



Coffs Harbour Youth Community Radio  
Expression - Impression - Connection



## 104.1 CHY FM Media Kit

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Community Radio 104.1 CHY FM Inc  
Trading as 104.1 CHY FM  
PO Box 4133  
Coffs Harbour Jetty NSW 2450  
T: 02 6651 1104  
E: [sponsor@chyfm.org.au](mailto:sponsor@chyfm.org.au)  
W: [www.chyfm.org.au](http://www.chyfm.org.au)  
ABN 88 313 616 425





## 104.1 CHY FM – CELEBRATES 50 REMARKABLE YEARS OF RADIO EXCELLENCE

For five decades, 104.1 CHYFM has been a beacon of creativity, innovation, and youth empowerment in the Coffs Coast area and beyond. To commemorate its 50th anniversary, we take a look back at the station's remarkable journey, from its humble beginnings as a local subscription radio service to its current status as a thriving training station with industry-standard studios, mentoring programs, and employment pathways.

In 1973, 104.1 CHYFM came into existence as a subscription radio service, delivering a fresh and unique sound to the local community. As the years passed, the station evolved and transformed, embracing new technologies and expanding its horizons. With an unwavering commitment to entertaining, inspiring, informing, educating, and giving a powerful voice to the youth, 104.1 CHYFM has become a pivotal part of the region's cultural fabric.

One of the station's standout achievements has been the establishment of up-to-date, modern, industry-standard studios, providing aspiring radio professionals with the perfect launching pad for their careers. 104.1 CHYFM's impressive training programs have nurtured countless talents, empowering them with the necessary skills and confidence to excel in the competitive field of broadcasting.

But it doesn't stop there. Looking toward the future, 104.1 CHYFM has ambitious plans in motion to further amplify its impact within the community. One such initiative is the introduction of radio broadcast training as a Year 9 and 10 elective subject for high school students, offering them hands-on experience in the world of radio and giving them a head start in pursuing their passion.



*Amber & Zoe (The A to Z of Everything) with Cronulla Sharks Dale Finucane and Ronaldo Mulitalo*

Recognising the importance of community involvement, the station is also set to increase its engagement with local organisations, businesses, and events. By forging stronger connections with community partners, 104.1 CHYFM aims to foster deeper relationships and create meaningful shared experiences for the listeners it serves.

In addition, the station is thrilled to announce the launch of the 104.1 CHYFM Get Involved program. This community involvement initiative will provide loyal listeners and station supporters with exclusive access, benefits, and opportunities, ensuring they remain an integral part of the station's journey for years to come.

The program is a testament to 104.1 CHYFM's commitment to nurturing a strong and supportive community that continues to thrive and grow.

Throughout its 50-year history, 104.1 CHYFM has never wavered from its mission to entertain, inspire, inform, educate, and give voice to youth. With its finger on the pulse of the community, the station has served as a platform for countless young individuals' aspirations, concerns, and talents, allowing their voices to be heard loud and clear.

As 104.1 CHYFM celebrates this milestone anniversary, it embarks on a new chapter filled with boundless optimism and enthusiasm. The station's unwavering dedication to empowering youth and fostering creativity will continue to shape the future of radio broadcasting in the Coffs Coast area and beyond.

So Happy 50<sup>th</sup> to all who have been a part of 2CHY/104.1 CHYFM and made it what it is today and for all those sponsors, donors, supporters, members, volunteers and staff that continue their goodwill, hard work, passion and dedication that will see 104.1 CHYFM through the next 50 years!

Join the celebration and tune in to 104.1 CHYFM, where the beat of youth pulses through the radio waves, lighting up the Coffs Coast and beyond.



## ABOUT COMMUNITY RADIO 104.1 CHY FM Inc – 104.1 CHY FM



*Actor, Director, Producer Stig Weymss (3<sup>rd</sup> from left) with students at the Voice Acting Workshop*

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.*



*Amber and Zoe (The A to Z of Everything) with Kingswood*

## WHO LISTENS TO 104.1 CHY FM?

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



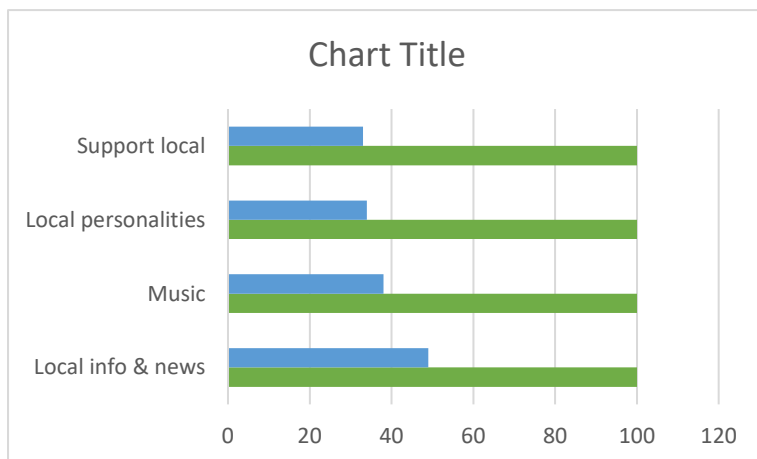
104.1 CHYFM's broadcast reach extends from Corindi in the North to Scotts Head in the South and Dorrigo to the West. Also available via our website and the iHeartRadio and Community Radio Plus apps, 104.1 CHYFM has dedicated listeners all over the globe.

