# 2019 Radiothon Plan

## Aims

The aim of the radiothon is to encourage listeners to become financial supporters by promoting the value of the station to them and their community.

## Key Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>21 May</td>
<td>Volunteers’ Radiothon Strategy Meeting at Nexus</td>
</tr>
<tr>
<td>17 June</td>
<td>Radiothon commences</td>
</tr>
<tr>
<td>23 June</td>
<td>Radiothon ends</td>
</tr>
</tbody>
</table>

## Key Objectives

- Engage listeners in value of Radio Adelaide and need to become supporters.
- Gain 500 supporters — it’s a lot but it’s achievable!

## Campaign Narrative

A really effective supporter drive needs a consistent message. To get the narrative that we can all use to engage listeners in why Radio Adelaide is of value to our community, and we they should become supporters, we’ve distilled the many facets of what we do as follows.

*One-Line Narrative*

Rich and real Adelaide arts, music and ideas for curious listeners.
2019 Radiothon Plan

Extended Narrative
Radio Adelaide is a local source of rich and real Adelaide arts, music and ideas for curious listeners in a world of increasing media commercialisation and syndication. It’s an integral voice in Adelaide’s culture and a fertile training ground and community for Adelaide media makers.

Key Data
To quantify some of the many contributions we make to our community, following are some key data on our programming, training and audience achievements.

- 120 hours of local radio produced every week in our Adelaide studios.
- More than half of all music played is Australian.
- More coverage of the Adelaide Festival and Fringe than any other station.
- Trains over 100 people per year in making radio.
- 54,000 cumulative listeners per week.
- 187,000 cumulative listeners per month.

Market Data
To put our radiothon objectives into perspective, here’s the data on national averages.

- On average nationally, metro community stations on educational licenses like Radio Adelaide have 5,523 supporters, generating $66 per person.
- By comparison, Radio Adelaide has just 348 current supporters and members (mostly volunteers), generating an average of $52 per person.
- Fewer than half of 1% of Radio Adelaide listeners are supporters!
Calls to Action

To be effective, the radiothon needs a clear call to action. The number one thing we want listeners to do is to become supporters! So that’s the *direct* call to action — the first priority and the most effective way listeners can support the station.

*Direct CTA*
Become a supporter.

*Transitional CTAs*
Not every listener will be willing straight away to become a supporter. So you can also suggest transitional calls to action — actions that will help us engage with them and hopefully later convert them to supporters — including

- Make a donation.
- Buy a keep cup or T-shirt.
- Come to an event.
- Register for our newsletter.

Promotional Activities

From 17-23 June, on-air content must be wholly focused on Radiothon and encouraging listeners to become supporters. Remember, this is the only time each year that we ask listeners for money — it’s just one week out of 52 — and there’ll be lots of content and promotion on-air, on the Radio Adelaide website and on social media, plus a number of programs broadcast live from venues around Adelaide.

*On-Air Content*
  1. Presenters doing CTAs in every talk break.
  2. Live music performances in all relevant programs.
2019 Radiothon Plan

3. Interviews with high-profile supporters, e.g. performers, politicians, music and arts industry stakeholders, successful alumni.
4. Listener interviews.

On-Air Promotion
1. Recorded 30 or 60-second supporter testimonials.
2. Recorded 30 or 60-second volunteer testimonials.
3. Rotating 30-second calls to action by board, staff, volunteers.

Online Promotion
1. Large CTA slider on radioadelaide.org.au linked to store.
2. CTA email footers linked to store for all RA email accounts.
3. Pop-up CTAs on radioadelaide.org.au.
4. Email campaign to listener mailing list.
5. Video testimonials by board, staff, volunteers, supporters and supporting organisations for Facebook, Instagram, Twitter and radioadelaide.org.au.
6. Digital advertising via Facebook and Instagram.

Events
1. Listen in The Dark (TBC).
2. Roundabout singalong OB.
4. Adelaide’s Heaps Good OB with live performances.
5. Her. OB with live performances.
6. The Folk Show/Saturday Blues OB with live performances.

Posters
1. Event promo poster runs for cafes, music venues.
Volunteer Roles

There will be lots of opportunities to contribute off-air, including but not limited to those listed below. Please see Nikki or Carol if you’d like to help.

<table>
<thead>
<tr>
<th>Role</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taking calls &amp; processing orders</td>
<td>Multiple (rostered)</td>
</tr>
<tr>
<td>On-air promo scheduling</td>
<td>One</td>
</tr>
<tr>
<td>Events techs</td>
<td>Multiple</td>
</tr>
<tr>
<td>Events coordinators/supporter sign-ups</td>
<td>Multiple</td>
</tr>
</tbody>
</table>

Supporter Fees & Merch Bundles

Supporter fees will increase slightly from $75 to $77 for standard and $40 to $44 for concession. This is the first increase in several years and is a tiny fraction of the increase to our expenditure since becoming independent.

<table>
<thead>
<tr>
<th>Completed</th>
<th>Sub-Total</th>
<th>GST</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Supporter</td>
<td>$70.00</td>
<td>$7.00</td>
<td>$77.00</td>
</tr>
<tr>
<td>Concession Supporter</td>
<td>$40.00</td>
<td>$4.00</td>
<td>$44.00</td>
</tr>
<tr>
<td>Standard Supporter Merch Bundle*</td>
<td>$92.27</td>
<td>$9.23</td>
<td>$101.50</td>
</tr>
<tr>
<td>Concession Supporter Merch Bundle*</td>
<td>$65.45</td>
<td>$6.55</td>
<td>$72.00</td>
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*Includes supporter fee, keep cup and T-shirt.