

16 July 2009

Radio unites in massive outside broadcast

In a world first, Australian commercial radio broadcasters and the public service broadcasters are putting competition aside on 6th August 2009 when more than 40 different radio stations hold a simultaneous outside broadcast in Sydney, Melbourne, Brisbane, Perth and Adelaide to promote digital radio.

The event billed as “Radio United” will see the highly competitive commercial sector broadcasting side by side with their commercial counterparts and public service broadcasters to promote the benefits of digital radio.

Joan Warner, chief executive officer of Commercial Radio Australia said the radio industry was coming together with one voice, at one time, on one day to highlight the new digital radio technology.

“Breakfast radio is a very powerful medium with Nielsen research figures for survey four 2009 showing the average cumulative breakfast radio audience Monday to Friday in the five state capitals for all stations is 8,761,000 people. Radio is a big part of Australians way of life and we want to tell them about our new digital technology,” said Ms Warner.

“As an industry we will be speaking to this audience about digital radio in a unique event. We are inviting listeners to come to the outside broadcast in each city, meet many of the top radio personalities and listen to digital radio,” said Ms Warner.

The outside broadcasts in each city will be held from 5.30 am – 9.00 am in central city locations; Sydney - Martin Place, Melbourne - Federation Square, Brisbane - Reddcliff Place, Adelaide – Victoria Square and Perth – Forrest Place.

Each city location will have a digital radio “Listener Post” where digital radio manufacturers: Roberts, Sangean, Yamaha, iRiver, Bush, Revo, Grundig and Pure will showcase a range of digital radios and enable listeners to hear and see digital radio on a variety of different receivers.

A fully fitted out car featuring a digital radio adaptor will also be on site in each state. Plus there will be a preview of the first screen based digital radio showcasing the visual aspects of the new technology with the transmission on screen of album covers, radio presenter photos and station logos.

Hundreds of digital radios will be given away to lucky listeners on the morning but they must attend the outside broadcasts and enter on site to win.

A countdown clock to the start of the Radio United event begins today at the www.digitalradioplus.com.au website and all participating stations start the countdown on their websites soon.

Digital radio is free – all you need is a new digital receiver – no subscription fees or signing up, just tune in. Listeners can go to the website www.digitalradioplus.com.au and type in their postcode to see if they live in an area where they can receive digital radio or where they will be able to buy a digital radio. Alternatively, simply SMS your postcode to the mobile phone number 0409DRPLUS (0409 377 587) to find out if you can receive digital radio in your area.

Attached is a list of stations and on air presenters participating in Radio United.

For further information on digital radio visit: www.digitalradioplus.com.au

Media contact Melissa Fleming, CRA PR Manager Digital on – 0417 499 529.



Radio United Event - Participating Stations

SYDNEY – MARTIN PLACE

| | | | |
|-------------|---------------------|---|--|
| Super Radio | 2SM 1269AM | Breakfast | Grant Goldman |
| Austereo | Triple M 104.9 | | |
| Austereo | 2DayFM | The Kyle and Jackie O Show | Kyle Sandilands Jackie O |
| DMG | vega 95.3fm | Tony, Bec & Mikey | Mikey Robins Tony Squires Rebecca Wilson |
| Macquarie | 2GB 873 | Breakfast with Alan Jones - Jason Morrison broadcasting on-site & crossing to Alan in-studio | Alan Jones Jason Morrison |
| Macquarie | 2CH Easy 1170 | Breakfast with Gareth McCray | Gareth McCray |
| Tabcorp | Sky Sports Radio | Big Sports Breakfast with Terry Kennedy & Michael Slater | Terry Kennedy Michael Slater |
| Fairfax | 2UE | Breakfast with Mike & Sandy | Mike Carlton Sandy Aloisi |
| DMG | Nova 96.9fm | Merrick & Rosso & Kate Ritchie | Merrick Watts Tim Ross Kate Ritchie |
| SBS Radio | | Foreign Language Programming | |
| ABC | ABC702 | 702 Breakfast with Adam Spencer | Adam Spencer |
| ARN | The EDGE Digital | Mike E & Carmela | Carmela Contarino Michael Etheridge |

