



How to Subscribe:

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

KET DATES:

Friday July 19th - Saturday July 27th

9 Days of special Radiothon themed programming with back -to-back live shows where all interviews and discussions are focussed on subscribing and donating to MainFM, with a daily prize pool up for grabs.

Everyone who subscribes during the whole month of July is eligible for the major prize pool. Major prizes are drawn and announced in the first week of August.

A special prize draw exists for musicians and bands. And there is a special prize draw for Pet subscribers.

Subscription Rates

Full / waged individual \$50
Passionate \$80
Concession / unwaged / under 18 \$40
Single child under 12 \$10
Single pet \$10
Community Group \$100
Business \$150

HOW TO DO A CRACKER RADIOTHON SHOW!

Radiothon is all about asking the community to help provide some much needed support to keep us on the airwaves. 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 500 subscribers, which is amazing!

Theme

The theme for 2024 is **Share The Love**

We are the voice of your community, a connecting force, a positive current that runs through our collective. We are many voices and many hands, coming together to share stories and spark conversation.

Week in week out, we share our time, energy, commitment and passion with our listeners. We share music, conversation and information. We share connection.

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. Mount Alexander is a thriving, vibrant, engaged, culturally exciting community and MainFM is a massive contributor to that.

OUR APPROACH TO RADIOTHON

We are asking the community to help provide some much-needed support to keep us on the airwaves. We've recently had our salary funding drastically reduced and we need support now more than ever.

It's the fence sitters that you want to appeal to during Radiothon periods. There are folks who will take out a subscription each year, rusted on listeners who already know how valuable MainFM is as a cultural force. These people are gold, they are the best.

But much like an election campaign, during Radiothon it's the fence sitters and the aren't-quite-sure listeners that you're really wanting to appeal to, to persuade to take out a subscription

What is a Radiothon? Some listeners may not understand what a Radiothon is. Explain it as a fundraiser, a special push to gain station subscribers.

What is a subscription and why do we call it that, as opposed to a donation? A subscription means that the listener is becoming an active contributor to the station and participating. As a subscriber you will receive our monthly newsletter and keep up to date with all station events and happenings. You will also be able to access discounts around town, and you will receive a MainFM bumper sticker.

Explain how a subscription is also an act in **ensuring the future of MainFM**. Taking out a subscription means that you're playing a part in keeping MAINFM on air for future generations to enjoy. It keeps things ticking over for the future of MAINFM.

We only do this Radiothon **once a year**, it's how we raise revenue and stay on air and pay our operating costs as a not-for-profit, volunteer driven local media organisation. Staying on air for a community broadcaster is a year-to-year proposition, please show your passion and enjoyment of what we do by subscribing.

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.."

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 under the *Training / Ideas / shows* categories. It's called 'Presenter & Show Profiles on our Website'.

Support your MainFM team members

Talk up all the shows on MainFM, make mention of the variety and diversity of voices.

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.

BEHIND THE SCENES

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.

There will be snacks and refreshments available.

NO DRINKS ON THE DESK. I'll say it again. **NO DRINKS ON THE DESK.** You don't want to be the person responsible for shorting the panel...

And please update your membership – you must be a member to be a presenter. Here's the form to do that <https://mainfm.net/join-us/>

We are calling on our volunteers to help out in the station during Radiothon to take subscriptions and support your radio peers.

This all relies on dedicated teamwork! While presenters are doing their thing on air, the office is abuzz with activity. Subscriptions come in online and over the phone, and they need to be ferried into the studios to be announced live and then processed so that subscribers receive their subscriber packs.

It's all hands on deck, and we hope you'll take a look at the support schedule and commit to some slots to help and join in on the fun.

Please check out the Roster on The Hub and sign up for some shifts.

Sign Up Sheet Access: <https://signup.com/go/QKtZkdj>

Often it's just about persuading people that their subscription matters and that it makes a difference.

As a broadcaster you can do that, you can let listeners know how and why their subscription matters. You're on air as a broadcaster, in the station and you have seen first-hand how subscription money is spent. It's not wasted, it's spent wisely.

Every cent counts here at MAINFM, and communicating that to listeners helps get them over the line to SUBSCRIBE!

And we've won awards!

- 2023 CBAA Award - Best Radio Program (Talks) Saltgrass
- 2023 CBAA Award - Excellence in Digital Media for the Pride Across the Ages Podcast
- 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)

INFO TO READ OUT ON AIR

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How Much does it Cost to Subscribe?

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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

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. You will also find a MAJOR PRIZES promo in your folder to play.
- All SUBSCRIBERS will be eligible for the MAJOR PRIZES which will be announced in the first week of August.

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

- 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. 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. Let's celebrate that. Show your support for our **highly committed volunteers**, become a paid up member of MainFM., you can reward their dedication purely by taking out a subscription.
- 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. Radio stations are **not cheap to run** - there's lots of tech that needs to be maintained and new technical equipment that we always need to purchase to stay on air. Your subscription money helps us pay for that technical infrastructure. Staffing and rent are our biggest costs, but it helps to pay for things like insurance, licencing, registrations, utilities, equipment, Outside broadcasts, paper, pens, USB sticks, headphones, cables, right down to tea and coffee for our presenters.
- Taking out a subscription is an **act of participation** in keeping us broadcasting. The **most valuable ACT you can contribute as a listener** is take out a subscription. A subscription is an act of participation in keeping us on air.
- The station contributes to national media diversity by providing a platform for alternative voices. Each presenter decides **who goes on their show and what music is played**. This means that you get really interesting, thoughtful and creative radio and media broadcasting to you as a listener, that, unlike mainstream media, isn't dictated by just a small group of editors and media owners.
- 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 ...
- Volunteer presenters take their roles really seriously and individually curate their shows accordingly. They aren't motivated by pay cheques, they're volunteers and are motivated by a passion for creating grass-roots media, reflecting the culture, goings-on, and interests of local people.
- In the past 12 months we've delivered 14 Outside Broadcasts! For International Women's Day, International Day of People with Disability, Billy Cart Challenge, 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.
- Communicate to listeners how the media landscape is constantly evolving and in some cases collapsing. This has particularly impacted rural towns and communities across Australia. A diverse media landscape directly impacts and benefits a rich and vibrant arts culture, it impacts the political landscape. Media diversity impacts how information is communicated and distributed and consumed.
- Ask listeners to imagine a world without MAINFM - a world without hearing new music, good music, music and arts culture that reflects what's going on locally. MAINFM communicates to locals what's going on in their backyards, what's going on down the street, what's going on with local councils and local arts and

culture. MAINFM communicates what's happening in local politics. It lets listeners know about what's going on in a grass roots, local context. Imagine if that didn't exist!

- MainFM give youth a voice across the grid with 5 young presenters aged 12 - 16 years of age, presenting shows every week! MainFM also works with FREEZA, Castlemaine Secondary College, Youth Advisory Group, and hosts work experience students. 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.
- We need your help to pay the bills - Rent, Power, Insurance, Internet, Licensing, Equipment.
- MainFM believes in diversity and giving a voice to underrepresented members of our community
- All income generated is used for the operation, development and maintenance of the station.
- You go in the draw for daily and major prizes
- 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
- 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
- Hearing someone who shares your everyday experiences and comes from your community to share their story on the radio 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 helps to build a sense of community.
- 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 by encouraging people to shop local.

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...