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***

***"Just love your station, I have it on all day" Marcus***

***"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 CHYFM are presented by volunteer broadcasters who have gone through 104.1 CHYFM's industry-based training and mentoring programs.

The breadth and variety of our program provide something for everyone and represent 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 CHYFM's music playlist offers an alternative to other stations in the area. 104.1 CHYFM 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 CHYFM 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 CHYFM 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**



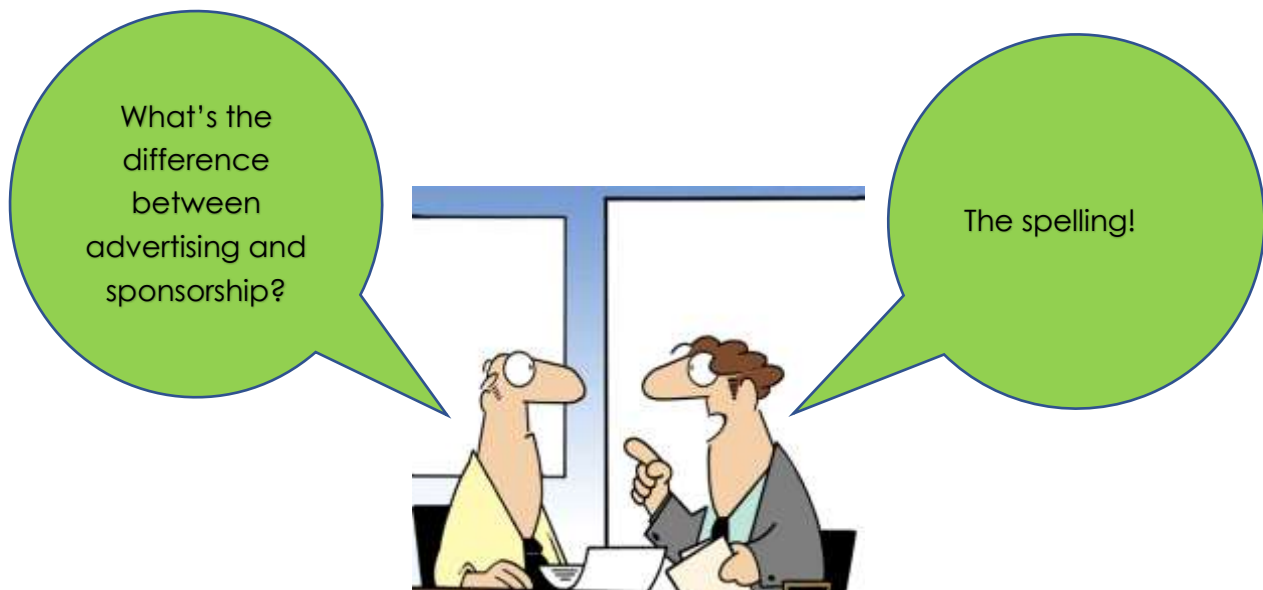
*"We were visiting Coffs and listening to your amazing station. Keep up the amazing variations of sounds."*

**Duncan**

*"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 OPPORTUNITIES WITH 104.1 CHYFM SUPPORTING COMMUNITY RADIO and YOUR BUSINESS



When it comes to radio advertising, there are two distinct options: commercial radio and not-for-profit community radio. While commercial radio may offer a wider reach, community radio stations, like 104.1 CHYFM, provide unique opportunities for businesses to thrive by supporting a valuable community resource. The benefits to your business of partnering with 104.1 CHYFM can make a meaningful impact on the community while gaining positive exposure.

### **1. The Importance of Sponsorship**

Sponsorship is vital to the success of 104.1 CHYFM. By becoming a sponsor, you contribute to the station's operating costs, equipment upgrades, and, most importantly, the training programs that empower aspiring young broadcasters. Your support ensures the longevity and growth of this valuable community resource.

### **2. Community Support and Business Benefits**

Sponsorship not only helps the station, but it also benefits your business. By aligning your brand with 104.1 CHYFM, you demonstrate your commitment to the local community. This generates goodwill, fosters a positive brand image, and enhances your reputation among potential customers who value businesses that support local initiatives.

