



Tasmanian  
BROADCASTERS  
INTEGRATION

# 2011

NETWORK PROFILE

**chilli**  
90.1fm  
home of the hottest hits

**LAFM**  
85.3  
LIVE

HOBART'S  
**7HO FM**  
101.7

S40  
**7SD**  
AM

**7XS**

558  
**7BU**  
AM  
BURNIE'S GREATEST HITS

900  
**7AD**  
AM  
HOBART'S GREATEST HITS

**Sea FM**  
107.7  
LIVE

**Sea FM**  
107.7  
LIVE

**Sea FM**  
107.7  
LIVE



# Greater state-wide reach than any other radio network in Australia

Tasmanian Broadcasters is a progressive media network passionate about delivering killer content across multiple platforms

With 10 Radio stations operating out of six regionalised hubs, and with more than 160 staff positioned state-wide, Tasmanian Broadcasters are proudly live and local. Many of our stations have been part of their cities for almost 80 years – but don't think that we're old! Our local content teams are industry-recognised as progressive leaders in their fields, and supported by strong syndication links with Fairfax News, Austereo, and MCM Entertainment

Did you know that Tasmania is widely regarded as one the most unsaturated advertising markets in Australia?

For our partners, Tasmanian Broadcasters provide campaigns that cut through the clutter and deliver results. For generations our stations have been connecting listeners with local businesses and throughout that time, Tasmanian Broadcasters have become the media partner to thousands of well known retailers, organisations and iconic local and state-wide Tasmanian events

As a network we provide the ideal trial market for major nationwide campaigns for a fraction of the price

## We are Tasmanian Broadcasters

Tim Holder  
Executive General Manager

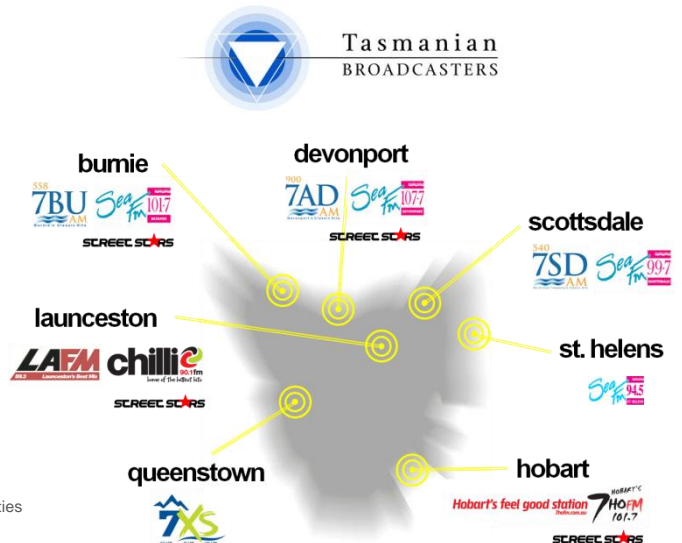
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## Welcome to a new era in radio...

Tasmanian Broadcasters are proud to present our preferred partners with a new and exciting product for single or multi-platform marketing mixes

Introducing *Integration* - a passionate, proactive hub of creativity and experience that ensures our clients, listeners and community partners enjoy a unique, integrated approach to everything we do

Integration services the relationship between our Account Managers, Content teams and the outside world. Integration deliver *win-win-win-win* campaigns for our listeners, participants, clients and stations. This means more effective sampling, greater branding recognition and higher, sustained levels of interaction throughout radio campaigns and special events

New strategies of client/content development and state-wide distribution with dramatic results – we're driving our partners' investments in media further than any other platform in Tasmania

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### media



### events

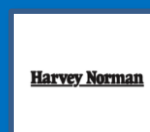


### sport



### charities

### businesses



## We're brightening the lives of Tasmanians everyday

The *StreetStars* meet more Tasmanians face-to-face than any other media outlet

Operating out of hubs in Hobart, Launceston, Devonport and Burnie, the *StreetStars* are the front line of Tasmanian Broadcasters

The *StreetStars* are proud to represent the radio stations in their local community. A team of passionate, creative and energetic young adults, you can find the *StreetStars* at the hottest events right across the state

*StreetStars* provide our clients with an unrivalled ability to execute brand activations, product sampling and experiential marketing that looks and feels the same in each market. We find this yields consistently impressive results

Single or Multi-station activations are as simple as booking *StreetStar* modules, or as creative as tailored Integration campaigns

All *StreetStar* activity is supported by quality production and full campaign reporting

Why not see what we have been up to lately?



