



Hobart's Independent Youth Station

"Show Edge Some Love!"

The Edge Radio Presenter's Guide to Radiothon 2014, Sep 5th – 13th

What Is A Radiothon?

This September, Edge Radio is holding its fourth annual Radiothon.

In words of 3MBS,

"Radiothon means serious fundraising. It's all hands on deck. It's the time when we all roll up our collective sleeves to make 7 days of compelling radio and invite our listeners to become financial supporters of the station."

**Slightly edited to reflect our situation.*

2014 marks the fourth time Edge Radio has run a Radiothon. Sadly each year after the first we have not been able to sustain the same level of support. But this year things are going to be different. It's time to target the community at large and make them aware that we're worth supporting because these vital funds will keep Edge Radio doing what it does best, making amazing music, arts, and culture based radio.

Most community stations run an annual Radiothon as a major source of income, and for Melbourne, Sydney, and Perth based stations like RRR, PBS, FBi, and RTRFM, it is a major event on their calendar. There are heaps of prizes and incentives involved. There are also a number of fundraising events throughout the fortnight.

Why Is It Important That Our Radiothon Is A Success?

It's really important that EVERY PROGRAM is involved with the Radiothon and presents a consistent message on-air. This is the one time of year when we need to be a collective, not individuals, and pull together to make this an amazing event. We also want Radiothon to sound exciting, not a drag. If you're passionate about Edge and what we do then it won't be a problem for you!

Due to changes in the financial climate and some of our funding sources disappearing, Edge Radio is facing a very real situation where we are struggling to keep our heads above water.



Hobart's Independent Youth Station

We receive no core funding from the Government or The University of Tasmania, so we are asking the community to help support the station. Essentially we are a community resource and the community needs to invite the community to take some ownership over that.

People are often surprised at how much it costs to run a radio station like Edge Radio. Trust us, it costs way more than you think. Much of our grants, sponsorship and donations only go part way in assisting the station's sustainability and needs to be supplemented by the annual Radiothon.

What Is Our Target For Radiothon?

Our base target is 500 new supporters at the cost of \$50 each. That's \$25,000. But let's dream big here. What we really want is 1000 supporters at that same price, that's \$50,000! You don't need to be a rocket scientist to know that will help Edge stay on air for the foreseeable future.

In raw numbers if every separate program were to get 10 supporters to sign up during the week long Radiothon we'd hit our target. Obviously if each program got 20 supporters per program... you get the idea.



Hobart's Independent Youth Station

How Do They Become A Supporter?

Listeners can either ring the office during office hours 9am-6pm, with their credit card details OR jump online and use the Paypal options on our supported signup page. edgeradio.org.au/supporter also has a downloadable form if they'd like to send in cash or cheque.

Supporter Levels

\$20 Student/Concession

\$50 Supporter

\$175 Artist/Band Supporter (includes special things like sponsorship campaigns!)

What Do Supporters Get?

- Eligibility for Supporter-only giveaways of tickets, CDs and other exclusive goodies.
- Access to exclusive Supporter-only content on the website.
- The fortnightly 'What's On Edge' mailout of news, events and other music essentials.

- The Edge Radio bumper sticker. Show your colours and wear it with pride.
- The feel-good factor that comes from supporting a great cause!



Hobart's Independent Youth Station

Radiothon Events

Date	Event	Venue	Featuring
Friday 5th Sept	Opening party/birthday party	Republic Bar 8pm-late	Headlining: Pierce Brothers, Supports: Lulu and the Paige Turners & The White Rose Project (Both Tassie!)
Tuesday 9th Sept	Invite only live broadcast	Alabama Hotel 6-9pm	
Wednesday 10th Sept	Face the Music Quiz	Brisbane Hotel 7pm	
Saturday 13th Sept	Closing party	Brisbane Hotel 8pm - late	Tantric Sax, Pines, Catsuit, Mess O' Reds (All Tassie!)

Prizes

Current list of prizes packs are as follows...

- Two personally fitted Anchor Wetsuits
- Dinner and a show for two at the Republic Bar and Café
- Three nights accommodation at The Alabama Hotel
- A skateboard from Jimmy's Street & Skate
- \$200 Some Hallucination Hair package
- \$200 Flight Centre Gift Voucher
- 1 Month Membership to Unigym
- A personal print and design package from Uniprint

More prizes being added everyday.



Hobart's Independent Youth Station

HOW TO PROMOTE RADIOTHON ON AIR

During Your Program Use Phrases Such As

- Support the station that supports you.
- If you love Edge Radio, if you love what we do, if you love [insert show name] then why not ring up right now and become a Supporter.
- This week Edge Radio is holding its annual Radiothon – and we're asking you, the listener, to become a Supporter of the station.