### **3. Sponsorship Packages**

104.1 CHYFM offers a range of sponsorship packages designed to suit different businesses and budgets. Whether you're a small local business or a larger enterprise, there's a sponsorship opportunity that can meet your unique needs.

### **4. Message Visibility**

Unlike commercial radio stations that are known for cluttered advertising blocks, 104.1 CHYFM maintains a commitment to its sponsors. We guarantee that never more than two sponsorship announcements will play in a row, ensuring your message won't get lost in the noise.

### **5. Ample Time to Convey the Message**

Every sponsorship announcement on 104.1 CHYFM runs for 30 seconds, providing ample time to effectively convey your desired message. With this dedicated airtime, you can communicate your brand's values, offers, or any other important information to the attentive community audience.



## 6. Campaign Duration Options

Flexibility is key when it comes to sponsorship. That's why 104.1 CHYFM offers various campaign duration options. Whether you prefer a short, impactful burst or an extended campaign, we can tailor the sponsorship package to suit your goals and objectives. Campaigns can be as short as one week or an entire calendar month.

## 7. Long-term Sponsorship Benefits

Committing to long-term sponsorship with 104.1 CHYFM brings additional benefits. We offer sponsorship contracts for three, six, and 12-month periods, with special rates available for businesses that choose to extend their support. Long-term partnerships demonstrate a consistent commitment to the station and the community it serves.

Support from local businesses is crucial for 104.1 CHYFM to continue being a vital, inclusive, and youth-oriented community radio station and employment pathway in the Coffs area. By partnering with us, not only do you contribute to our mission, but you also establish your brand as one that cares about the community it serves.

If you're ready to support 104.1 CHY FM and experience the benefits of sponsoring community radio, reach out to us today. Inquire about sponsorship opportunities and discover how partnering with 104.1 CHYFM can help your business thrive while helping this exceptional community radio station continue to entertain, inspire, and educate the Coffs Coast.



*"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 CHES 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, CHES





## 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

<b>Zone 1</b>	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
<b>Zone 2</b>	9am to 3pm and 7pm to 10pm – Monday to Friday 6am to 10pm – Saturday and Sunday	\$25.00 each

### 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

### 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 \$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.

## 104.1 CHYFM GET INVOLVED DISCOUNTER: SUPPORTING 104.1 CHYFM and BOOSTING YOUR BUSINESS

The 104.1 CHYFM Get Involved Program is a vital aspect of our station, providing ongoing financial support and engagement. Businesses can also play a significant role by becoming 104.1 CHYFM Get Involved Discounters. Here's how your business can support 104.1 CHYFM and reap the rewards through the program.

### The Benefits of Being a Get Involved Discounter

- The subscriber base of 104.1 CHY FM is diverse, comprising individuals from various backgrounds and interests. By becoming a Get Involved Discounter, your business gains access to this diverse and engaged audience.
- Offering exclusive benefits, vouchers, gifts with purchase, or discounts on goods and services to our Get Involved community can be an excellent way to attract new customers. Being a Get Involved Discounter allows you to tap into a loyal and attentive listener base while simultaneously promoting your brand.

### Promotional Opportunities

- At 104.1 CHYFM, we're committed to actively promoting the Get Involved Program and Business Discounters. We strive to ensure that the benefits you offer as a Get Involved Discounter receive optimum exposure.
- Our promotional platforms include on-air mentions, showcasing Get Involved Discounts on the Get Involved section of our website, and promoting your brand through our social media channels. By taking advantage of these platforms, your business gains increased visibility among our engaged listener community.

### The Impact on Business Patronage

- The promotion of Get Involved Discounts drives listeners to subscribe, as they recognise the exclusive benefits they can access through the program. By offering a discount or special offer, you capture the attention of potential customers who are actively engaged with our station.
- Increased subscriptions translate to increased patronage for your business. As more listeners become subscribers and avail themselves of your Get Involved Discount, you'll experience a boost in customer traffic, sales, and brand recognition.

Becoming a Get Involved Discounter not only helps support 104.1 CHYFM but also enhances your own business. You gain access to a diverse and engaged listener base, and by offering exclusive benefits, vouchers, gifts with purchase, or discounts, you attract new customers and foster loyalty.

We encourage your business to take action today and join our Get Involved Discounter program. By doing so, you contribute to the success of 104.1 CHYFM while bolstering your own business with increased patronage and brand exposure.

Remember, the Get Involved Discounter program is a win-win opportunity. Support 104.1 CHYFM and watch your business thrive.

For further information and to sign up, contact [sponsor@chyfm.org.au](mailto:sponsor@chyfm.org.au)

## INTRODUCTION & COMMUNITY PACKAGES

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

- Small-scale local sponsors using 104.1 CHYFM 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*

## 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 CHYFM'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.

## OTHER PROMOTIONAL OPPORTUNITIES:

104.1 CHYFM 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





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