- Simple to book
- Cost-effective promotional presence
- The only state-wide promotional team
- Tailored campaigns
- Comprehensive reporting

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# NEWS

The respected Journalists and News Broadcasters of Tasmanian Broadcasters are well connected in their local community

Operating out of two fully-operational NEWS hubs in Hobart and Launceston, the Tasmanian Broadcasters News Team retain assets typically reserved for metropolitan news rooms including reporters positioned in the four largest cities in Tasmania, and the resources of Fairfax News syndication at their disposal

In 2010, Tasmanian Broadcasters forged a symbiotic NEWS-resources relationship with WIN NEWS Tasmania – a relationship that will continue to evolve in 2011

We know News is important to Tasmanian's and that's why our network have *live and local* news bulletins every half hour in breakfast, and every hour across your workday – *no other commercial FM station in Tasmania can guarantee you that*

Tasmanian Broadcasters NEWS also plays an integral role in supporting Northern Tasmania's only dedicated talkback program, *Tasmania Today with John Fabris*

- We broadcast 49,000 News bulletins every year
- Reporters in Hobart, Launceston, Devonport & Burnie
- Recognised News Broadcasters
- Comprehensive reporting

Alex Jackson  
Tasmanian Broadcasters News Director  
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# Burnie

The City of Burnie is an important agricultural and industrial hub servicing the surrounding dairy and vegetable farming districts, and serving as a gateway to the scenic and historic areas of the Far North West of Tasmania

The busy, nationally recognised deep-water port of Burnie services Tasmania's major West Coast mines and handles most bulk shipping

Burnie is Tasmania's fourth-largest city



- The 7BU and SEAFM Burnie broadcast area is home to more than 60,000 people
- Being a major regional centre, Burnie has a large modern civic centre, Polytechnic and Academy, and public and private hospitals
- Burnie's Wynyard Airport is serviced daily by regional carrier REX
- All major banks, car dealers, most fast-food restaurants and an extensive selection of national retail, chain and independent stores are represented in the district



## 7BU – Classic Hits, Talkback & AFL

[www.7bu.com.au](http://www.7bu.com.au)

For more than 75 years, 7BU has been Burnie's home of news and entertainment. Today, 7BU remains as popular as ever, playing classic hits you know and love from artists like *Fleetwood Mac*, *U2*, *Simon and Garfunkel*, *Elton John* and *ABBA*.

- 7BU is classified as a Gold-format station
- Our core target demographic is 35-53 years
- Our major shows in 2011 are:
 

<i>Coast to Coast with Jeff Warden</i>	(6am – 9am)
<i>Tasmania Today with John Fabris</i>	(9am – Midday)
<i>Mark Robinson</i>	(midday – 4pm)
<i>AFL Live</i>	(weekends)



## 101.7 SEAFM - Burnie's Hit Music Station

[www.seafmtas.com.au/burnie](http://www.seafmtas.com.au/burnie)

101.7 SEAFM starts your day with *The Juice* - freshly squeezed from 6am weekdays. As Burnie's home of hit music, throughout the day you'll hear the hottest new songs from across the globe, celebrity scandal & fast news

- SEAFM Burnie is classified as a CHR station
- Our core target demographic is 16-29 years.
- Our major shows in 2011 are:
 

<i>The Juice</i>	(6am – 10am)
<i>Ajay</i>	(10am – 2pm)
<i>Jules &amp; Fifi / Hamish and Andy</i>	(4pm – 6pm)
<i>Kyle and Jackie-O Hour of Power</i>	(6pm - 7pm)
<i>The Hot 30 Countdown</i>	(7pm – 10.30pm)

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# Devonport

Devonport, at the mouth of the Mersey River, is the business and retail centre for the rich farmland of the Mersey Forth region, and the commercial centre for the Municipalities of Devonport, Ulverstone, Latrobe, Sheffield and Railton

Often referred to as the Gateway of Tasmania, It is the major passenger port of the state with the *Spirit of Tasmania* ferries arriving daily from Melbourne



- The 7AD and SEAFM Devonport broadcast area is home to more than 66,000 people
- Devonport Airport is serviced daily by QantasLink
- Major industries in the area include Agriculture, Forestry, Fishing, Manufacturing, Retail Trade and Tourism
- All major banks, car dealers, fast-food restaurants and an extensive selection of national retail, chain and independent stores are represented in the district.



