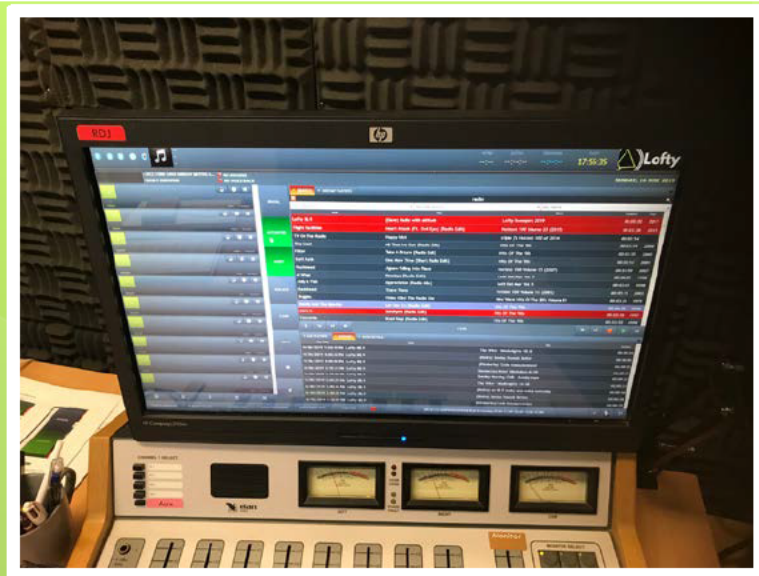


# Lofty 88.9 FM Adelaide Hills Music Arts Radio



○ **Station Profile**



\*A quarter of non-metro radio listeners (approximately 76,000) live in the Adelaide Hills region served by Lofty 88.9 FM.

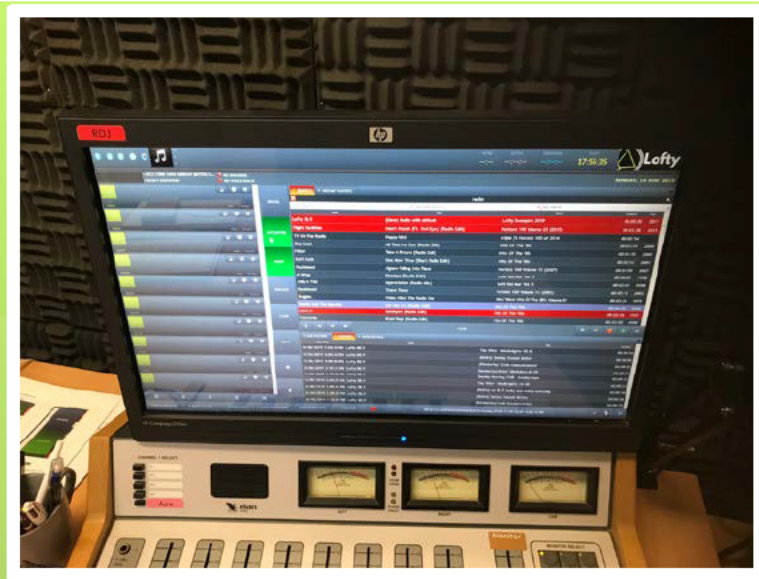
\*About 30% (22,800) listen to community radio - based on the relevance of reasons to listen to community radio.

\*In our first year of transmission, Lofty rates 100% relevance in 10 out of 12 reasons to listen to community radio, 50% in one reason (soon to be 100% ). Currently Lofty does not yet broadcast programs in languages other than English.



