

# media RELEASE



FROM JOY 94.9

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More People Listening To Community Radio Than Ever Before

More people are tuning into JOY 94.9 for the local content and specialised music programs it offers.

The 2008 Community Radio National Listener Survey was released today and has revealed a loyal following of Australians who tune into their local community radio station each month.

The survey found 57 per cent of Australians aged 15 years and above listen to community radio each month, an increase of 10 per cent in the last two years.

In Melbourne, the numbers are stronger with 64% of the population listening to community radio stations.

Deborah Welch, President of the Community Broadcasting Authority of Australia (CBAA) said the results are a testament to the high standard of community radio in Australia and the important role it plays in the Australian media landscape.

“Community radio attracts a huge number of listeners for the specialist music programs, local news and information and the desire to support Australian artists.

“There is a great local flavour to community radio, and you are bound to hear something you won’t hear anywhere else on Australian radio,” said Ms Welch.

**Why people listen to community radio:**

- Specialist music programs (55%)
- Local information and news (53%)
- They play Australian music and support local artists (46%)
- The announcers sound like ordinary people (43%)

“Listeners love local radio because the content is locally relevant, and the stations are more likely to respond to the communities within which they serve,” said Stephen Hahn General Manager of JOY 94.9.

“Community radio provides a great public service, and also gives budding local radio enthusiasts and journalists a chance to get a start in an industry that is unlike any other.”

Despite growth in listenership, JOY 94.9 and many other community radio stations are substantially under-funded, inhibiting further growth.

“Funding has stagnated for community radio for the last 14 years, and its time the Government recognised the important role JOY 94.9 plays in the local community,” said Ms Welch.

The CBAA in conjunction with JOY 94.9 is calling on the Federal Government to inject much-needed funds into community radio to ensure this vital service is not lost.

“Local MPs need to get behind their local community radio station and stand up for local content and the work of all their fantastic volunteers,” said Ms Welch.

**For more information please contact:**

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