## 7AD – Classic Hits, Talkback & AFL

[www.7ad.com.au](http://www.7ad.com.au)

7AD plays Devonport's classic hits as well as remaining the cities' home of local, national and international news, entertainment and sport. 7AD broadcasts Friday Night, Saturday and Sunday games throughout the 2011 AFL Premiership.

- 7AD is classified as a Gold-format station
- Our core target demographic is 35-53 years
- Our major shows in 2011 are:
 

<i>Coast to Coast with Jeff Warden</i>	(6am – 9am)
<i>Tasmania Today with John Fabris</i>	(9am – Midday)
<i>Mark Robinson</i>	(midday – 4pm)
<i>AFL Live</i>	(weekends)



## 107.7 SEAFM – Devonport's Hit Music Station

[www.seafmtas.com.au/devonport](http://www.seafmtas.com.au/devonport)

On 107.7 SEAFM, you'll hear the best new music as well as Australia's most talented radio hosts – our very own *The Juice* with Lee & Tulia, *Ajay*, *Hamish & Andy*, *The Kyle and Jackie-O Hour of Power* and *The Hot 30 Countdown*

- SEAFM Devonport is classified as a CHR station
- Our core target demographic is 16-29 years.
- Our major shows in 2011 are:
 

<i>The Juice</i>	(6am – 10am)
<i>Ajay</i>	(10am – 2pm)
<i>Jules &amp; Fifi / Hamish and Andy</i>	(4pm – 6pm)
<i>Kyle and Jackie-O Hour of Power</i>	(6pm - 7pm)
<i>The Hot 30 Countdown</i>	(7pm – 10.30pm)

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# Scottsdale & North East Tasmania

Scottsdale is the major township and administrative centre in the North East region of Tasmania. A region renowned for the rich agricultural and forest country, North East Tasmania is a long established farming region with many of the farms in the same family for several generations.

The 7SD and SEAFM Scottsdale broadcast area includes Flinders Island in Bass Strait. SEAFM Scottsdale is also relayed into St. Helens on the East Coast via a relay transmitter

- The broadcast area is home to more than 30,000 people
- The region is home to the Australian headquarters of the Army Food Research Laboratories, the Tasmanian Forest EcoCentre and the world famous Barnbougle Dunes Golf Links (as well as new sister course Lost Farm) and Bridestowe Estate Lavender Farm
- Key industries include Tourism, dairy farming, potato farming, pine plantations, poppy cultivation and mining
- Bridport is the main port for freight/passenger vehicles to Flinders Island



## 7SD – Classic Hits, Talkback & AFL

[www.7sd.com.au](http://www.7sd.com.au)

7SD remains an integral part of the regions' lifestyle with a mix of iconic broadcasters, classic hits, challenging talk back and extensive coverage of the 2011 AFL premiership season

- 7SD are classified as Gold stations
- Our core target demographic is 35-53 years.
- Our major shows in 2011 are:
 

<i>Coast to Coast with Jeff Warden</i>	(6am – 9am)
<i>Tasmania Today with John Fabris</i>	(9am – Midday)
<i>Mark Robinson</i>	(midday – 4pm)
<i>AFL Live</i>	(weekends)



## 99.7 SEAFM - Scottsdale's Hit Music Station

## 94.5 SEAFM – St Helens Hit Music Station

[www.seafmtas.com.au](http://www.seafmtas.com.au)

SEAFM Scottsdale plays more music from artists such as *David Guetta*, *Pink*, *Katy Perry* and *Nickelback*

- SEAFM Scottsdale is classified as a CHR station
- Our core target demographic is 16-29 years.
- Our major shows in 2011 are:
 

<i>The Juice</i>	(6am – 10am)
<i>Ajay</i>	(10am – 2pm)
<i>Jules &amp; Fifi / Hamish and Andy</i>	(4pm – 6pm)
<i>Kyle and Jackie-O Hour of Power</i>	(6pm - 7pm)
<i>The Hot 30 Countdown</i>	(7pm – 10.30pm)