**Lofty 88.9 FM**  
**'radio with altitude'**

*\*Source: McNair/CBAA National Listener Survey – July 2019*

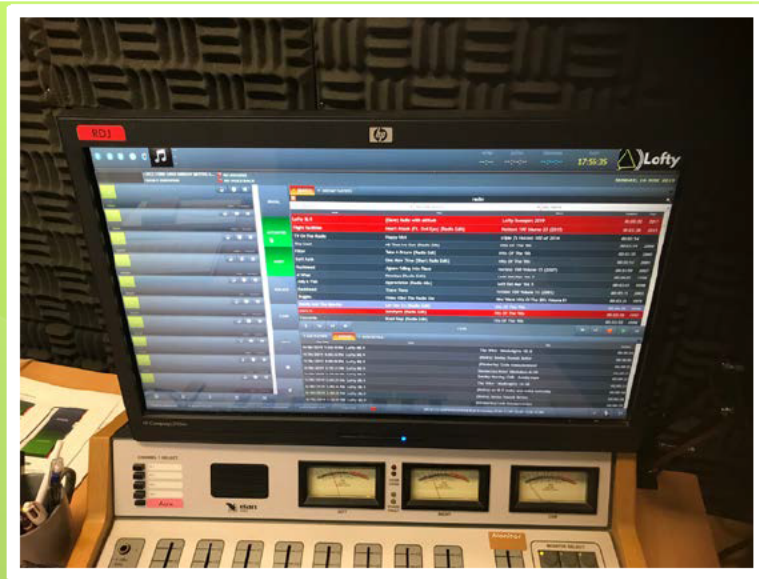


- \*Between 2018 and 2019, there has been a 16% increase in the non-metro Adelaide community radio listening audience.
- \*On an average week across the Adelaide Hills region served by Lofty 88.9 FM, around 56,750 listeners will tune into community radio.
- \*Lofty has almost full relevance in programming to the community radio listening audience. On average Lofty can expect about 1700 listeners tuning in each day.



**Lofty 88.9 FM**  
**'radio with altitude'**

\*Source: McNair/CBAA National Listener Survey – July 2019

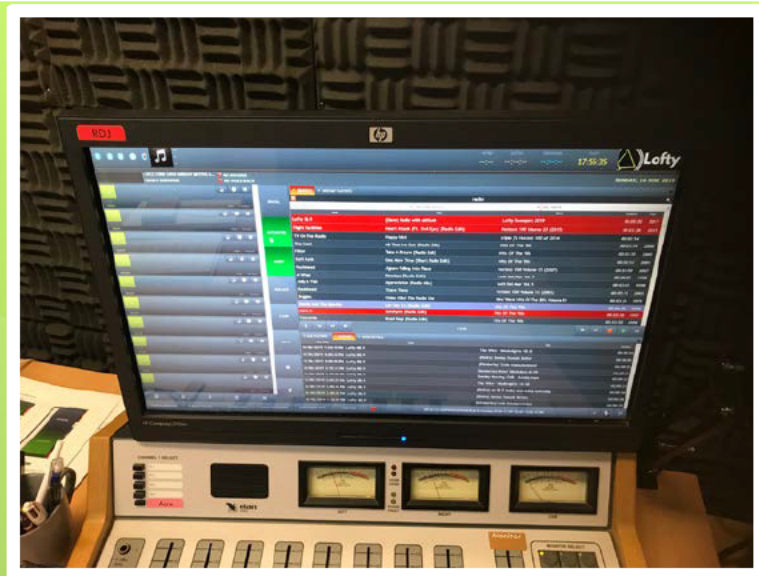


- \* At Lofty, what is going on in and around our community is what community radio is all about.
- \* We look to tap into every nook and cranny of the things that make our life in the hills such a great place to live, work and enjoy life.
- \* Through our many community support programs, we support our service clubs, sporting associations, a myriad of small clubs groups, schools, community services and major events – all for the betterment of our great lifestyle here in the Adelaide Hills.