What Else?

- Mention all of our events
- Let listeners know that if they can't get through because the phone is engaged, they should keep on trying – we only have one phone line!
- Ask the question, can you imagine Hobart/Tasmania without Edge Radio?
- Remind listeners that we are the **ONLY** music, arts, and culture outlet that run 24/7 365 days a year. Not annually, Not bi annually, and Not if the government hands us a lump sum.

What We DO NOT Want You To Say

- That we “need” money or that we are “poor” – we don't want a negative perception of the station to become apparent on –air. This is not about us being needy, it is about us trying develop some financial sustainability for the future and encouraging the listeners to participate in that

Donations

- Of course there are some listeners who do not want to become supporters but still want to contribute to Edge Radio. Mention occasionally that listeners can make a tax deductible donation to Edge Radio using our Give Now page.

Give Now Page: givenow.com.au/edgeradio



Hobart's Independent Youth Station

On-Air Prize Guidelines

- Make sure when you discuss Radiothon prizes you mention all the prizes on offer along with the businesses that have donated them. **Do not go overboard mentioning one business over another.** Try to give each equal time and thank them for supporting Edge Radio. Remind listeners that the prizes will be drawn at the end of Radiothon and the only way to win them is to become a supporter.
- If your show is hosting a prize, you **cannot repeatedly mention the sponsor of the prize** as this contravenes our sponsorship guidelines and can cause us to lose our license. If you have negotiated to have a radiothon prize for your program will be individually briefed on how to promote them, but as a general rule, business mentions should be kept to a minimum, so no businesses descriptions, locations or phone numbers.



Hobart's Independent Youth Station

HOW TO PROMOTE RADIOTHON OFF AIR

- Post the Facebook promo below on your program's Facebook site
- Tweet the twitter statement below on your program's twitter feed
- Share the posters linked below
- Email the attached poster to friends, family, contacts with the email message below asking for support

Social Media Posts to Share

Facebook:

This week show Edge some love. If you're a fan of Edge Radio its unique voice in the Tasmanian community why not become a supporter during Radiothon 2014? Becoming a supporter during Radiothon means you'll go in the running for a rad prize, not only that, you're supporting Tasmania's only 24/7 local youth, music, arts and culture organisation.

Full link: edgeradio.org.au/blog/radiothon-2014

Shortened link: <http://bit.ly/1zBX0c8>

Twitter:

Show @EdgeRadio993fm some love. 2014 Radiothon on now. Support Tas youth, music, arts and culture and you could also win a rad prize. <http://bit.ly/1zBX0c8>

Posters to share:

Radiothon Poster: edgeradio.org.au/radiothon/radiothon.jpg

Birthday Party Poster: edgeradio.org.au/radiothon/birthday-poster.jpg

Face The Music Poster: edgeradio.org.au/radiothon/quiz-poster.jpg

Closing Party: edgeradio.org.au/radiothon/closing-poster.jpg



Hobart's Independent Youth Station

Email Message To Send

To (name)

This week show Edge some love!

(include something short about your show)

If you're a fan of Edge Radio its unique voice in the Tasmanian community why not become a supporter during Radiothon 2014? Becoming a supporter during Radiothon means you'll go in the running for a rad prize, not only that, you're supporting Tasmania's only 24/7 local youth, music, arts and culture organisation.

Thanks for your love!

(your name)

(Your program's name)

Edge Radio

Show Edge The Love At: edgeradio.org.au/blog/radiothon-2014/



Hobart's Independent Youth Station

HOW YOU CAN HELP US, BEHIND THE SCENES

- We need help manning the phones during office hours. Staff aren't always able to be near the office phone, so if you can help by manning it for a morning or afternoon that's be awesome.
- There will be Facebook events for Face The Music Quiz, Birthday/Radiothon Party, and the entire Radiothon – please invite all your friends. While you're at it, invite them to join the Edge Radio Facebook page.
- Some of you have already approached us with your own fundraising ideas. If there's something you'd like to organise during the Radiothon week, we're open to suggestions. The more events the merrier! Of course we'll help you with all the promo etc, but we need to make sure our branding is consistent, so it's important to talk to us about what you want to do before going ahead with it.
- Handy with stencils, spray cans, or paintbrushes? We need help painting the TUU underpass next Sunday and Monday.
- Come along to one, some, or all of our events – you'll get to meet other Edgelings!