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### Mark Robinson

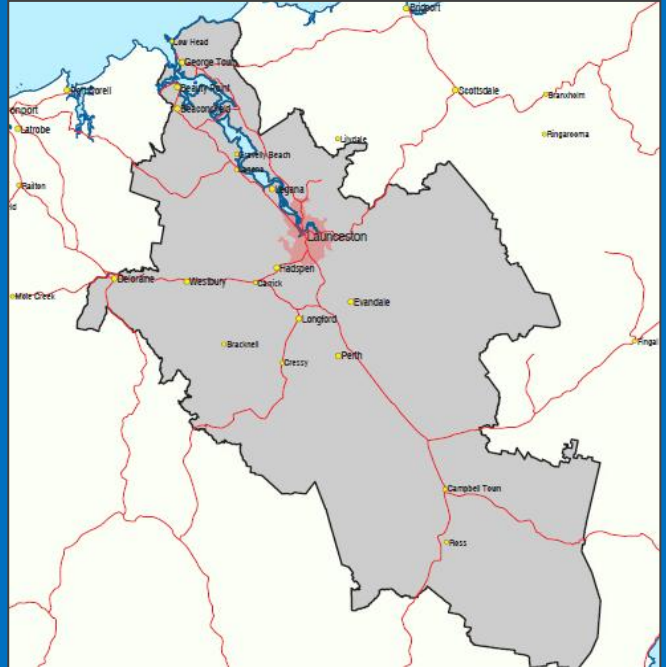
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# Launceston & Tamar Valley

Launceston (Tasmania) is one of the nation's most progressive cities with the annual spend grossing \$1 billion in 2010. A vibrant hub of tourism, agriculture and heavy industry, we're the home of the mighty (Tassie) Hawks AFL team and MSFEST (Tasmania's largest outdoor music festival). Launceston is often classified as one of the nation's biggest regional university cities

- Launceston is Australia's 14<sup>th</sup> largest city with all major retailers including Myer and 24hr Coles Supermarkets
- As a short 45-minute jet flight from Melbourne, and with all major carriers servicing Launceston Airport (Qantas, Jetstar and Virgin Blue), the region is a favourite weekend destination
- These stations broadcast to a footprint of more than 113,000 potential listeners across Central Tasmania



## chilli 90.1 - home of the hottest hits

[www.chillifm.com.au](http://www.chillifm.com.au)

We recognise *chilli* listeners know what they want and they want it now. With killer content, Australia's hottest hits and announcers that seize the moment, *chilli* delivers an unrivalled mix of the biggest shows they know and love, interactive social media and prizes you actually want to win

- chilli is classified as a CHR station
- Our core target demographic is 16-29 years.  
*Our secondary audience is 15-39*
- Our major shows in 2011 are:
 

<i>Tim and Josh for Breakfast</i>	(6am – 10am)
<i>Jules &amp; Fifi / Hamish and Andy</i>	(4pm – 6pm)
<i>Kyle and Jackie-O Hour of Power</i>	(6pm - 7pm)
<i>The Hot 30 Countdown</i>	(7pm – 10.30pm)



## Launceston's best mix is back in 2011

[www.lafm.com.au](http://www.lafm.com.au)

LAFM's Greg is back for breakfast in 2011 along with new co-host Jules. They anchor a stellar line-up across the day that includes *Tasmania Today with John Fabris* – Northern Tasmania's only dedicated talkback program with news, views, entertainment and current affairs. In 2011, on LAFM you'll hear the best mix from artists like *Rob Thomas, Vanessa Amorosi, U2 and Dire Straits*

- LAFM is classified as an AC station
- Our core target demographic is 35 -59
- LAFM has an industry-leading market identification rate of 99%
- Our major shows in 2011 are:
 

<i>Greg &amp; Jules for Breakfast</i>	(6 – 9am)
<i>Tasmania Today</i>	(9 – midday)
<i>Marc McCreadie</i>	(3pm – 6pm)

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weekdays from 6am



*Tasmania Today*  
with John Fabris

*Hamish & Andy*

SCREEN STARS

hot 30  
COUNTDOWN

# Southern Tasmania

Southern Tasmania is home to Australia's second oldest city, Hobart. The supports the majority of the public sector as well as a huge tourist industry with the area renown for historic inner suburbs, nationally acclaimed restaurants and cafes, as well as the vibrant music and nightlife culture. Hobart remains the city of choice as a base from which to explore the rest of Tasmania



- Hobart is listed as an innovation influencer city in the Innovation Cities Global Index, and was named Australia's 6th most sustainable city in 2010
- The region hosts the state's largest shopping centres as well as major retailers such as Myer, Village Cinema complexes (3), McDonald's (6)
- Host to iconic events such as Sydney-Hobart Regatta, Australia's largest Beerfest, Ten Days on the Island, Taste of Tasmania, Targa Tasmania, Moorilla International, Salamanca Markets and MONA FOMA
- Hobart International Airport is serviced multiple times daily by all domestic carriers
- The 7HOFM broadcast area is home to more than 250,000 people