**Lofty 88.9 FM**  
**'radio with altitude'**





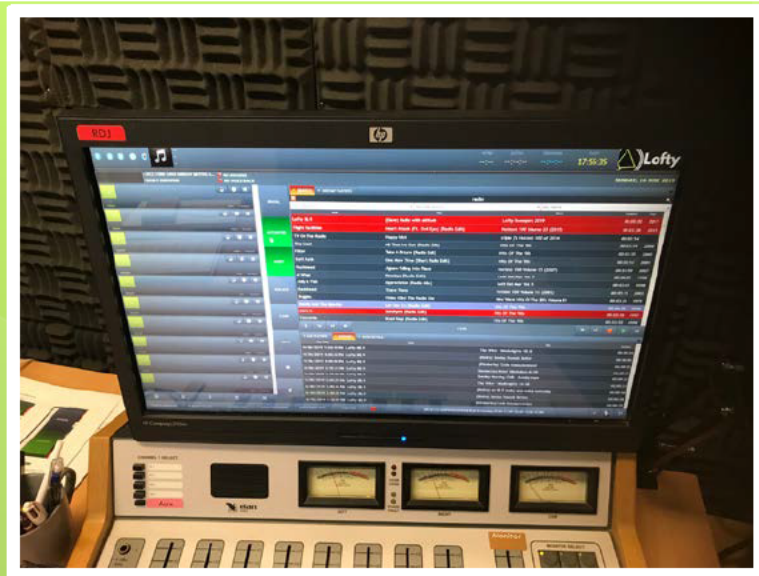
We created Lofty Community Media and Lofty FM, to be deliberately different from the usual ladder music and classic hits sound style that defines the 'commercial radio sound'

South Australia's music scene has never been more vibrant, diverse and exciting ... and when you listen to Lofty FM – you will hear the difference!

25% Australian music content is the standard – at Lofty we play over 45% Australian music!



**Lofty 88.9 FM**  
*'radio with altitude'*

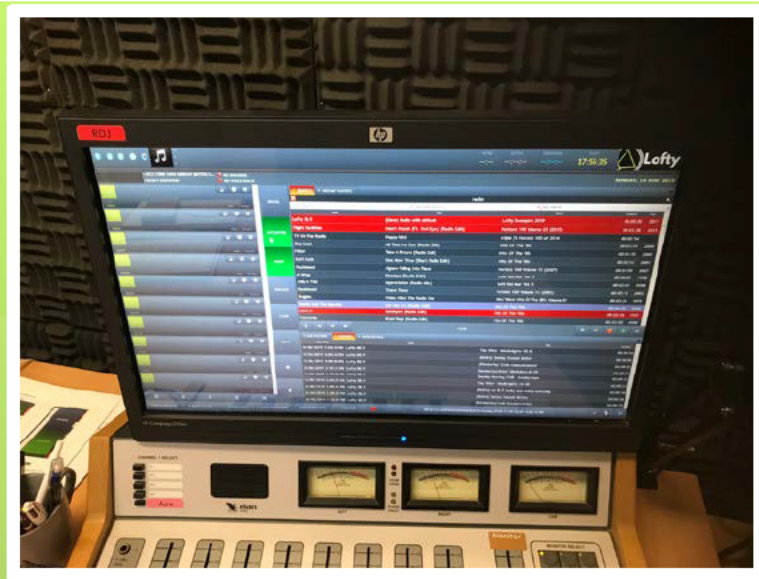


Real community radio can take music arts lovers to a new place, and the way we curate our music opens a window to new artists, new songs and music genres that other stations just don't play

But at Lofty, we do – and that's what makes 'the Lofty sound' a better choice ... from blues to hip-hop and everything in between ...



