace Front Window Displays

- 70,000 regular listeners
- over 500 volunteers
- Community Radio Station of the Year

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