## 7HOFM - home of Tasmania's *Breakfast with the Stars*

Hobart's home of the biggest stars and the biggest shows is 7HOFM with music, personalities, entertainment and more. Located in the State's capital, 7HOFM is the flagship of Tasmanian Broadcasters

7HOFM targets a well informed, affluent and lifestyle focused adult audience. How do they do this? *At 7HOFM we throw the music around better than anyone else.* We're Hobart's home of variety and all songs on our play-list are exhaustively researched to appeal to our core audience with **core artists such as Pink, u2, Katy Perry, INXS, Lady Gaga and Kings of Leon**

7HOFM is home to *Breakfast with the Stars* – Tasmania's Biggest Breakfast Show where you will hear interviews with international superstars and home-grown heroes alike. Email [integration@7hofm.com.au](mailto:integration@7hofm.com.au) for a copy of the *Breakfast with the Stars* Press Kit

- 7HOFM is classified as a Hot AC station
- Our core target demographic is 25-54 years.
- Our major shows in 2011 are:
  - Breakfast with the Stars*
  - An all-new drive show launching April 2011*
  - The Hot 30 Countdown*
  - The Waterboys*
  - Better Homes & Gardens*

- (6am – 10am)
- (4pm – 6pm)
- (7pm – 10.30pm)
- (Saturdays 8am – 10am)
- (Sundays 8am-10am)



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# Western Tasmania

The Wild West Coast of Tasmania is celebrated for its tourism, mining and fishing whilst the clean air, mild climate and strong commitment to community make the West Coast a fantastic and unique place to be. The West Coast of Tasmania has some of the most pristine and beautiful wilderness in the world, encapsulated in the Franklin-Gordon Wild Rivers National Park which attracts thousands of visitors each year

- 7XS maintains its cumulative listening audience over a 24-hr period due to the nature of mining operations in the region
- Queenstown remains the West Coasts' major administration centre whilst the historic town of Strahan boasts an impressive tourism industry and substantial fishing fleet
- Due to the isolated nature of the region, 7XS remains an important source of news, information and entertainment
- Major industries include Wholesale/Retail Trade, Accommodation, Cafes & Restaurants, Agriculture, Forestry & Fishing, Manufacturing, Construction & Electricity



## 7XS – The West Coasts' feel good Station

[www.7xs.com.au](http://www.7xs.com.au)

7XS remains the West Coasts' connection with the world. Playing more of the songs to pick you up and make you feel good, 7XS is housed in one of the networks newest hubs and features state-of-the-art play out facilities and a live and local team both on and off the air that are well connected with the communities of Rosebery, Queenstown, Strahan, Zeehan & Tullah

- 7XS is classified as a Hot AC station
- Our core target demographic is 25-54 years.
- Our major shows in 2011 are:
 

<i>Darren Kerwin for Brekkie</i>	(6am – 10am)
<i>Jules &amp; Fifi / Hamish and Andy</i>	(4pm – 6pm)
<i>The Hot 30 Countdown</i>	(7pm – 10.30pm)
<i>Truck Radio</i>	(Midnight – 5am)