**Lofty 88.9 FM**  
**'radio with altitude'**



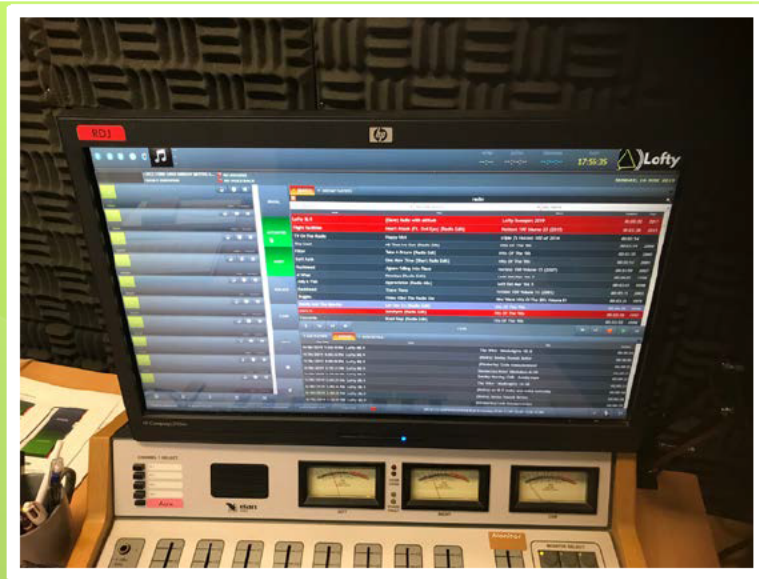
Lofty aims to connect our local Adelaide Hills communities with that new music vibrancy by bringing music arts, music venues and community building events and activities together in a way that only a real community radio station can...

Lofty 88.9 FM is new – like our approach to music. We are all volunteers at Lofty with a real passion for curating great music with a difference...

Local music lives at Lofty. Community lives at Lofty. We are Lofty FM – ‘radio with altitude’.



**Lofty 88.9 FM**  
*‘radio with altitude’*



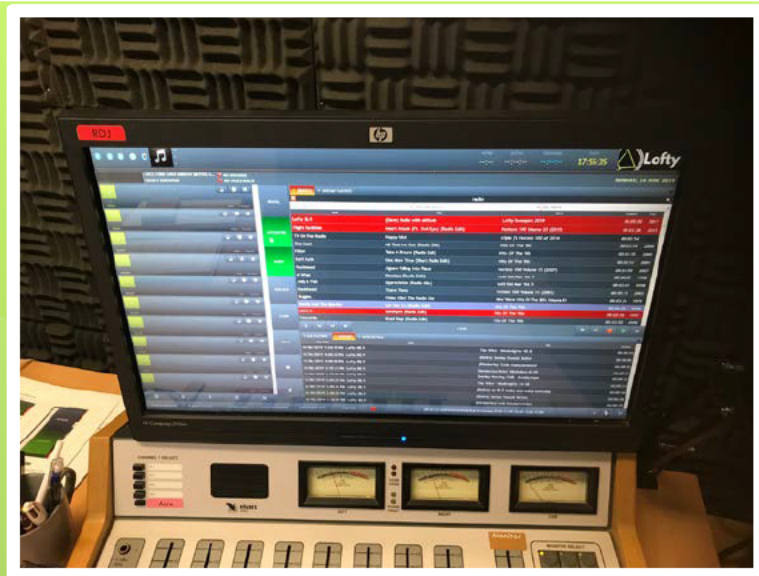
Yes, every sponsorship dollar is invested only into operating the station and supporting our collaborative community programs and music shows

Lofty runs on volunteers – so our commitment to what we do is from the heart.

Our station's 'better-mix' is about amazing new emerging artists and their music – so don't expect us to sound like a commercial or commercial-like community radio station.



**Lofty 88.9 FM**  
**'radio with altitude'**



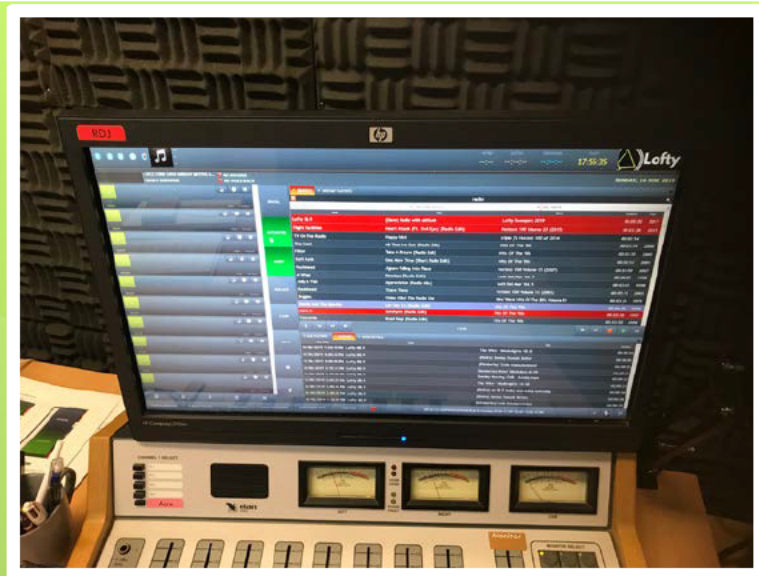
Yes, we play classic hits in some of our specialist music programs, but ‘specialist’ also means music you might only ever hear on real community radio stations like Lofty