MELBOURNE – FEDERATION SQUARE

| | | | |
|---------------------|------------------|--|-------------------|
| Pacific Star | 3MP | The Easy Breakfast | John Burgess |
| Fairfax | Magic 1278 | Magic 1278 Breakfast | Ann Gilding |
| | | | Kevin John |
| Austereo | Fox 101.9 | The Matt & Jo Show | Matt Tilley |
| | | | Jo Stanley |
| Sport Entertainment | 1116 SEN | Morning Glory | Tim Watson |
| | | | Bill Brownless |
| | | | Andy Maher |
| Fairfax | 3AW | Breakfast with Ross Stevenson and John Burns | Ross Stevenson |
| | | | John Burns |
| DMG | Nova 100 | Hughesy and Kate | Dave Hughes |
| | | | Ed Kavalee |
| DMG | Vega 91.5fm | Dicko, Dave & Chrissie | Ian Dickson |
| | | | Dave O'Neil |
| | | | Chrissie Swan |
| Austereo | Triple M 105.1 | | |
| SBS Radio | | Foreign Language Programming | |
| ARN | The EDGE Digital | Breakfast Broadcast | |
| ABC | ABC 774 | Breakfast with Red Symons | Red Symons |
| Tabcorp | Sport 927am | Prime Time Sports Interactive with Michael Christian and Angela Pippas | Michael Christian |
| | | | Angela Pippas |

BRISBANE – REDDACLIFF PLACE

| | | | |
|----------|----------------|------------------------------------|--|
| Fairfax | 4BC | Breakfast with Jamie Dunn | Jamie Dunn |
| ARN | 4KQ 693 | Laurel, Gary & Mark In The Morning | Laurel Edwards |
| | | | Gary Clare |
| | | | Mark Hine |
| Austereo | Triple M 104.5 | The Cage | Ian Skippen |
| | | | Emily-Jade |
| | | | Greg "Marto" Martin |
| | | | Greg "Sully" Sullivan |
| Austereo | B105 | Labby, Camilla & Stav | Jason "Labrat" Hawkins |
| | | | Camilla Severi |
| | | | Stewart "Stav" Davidson |
| DMG | Nova 106.9fm | Breakfast with Meshel, Ash & Tim | Meshel Laurie |
| | | | Ash Bradnam |
| | | | Tim Blackwell |
| Fairfax | 4BH 882 | Moyd and Loretta | Moyd Kay |
| | | | Loretta Ryan |
| ABC | ABC 612 | Spencer Howson's All-day Breakfast | Spencer Howson |
| UNITAB | RadioTAB | Sportsbet Breakfast Program | John McCoy Graham Rigby Ray "Razor" Phillips |

ADELAIDE – VICTORIA SQUARE

| | | | |
|----------|------------------|----------------------------------|--------------------------|
| DMG | FIVEaa | Breakfast on FIVEaa | Keith Conlon |
| | | | Tony Pilkington |
| | | | Jon Blake |
| | | | Jane Doyle |
| | | | Chris McDermott |
| Austereo | SAFM | Rabbit, Amber & Cosi | Rabbit |
| | | | Amber Petty |
| | | | Cosi |
| ARN | Cruise 1323am | Cruise Breakfast with John Dean | John Dean |
| ABC | 891 ABC Adelaide | Breakfast with the Bald Brothers | Tony McCarthy |
| | | | John Kenneally |
| Austereo | Triple M 104.7 | Kym, Ali & Dzelde | Kym |
| | | | Ali |
| | | | Dzelde |
| DMG | Nova 919 | Fitzzy, Claire & Jules | Ryan "Fitzzy" Fitzgerald |
| | | | Claire Murphy |
| | | | Julian "Jules" Schiller |

PERTH – FORREST PLACE

| | | | |
|----------|----------|--|-------------------------|
| Austereo | Mix 94.5 | The Bunch with Fred, Lisa, Joss & Capt. Paul | Fred Botica |
| | | | Lisa Shaw |
| | | | Joss Dwyer |
| | | | Paul Shepherd |
| Austereo | 92.9 | Em and Sam Mac now with Basil Zempilas | Emelia Rusciano |
| | | | Sam McMillan |
| | | | Basil Zempilas |
| DMG | Nova 937 | Nathan & Nat with Shaun McManus | Nathan Morris |
| | | | Natalie Locke |
| | | | Shaun McManus |
| Fairfax | 6PR | Breakfast with Millsy & Tony Mac | Tony McManus |
| | | | Steve Mills |
| Fairfax | 96fm | The Crew with Gary, Fitzy & Aleysha | Gary Shannon |
| | | | Brad "Fitzy" Fitzgerald |
| | | | Aleysha Knowles |
| Capital | 6iX | Johnny Young's Big Breakfast | Johnny Young |
| ABC | ABC 720 | Breakfast with Eoin Cameron | Eoin Cameron |

MEDIA CONTACT

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