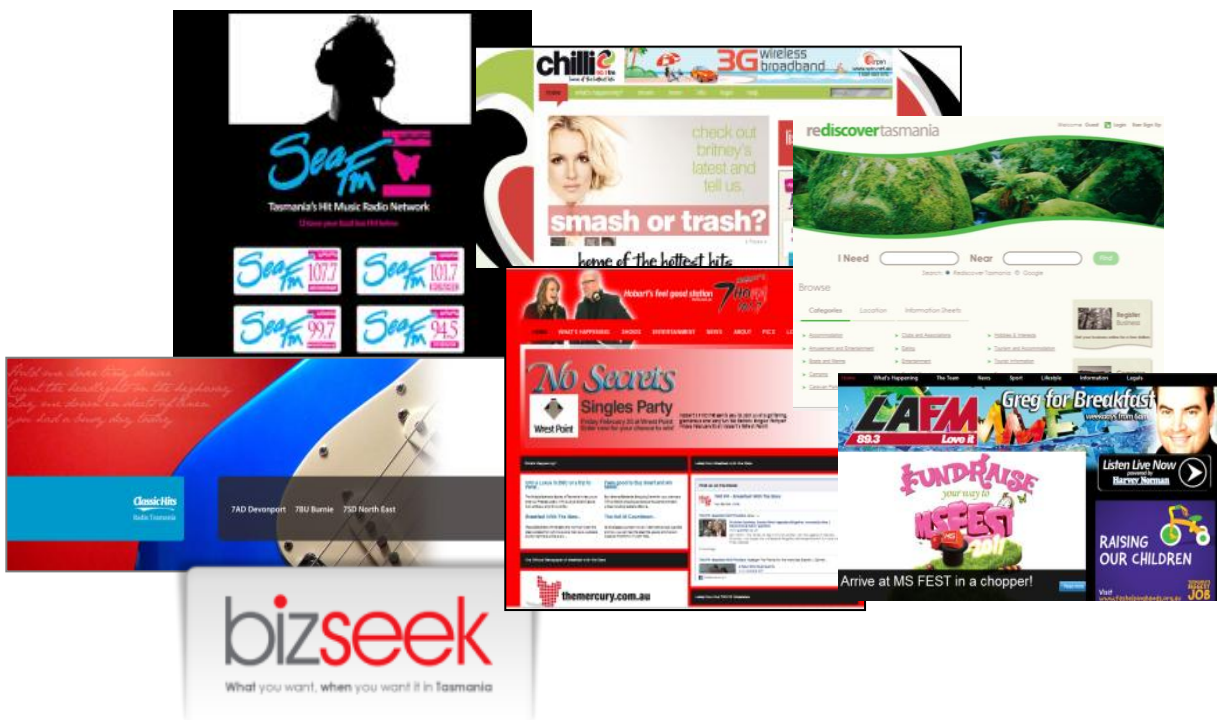
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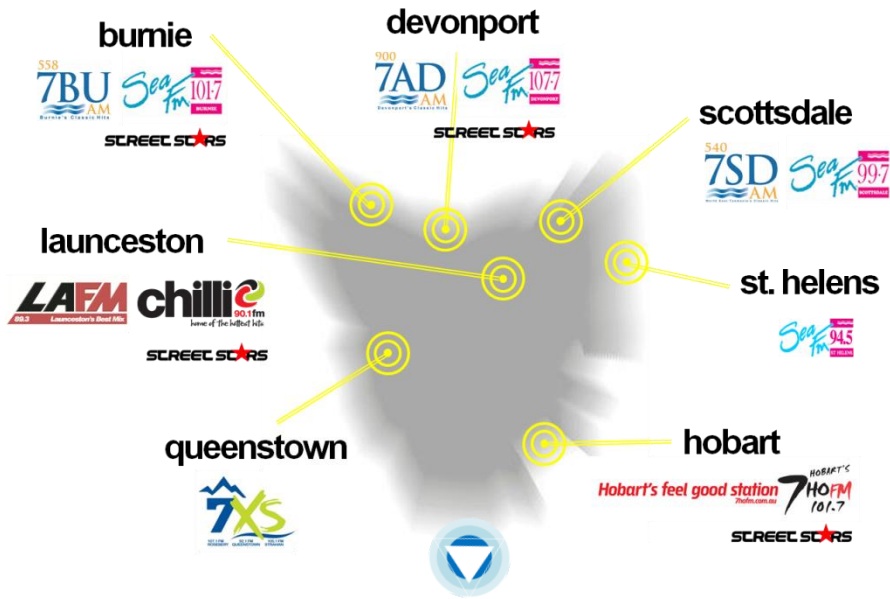
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# Online

In 2010, Tasmanian Broadcasters began to develop additional mediums to compliment the networks' radio broadcasting strength. Already operating more than 10 dedicated online platforms, Tasmanian Broadcasters launched two new initiatives – *Rediscover Tasmania* and *BizSeek.com.au*. In their infancy, these platforms are already yielding exceptional growth. In 2011, Tasmanian Broadcasters is committed to enhancing all of the networks' online media platforms with rich content and innovative concepts that will entertain and engage our consumers





**We've got Tasmania covered**

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### Tasmanian Broadcasters - Scottsdale

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Fax: (03) 6471 1783



Tasmanian Broadcasters is proud to be part of **Grant Broadcasters** - Australia's largest private, family owned, media company. Our national network of radio stations takes in some of regional Australia's premier markets including Wollongong, Geelong, South East Queensland, Darwin, Ballarat, Bendigo, Mildura, Central Victoria, South Coast SA, The Adelaide Hills, South Coast NSW, Nowra, The Hunter Valley, Katherine and the NSW Southern Highlands and more!

As Australia's largest regional radio broadcaster, we understand the importance of 'live and local' radio