At Lofty, we curate and present a blend of fresh sounds from new, emerging and established artists – and that is ‘the Lofty sound’ – generally great music you may never have heard before – but it only works in the hands of people who know what they are doing. People with a passion for their chosen genre(s)



**Lofty 88.9 FM**  
***‘radio with altitude’***





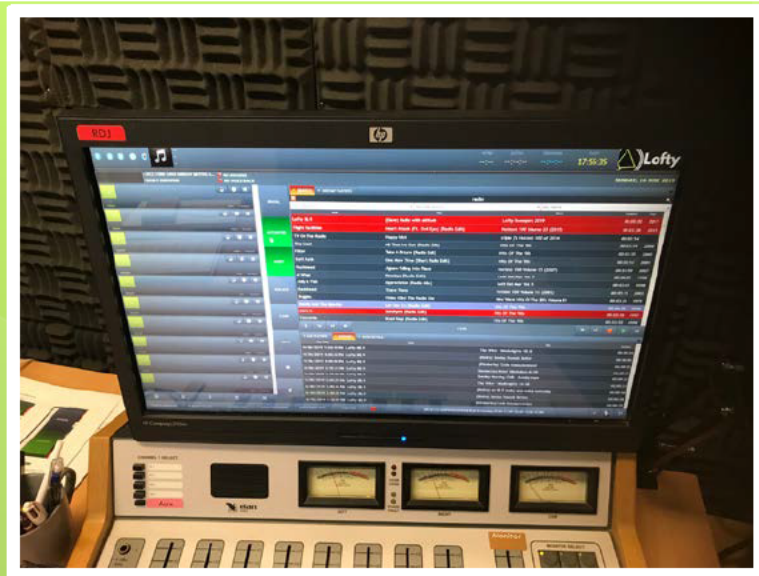
At Lofty, we are also honored to live and work on the ancestral lands of the Peramangk people.

We acknowledge and respect the past and present traditional owners of this land, and we pay our respects to the leaders of the traditional custodians of this land, their deep feelings of attachment and relationship to this land, and of all Aboriginal Australians to Country.

Lofty is committed to recognizing the rich cultural heritage of our 1<sup>st</sup> Nations Peoples, and the cultural diversity that defines Australia, and Australians, in a new modern era of inclusiveness.



**Lofty 88.9 FM**  
**'radio with altitude'**



**In just 10 months we have established all our principal studio facilities:**

Studio-1: The Dave Graney Studio; our main broadcast studio

Studio-2: The Melissa McCaig Studio; our pre-production and back up broadcast studio

Studio-3: The Andy Seymour Studio; purpose built specialist recording, broadcast & training studio\*

Studio-4: The Lofty Green Machine; mobile community radio and broadcasting education studio\*

