

100.9fm
noongar radio



sponsorship kit and rate card

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sponsorship kit

About 100.9fm Noongar Radio

6NME 100.9fm Noongar Radio is Perth's only Aboriginal radio station.

100.9fm Noongar Radio was set up to serve the Noongar community of Perth – providing a strong voice and positive representation for Indigenous people. All Noongar Radio broadcasters are Aboriginal or Torres Strait Islander and our weekday presenters are all from Noongar country.

Located at 207 Beaufort Street in the old Aboriginal Advancement Council building, 100.9fm Noongar Radio is a not-for-profit, Aboriginal owned and operated company. It's proudly governed by an all Indigenous board.

100.9fm Noongar Radio is committed to playing and promoting Aboriginal and Torres Strait Islander artists. Every third song is Indigenous and the radio station has specialist programs dedicated to profiling and supporting singers, songwriters and musicians in the community.

Noongar Radio is so much more than a music station. The station programming is focused on making real steps towards reconciliation by broadcasting positive, empowering and inspirational stories from the Aboriginal community.

Who Listens to 100.9fm Noongar Radio?

Noongar Radio has a community broadcast licence to present programming to the Noongar community of Perth. Noongar Radio can be heard clearly all over the metropolitan area. More than a third of Western Australia's Indigenous population is located in the city.

100.9fm Noongar Radio's programming is aimed specifically at Aboriginal and Torres Strait Islander people, however, feedback and anecdotal evidence shows the station has developed a loyal following in the non-Indigenous community because of the music mix offered. According to a McNair Radio Listener survey, 54% of the population listens to community radio each week.

Why Sponsor 100.9fm Noongar Radio?

100.9fm Noongar Radio = Indigenous audience.

It's as simple as that.

If you're an organisation that needs to target an Indigenous audience, then 100.9fm Noongar Radio is the perfect tool to deliver that message. 100.9fm Noongar Radio is the only Aboriginal radio station in the Perth metropolitan area and more than a third of WA's Indigenous population lives in the city.

As 100.9fm Noongar Radio is a community station, we can't play more than five minutes of sponsorship spots per hour. This means your message won't be lost in a sea of advertising. 100.9fm Noongar Radio is much cheaper than commercial radio or mainstream media. More importantly, by investing in sponsorship on 100.9fm Noongar Radio you are investing back into the community. Noongar Radio not only offers representative and empowering programming, it's an important training ground for young Indigenous people in the media.

Noongar Radio needs corporate sponsorship to survive and grow. Become a sponsor now and reap the rewards today!



programs

100.9fm Noongar Radio



Noongar Mornings

Weekdays 9:00am to 12:00pm

Start your day with Jeff Michael as he brings you the latest news, views and information. If it's happening in Noongar Country, Jeff will cover it.



The Long Lunch

Weekdays 12:00pm to 3:00pm

Join Kerry Reid for a nice relaxing long lunch. Everyday she presents a diverse mix of Indigenous and non-Indigenous music, with occasional requests and the latest community announcements.



Drive

Weekdays 3:00pm to 6:00pm

'Crazy'; 'funny'; 'loud' and 'wild' are just a few words used to describe the irrepressible Miss Karla Hart. The Drive show is an entertaining mix of upbeat music, live interviews, acoustic performances and lots of competitions.



Noongar Language Program repeat repeat

Mondays 5:00pm to 6:00pm
Wednesday 12:00pm to 1:00pm
Saturday 8:00am to 9:00am

Charmaine Bennell - specialist language teacher and Karla Hart present Noongar Radio's live Noongar Language Program. Each week they introduce a new Noongar word and help our audience build their Noongar language vocabulary.



The RnB Show

Friday 6:00pm to 9:00pm

Get your groove on every Friday night with three hours of all your favourite RnB tunes. Join Karla and Kezza as they present the ultimate show for all urban music lovers.



The Hip Hop Show

Friday 9:00pm to 12:00am

Sam and Jamahl are the 'Two Norty Bros' - your local source in Perth for all things Hip Hop. The Two Norty Bros live and breath Hip Hop, playing everything from Old Skool, to New Australian. They're also mad gamers, so tune in for the latest game reviews and music industry gossip.



The Request Show

Saturday 7:00pm to 10:00am

Saturday night is YOUR night on Noongar Radio. It's the night we dedicate entirely to our listener requests. The show is presented by one of the pioneers of indigenous broadcasting Jeremy Garlett.



Noongar Sports

Saturday 10:00am to 11:00am

Once a week Phil Cox will keep you in-the-loop and up-to-date with all latest events in Indigenous sport. Phil's passionate about supporting and promoting Indigenous participation in sport, particularly at a community level.



Penny Country

Sunday 4:00pm to 5:00pm

Join John Penny as he jumps behind the mic to play all the favourite Country and Western tracks requested by the Noongar community.



Indigenous Beats repeat

Sunday 5:00pm to 7:00pm
Thursday 6:00pm to 8:00pm

Singer-songwriter Mechelle Wilson is dedicated to showcasing the vast musical talent in the Aboriginal and Torres Strait Islander community. Each week Mechelle features interviews, profiles and live music from singers, songwriters and musicians from all over the country.

rate card

100.9fm Noongar Radio

peak

day	Monday to Friday
program	breakfast, morning, lunch, drive and evenings
cost	\$40.00 per 30 second spot +gst

Minimum purchase of 10 spots

off peak

day	weekends
program	before 7:00am and after 7:00pm
cost	\$25.00 +gst

Minimum purchase of 10 spots

production

offer	Noongar Radio can work with you to write, produce, and present your on air sponsorship spot. Audio proofs will be provided before campaigns are broadcast.
cost	\$100.00 +gst

Changes after final approval incur a \$50.00 charge.

hire

studio	production studio
cost	\$100.00 +gst per hour

special introductory offer

For New Advertising Clients

offer

Buy 20 or more PEAK spots and get an equal number of OFF PEAK spots for free*.

**maximum of 50 free spots available with this special introductory offer.*

total cost for 20 spots: \$800.00 +gst

total option value \$1,300.00

conditions

- New accounts must be pre paid.
- 6NME reserves the right to reject sponsors or material not in line with station policy.
- Allow a minimum of 48hrs after final approved and production before spot is aired.
- Campaigns are a minimum of 10 spots
- Proof of airplay can be provided on request.

contact

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