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HOW TO DO A CRACKER RADIOTHON SHOW!

Radiothon is a time to be playful and creative. The primary aim is to get listeners to call in and sign up as subscribers – and a great way to do that is to ensure you have fun. Last year we signed over 600 subscribers which is amazing!

Theme

The theme is **Bring The Noise**.

What is the Noise?

It's the music, it's the talk, it's the singing, it's the song, it's the chit and the chat, it's the events and the gatherings, it's the vibe, it's everything we do, it's our community.

We wanna make some noise about what we do.

We gonna be noisy, We gonna be loud, We gonna be rowdy.

Because we are a strong little station in a strong regional community, and that's something to be proud of. We want to acknowledge how important that is. We want to celebrate our uniqueness and how fortunate we all are to be residing in such a vibrant region.

We are asking the community to help provide some much needed support to keep us on the airwaves.

Playful / Fun

Every presenter will have the opportunity to present a Radiothon Special edition of their show, so it's your chance to think laterally about what you do. By all means loosely follow your format, play the music you like- but maybe add some elements or segments you don't normally have.

Special Guests

You might want to think about getting a guest co-presenter who you can bounce off or line up some guests to come into the studio. Asking for money can be tiring and it can be hard to maintain enthusiasm when you are on your own in the studio. It's a great time to buddy up with another presenter! Chat to Rich Moffat if you are struggling for ideas or need some help.

Previous Guests

Email all the guests you've had on your show over the past year and invite them to subscribe to your show

Endorsements

Start gathering endorsements. If you are talking to people- try and get them to record an endorsement for the station and your show. For example -

"I'm Beryl Smith from the Post Office and I love MAINfm. Become a subscriber to the best little station in the nation.."

"I'm Jeremy Furze from the Bridge and the best little station in the nation IS MAINfm."

"I'm Nick Cave and my favourite radio station in the world is MAINfm / I suggest you subscribe."

Friends & Family

Don't be shy in asking your friends and family to subscribe to your program. Let them know how much you love presenting your radio show and how important it is to your life - I'm sure they would love to show you their support. Get the word out: Email, Text message, Whatsapp, FB - spread the word. Here's the link

<https://mainfm.net/subscribe-to-main-fm/>

Please Update your show and presenter page!

Try and make it pop. Whilst you may not want to pigeon yourself to a certain genre, it's still possible to describe the feel and sound of your show through words. We would also like you to publish a contact email on your page so artists and musicians can contact you directly for interview requests. It doesn't have to be your personal email, you could create a generic email for the show.

You can update your show via the 'About Us' section on the website.

If you need help – check out the new help guide on the Hub at qrco.de/hub949 under the *Training / Ideas / shows* categories. It's called 'Presenter & Show Profiles on our Website'.

The Socials

So people can check you out, Also please promote your show on the **Friends of MAINfm FB** page and Instagram in the lead up to Radiothon by telling people what you've got coming up on the show- your playlist etc. Use hashtags:

#949mainfm

#communityradio

#mainfmradiothon

Instagram and FB Stories

While station management reserve scheduling rights over Posts, we are more than happy to share any Stories you might make about your show. Please give us at least 24 - 48 hours notice, and if we see them in time, we'll share them.

Invite your friends to like MAINfm and Friends of MAINfm so we can extend our reach, attract more listeners and more subscribers - and have more fun.

Suggestion: Things to mention on air in order to spruik the station and your show (ie brag about how great we are)

- We have over **100** amazing volunteers presenting over **70** shows a week - for a regional station, that is a BIG deal - it's actually huge. You guys are amazing. Let's celebrate that.
- MainFM has diverse representation across the grid. For a regional station and community, MainFM punches well above its weight.
- MainFM is licensed to Castlemaine District Radio (CDR Inc.) to serve the Mount Alexander district community and broadcasts from Djarra country.
- MainFM transmits **24 hours each day** - (which means we've got a lot of gear to service and bills to pay)
- Our presenters are a rad bunch of humans made up of locals who know and love the region.
- MainFM is a not-for-profit organisation with a volunteer Committee of Management.
- All income generated is used for the operation, development and maintenance of the station.
- The station contributes to national media diversity by providing a platform for alternative voices.
- We now have programs that cover current affairs, books, gardening, mental health, wellness, disability, sport, art, the queer community, the generation gap, radio dramas, philosophy, poetry and spoken word as well as music shows featuring rock, pop, funk, soul, punk, country, indigenous music, folk, world music, experimental music, lounge, Old Hollywood, reggae, new releases, blues and roots, jazz, hip-hop, classical music... pretty much every genre you can think of ...
- In the past 12 months we've delivered 12 Outside Broadcasts! For Castlemaine Fringe Festival, Castlemaine State Festival, Mount Alexander Shire Council, Castlemaine Idyll, Emergency Expo, Town Folk and more. We are out and about all over town representing and supporting local events and musicians.
- MainFM is a champion of diversity. 46% of our on-air presenters are female or gender diverse. We have female representation in our staff and on our committees. At the Main GAME 40% of players on the field were women or women identifying.
- MainFM has 11 young presenters aged 14 - 25 years of age. 4 of these young presenters are still in high school! MainFM also works with FREEZA, Castlemaine Secondary College, Youth Advisory Group, and hosts 2 x work experience students a year. MainFM actively supports our young people to host Outside Broadcasts and design our event posters.
- MainFM has representation from the LGBTQI+ community and works with Castlemaine Pride and Midsumma Festival.
- MainFM regularly engages with over 50 local businesses and over 70 local community organisations. That is massive.