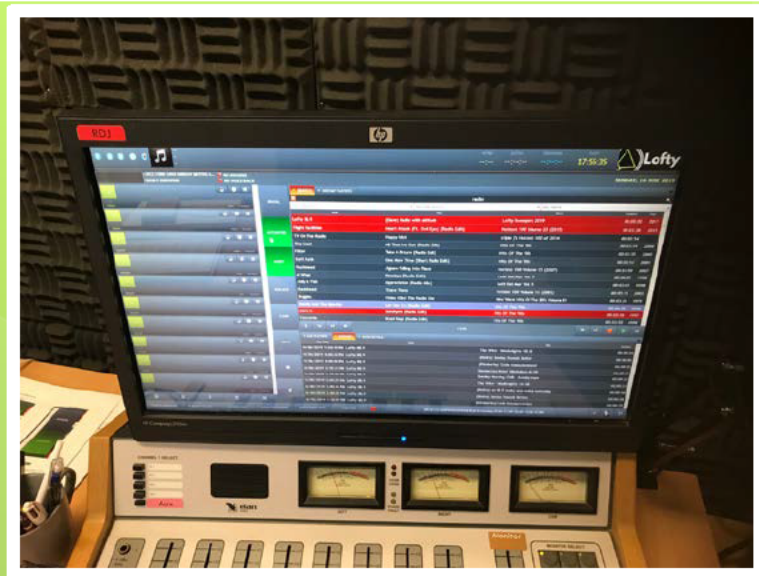
Studio-5: The Cheese Factory; collaboration partnering for specialist music recording studios

Studio-6: Lofty Rover Studios; specialist program pre-recording and pod-casting popup studios (x5)



**Lofty 88.9 FM**  
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*\*commissioned and due on line by end of 2019*



### Our principle collaborating partners:

- The Cheese Factory Studio and Art Gallery – music venue and recording studios
- Hills Football League and HFL Media – working with Mortgage Choice and the HFL
- Kiwanis Adelaide Hills – working together to help kids and the community
- In the Raw Festival – organic music and wellbeing festival for the Adelaide Hills
- Adelaide Jazz Club and Hindley Street Country Club – bringing a real voice to the hills
- Friends of Lofty – community programs supported through LCM and Lofty 88.9 FM



**Lofty 88.9 FM**  
*'radio with altitude'*

\*commissioned and due on line by end of 2019

## Studio & office:

20 Stephen Street

Mount Barker- SA 5251

Office hours - By appointment

## Postal address:

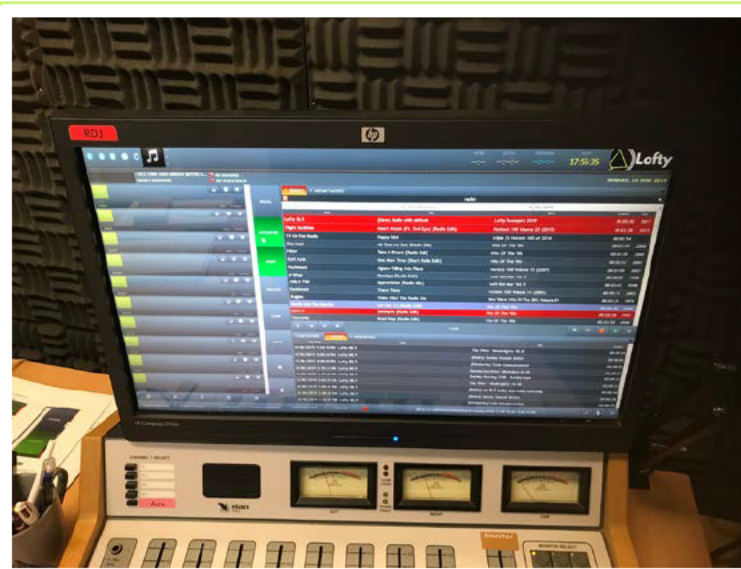
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5251 AUSTRALIA

Phone: (08) 7079 8333

Email: [info@lofty.org.au](mailto:info@lofty.org.au)

Facebook: [@radiolofty](https://www.facebook.com/radiolofty)

Website: <http://lofty.org.au/>



# Lofty 88.9 FM

*radio with altitude*

**Your new community and music  
arts radio station in the Hills**

*Lofty - the better choice for great music*

**88.9 FM** on Sunday, Monday and Tuesday  
**[lofty.org.au](http://lofty.org.au)** and **TuneIn** everyday



# Lofty 88.9 FM

***'radio with altitude'***