



88.9 fm

TAMWORTH

NEWSLETTER

OCTOBER 2019



IN August 88.9FM's The Pulse and Penrose Quality Meats gave all listeners the chance to win \$2000 in cash and the winner was Madonna Rowe. Her name was drawn by the President of the Tamworth P&A Association Greg Townsend at AELEC on the first day of the 2019 Tamworth Show and she collected her winnings during the broadcast of The Pulse on September 5.

Five listeners also won a voucher from Penrose Quality Meats.

Pictured are Jon Wolfe, Madonna Rowe, Jodie Crosby and George Frame.

NOTICE OF ANNUAL GENERAL MEETING

Tamworth Broadcasting Society Incorporated

Wednesday, 16th October 2019, 6:50pm for 7pm start

Dennis Condon Room
West Tamworth League Club
Phillip Street, West Tamworth NSW

TAMWORTH

PRESIDENT'S REPORT



John Brand

The board and management in the past year have been kept busy with our monthly Board meetings which of course monitor the positive running of the station.

There's always items of interest on the agenda of the working team such as marketing and promoting our Facebook page which is really going well.

We have to replace our transmission tower on

Bald Hill and have applied for a grant of \$135,000. The current tower is over 60 years old and Engineers report has stated it needs urgent replacement. The new tower will be three times the height of our current tower.

Currently we sublet to a number of other services at our transmitter that provides further income for the station.

New Studio to transmitter equipment is being installed to improve our quality of signal. This is partly due to ACMA requiring us to change from the current analogue signal to digital between the studio and the Transmitter. It will allow multiple signals for future services such DAB broadcasting. The cost of \$17,500 came from a grant of the Community Broadcasting Foundation.

I always insist on making a very big thank you to our sponsors - a very large part of our existence and great supporters of 88.9fm.

Finally, I would like to thank the board members for their time and patience, the presenters and the staff for a job well done and our sales team for all their hard work.

Last, but not the least, a big thanks to George Frame, our CEO, and his number cruncher, Trevor Dempsey.

Thank you, one and all.

A vital part of keeping the station running is the sales and marketing team made up of these behind the scenes people—Sales Manager, Scott Mcilveen, and Sales Executive, Marc Jackson.

Prior to joining the station, both had extensive experience in the marketing and sales industry and their collective experience guides sponsors through the process of promoting the client's services and products on air to reach the listeners of **88.9fm**. They also advise sponsors on marketing and access to the station's social media on Facebook.

More details of the station's sales services can be made by contacting them through our website: www.889fmtamworth.com.au or phoning the station on 6766 6342.



Introducing iHeartRadio

In late July **88.9fm** joined the **iHeart Radio app** family.

This means you can load the app for Tamworth's **88.9fm** and you can then listen to the station anywhere in Australia or New Zealand on your phone or tablet at no cost.

Another benefit is you can see the album covers on your screen of the song that is being played on the station.

iHeartRadio is easy to use and best of all, it's FREE.

Download **iHeartRadio** today and start listening to your favourite music, live radio stations, and



your favourite podcasts!

You can listen to **88.9fm** on our website and also load the **iHeart App** from the website, **iHeartRadio All Access**, which provides all the benefits of **iHeart Radio Plus** and several additional features:

- *Play any song on demand.
- *Get unlimited skips
- *Save songs from the **radio** to your playlist.
- *Instantly replay songs from live and custom **radio**.
- *Listen offline — so join **iHeartRadio** now.

It's showtime ... and 88.9FM joins in the fun

Two of the biggest shows in Tamworth each year are the annual Rotary Shannon's Motor Show at TRECC and the Tamworth Show at AELEC, and this year 88.9fm were there to help spread the word with outside broadcasts featuring its presenters and plenty of interviews and on-air fun.



Smart speakers—a big growth for Radio in Australia and now 88.9fm can be heard on smart speakers.

When it comes to discovering new music, Australians cite radio and smartphones as the main platforms of choice. In a voice-activated world, smart speakers will join the list.

A Nielsen report in September 2019 said that the most popular use of smart speakers for Australians is listening to radio and music, at 90%.

It beat information for weather updates (81%), factual info and trivia (75%), listening to news (68%), chat with the voice assistant for fun (68%) and setting alarms and timers (68%). 14% of Aussies (2.9 million) own one – and now you can listen to 88.9fm on any smart speaker. Just say “Hey google, play Tamworth’s 88.9fm” and you can listen anywhere in Australia.

Overall, the growing adoption of smart speakers is a trend to keep tabs on. Why not? The potential for growth in Australia is huge. There is a definite link between the easy use of smart speakers and increased radio listening.

This makes the smart speaker the fastest-growing connected device category in the world.

There are 949,000 owners in NSW, followed by Victoria (900,5520), Queensland (608,749), Western Australia (229,092), South Australia (124,508), ACT (46,115), Northern Territory (33,068) and Tasmania (31,168).



LET 'EM EAT CAKE!

There's no secrets when it comes to staff birthdays here at 88.9FM ... here's another two! Emma in May and George in July.

Board member Andy Link had a birthday in July and President John Brand and Arcybelle Palomo last month.





we've got the music

After more than five years of the theme “We Are Family” in September **88.9fm** introduced a new theme with a new jingle package. “We’ve Got The Music”.

The jingles were produced by Steve Newton at ENREC Studios in Calala. As the previous jingles were also produced by Steve, CEO George Frame was confident Steve would produce the jingle package as per the station’s brief.

“We kept it local with well-known professional artists, plus some brass sections recorded in Brisbane,” Mr Frame said.

The new jingle package reflects the station’s progressive image.

Our new-look updated website

www.889fmtamworth.com.au

New features include new sections on competitions, information on the station, connection to iHeart App and also streaming live. There’s new photos of presenters and staff and of the station’s technology, such as this photo taken over Tamworth from our transmitter tower on Bald Hill. Check it out and see the new features.



Here's our technician Phil Henry. He's installing new digital link equipment between the [88.9fm Tamworth Radio](http://www.889fmtamworth.com.au) studios and the station's transmitter tower that overlooks Tamworth and Northwest Slopes and Plains. A \$17,500 grant from the Community Broadcasting Foundation now provides us with multiple digital audio and video services between the studio and transmitter.

Christmas is just around the corner



Johnny Mac thinks he’s Santa Clause—with presents that include giving 12 listeners the chance to win a Honda Jazz in the Tamworth Business Chamber’s ‘Think Local Support Local’ promotion.

Just spend \$30 at any of the participating stores in the Tamworth region, fill out the entry form and keep listening to Johnny’s More Music show from noon Monday to Friday and you could be the winner.

The draw will take place on December 4 at the lighting of the city’s Christmas Tree.

Johnny and Red Rooster are also giving one lucky business the chance to win \$1000 to put towards their Christmas party ... now that’s what we call spreading the Christmas Spirit. How do you say “Ho Ho Ho” in Kiwi?