And we've won awards!

- **2021 CBAA Award Excellence in Journalism** (Elizabeth Scanlon)
- **2021 CBAA Award Best New Show** (Welcome to the Library)
- **2020 CBAA's Most Outstanding Small Station Award**
- **2020 CBAA Award Best Fundraising Event** for the 2020 Here Comes the Sun Radiothon.
- **2019 CBAA ArtSwank – Best Radio Program** (Talks)

During your Radiothon show...

Office helpers

- Everytime someone subscribes, they get a mention and a thank you on air.
- Office helpers will be running into the studio during your show with the names of people you need to give a shout out to
- Every subscriber gets a subscriber pack with: a letter of thank you, a bumper sticker, a subscriber card, a postcard and a program guide

Prizes

- You will need to spruik our sponsors and mention the prizes
- There will be a list of DAILY PRIZES on the panel to be read out by presenters each day of Radiothon.
- Winners of the daily prizes will be drawn at random at the end of each day with the winners' names announced on air the following day.
- There is a list of MAJOR PRIZES in the studios – these can be read out in the lead up and during Radiothon.
- All SUBSCRIBERS will be eligible for the MAJOR PRIZES which will be announced in the first week of July.

And finally- please update your membership – you must be a member to be a presenter. Here's the form to do that www.mainfm.net/join/

BUT most importantly .. Have Fun!! You'll have support from office helpers all the way through, snacks and refreshments to keep you fuelled. Together we can do this. Happy Radiothon to you all...

REASONS TO SUBSCRIBE

- We need your help to pay the bills - Rent, Power, Insurance, Internet, Licensing, Equipment.
- Help us 'Go Digital' with On Demand listening web service - you'll be able to access all your favourite shows to listen back to, at the click of a button
- MainFM serves the Mount Alexander district community, transmits 24 hours each day with music of broad appeal combined with local news and information.
- MainFM believes in diversity and giving a voice to underrepresented members of our community
- MainFM regularly engages with over 60 local community organisations and local businesses.
- Our presenters are locals from the region and the organisation is not-for-profit.
- All income generated is used for the operation, development and maintenance of the station.
- We have over 100 volunteer presenters and air over 70 shows a week!!
- You go in the draw for daily and major prizes
- We play music in all its diversity – from rock to hip hop exotica lounge punk jazz funk soul classical electronica
- There is an ever growing list of businesses around town offering discounts for subscribers
- Tune in for great conversations about music, food, politics, art and the meaning of life!
- Keep radio local and live, here and now – doing radio the Castlemaine way
- Giving youth a voice across the grid
- Keeping up with what's happening in town – gigs, shows, events, community announcements
- Provide programs for alternative voices
- We rely on our subscribers and sponsors to pay the bills

And we've won awards!

Over the page, there are a few more reasons to consider in a little more detail. You might read through to help you articulate it in the way that most makes sense to you on the day.

Community radio provides validation. Hearing someone who shares your everyday experiences and comes from your community to share their story on the radio is validating. It also assures people in the community that they are not alone and that there are people in the same situations that they are.

Community radio helps to strengthen ties and build awareness of common values, challenges and solutions within the community.

Community radio informs listeners. Like all radio stations, community radio informs people. But in this case, it informs people about what is happening in their specific community, not in the country as a whole.

Community radio speaks to people in their own language

Community radio helps to build a sense of community

Community radio gives a voice to the voiceless communities. Listeners are empowered to express their opinions or point of view on what matters to them. Again showing people of a community that they are not alone and there are others who feel the same.

Jobs are created because of community radio stations

Anyone with an interest can get involved in these stations' activities. Local people can become board members, managers, technicians, admin support or journalists.

Community radio promotes economic growth. This type of radio station promotes economic growth via local entrepreneurs and traders who can advertise their business. However, political parties are not allowed to advertise on community radio. Therefore it promotes community businesses and increases business for the brand which then subsequently puts more money into the local economy.

Community radio preserves local culture and traditions

There are some community radio shows that retell traditional stories.

Community Radio Encourages Volunteering. Community stations are often described as “radio for the people, by the people.” This essentially means that anyone can get involved! There’s no need for people to have experience in radio broadcasting as there is much more to running a station than that.

INFO TO READ OUT ON AIR

How to Subscribe:

- Go to www.mainfm.net and Hit the 'Subscribe to MainFM' button on the right
- Call the office on 5472 4376

How Much does it Cost to Subscribe?

Full / waged individual \$40
Passionate \$70
Concession / unwaged / under 18 \$30
Single child under 12 \$10
Single pet \$10
Community Group \$70
Business \$120

Are you a musician or part of a band?

If so, During Radiothon, musicians go into the special prize draw for a full day recording at Sound Recordings, you just have to tick the box on the Subscriber form.

What does a person receive when they subscribe?

- A special shout out on the radio and a warm and fuzzy feeling
- A subscriber pack in the mail with a bumper sticker, a postcard and their Subscriber Card, which they can show around town for discounts at participating shops
- There is an ever growing list of businesses around town offering discounts for subscribers

Pet Prize

- You can subscribe your special furry friend and go in the Pet Prize draw.
- To have your pet featured on the MainFM socials, please send us a photo to info@mainfm.net

Reasons to Subscribe

- So many great reasons! See previous section

Prizes

- Everyone who subscribes during Radiothon goes in the draw to win a daily prize, and also goes into the draw for a MAJOR PRIZE