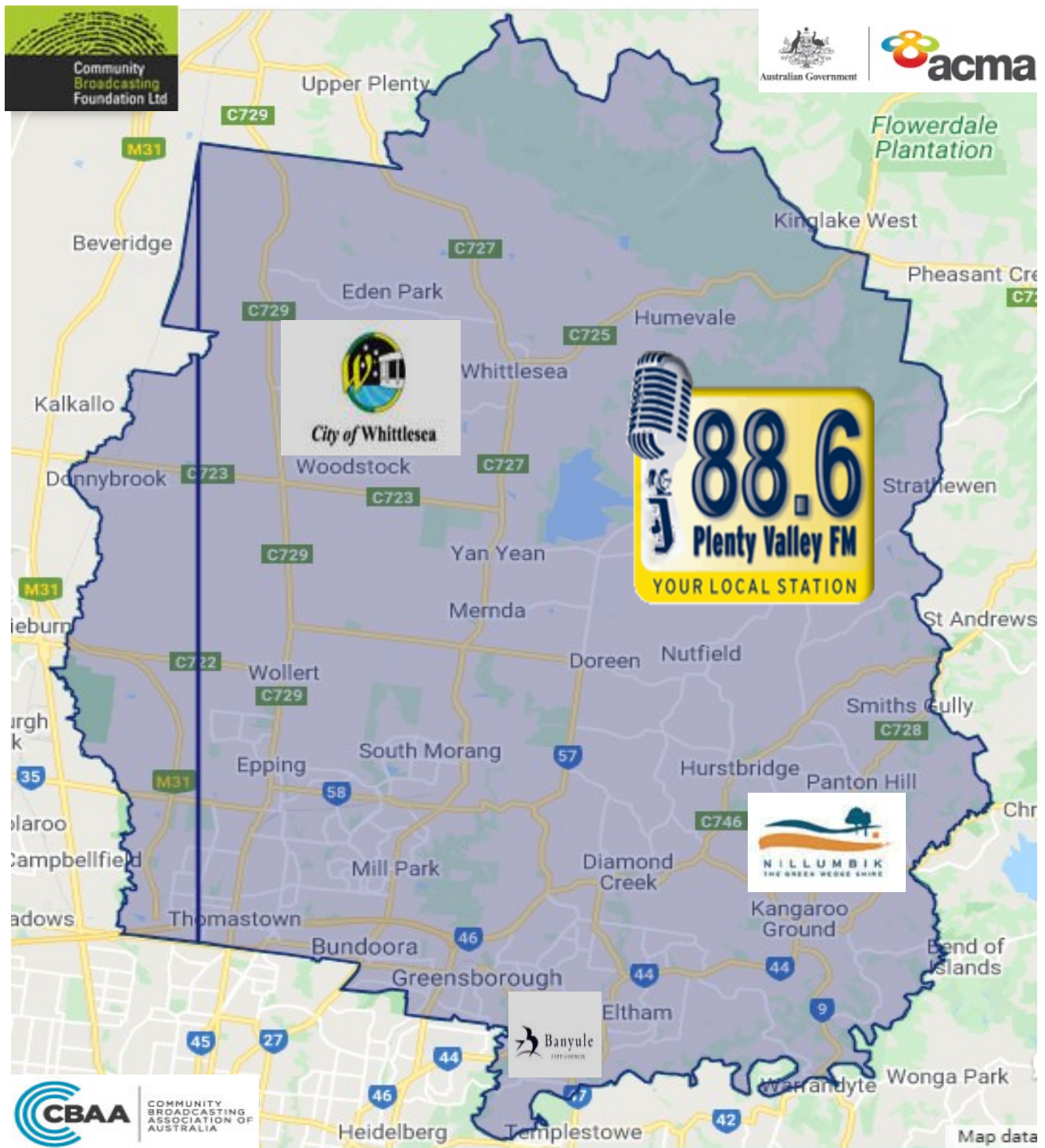


Be Part Of The Plenty Valley FM Family

88.6 Plenty Valley FM is the community radio station and designated emergency broadcaster serving Melbourne's Outer North East, encompassing the City of Whittlesea, Nillumbik Shire and the northern section of the Banyule City Council

Can you locate where you are in this map?

#KNOWYOURPLENTYVALLEY



Be Part Of The Plenty Valley FM Family

What is Plenty Valley FM?

We are the community radio station and designated emergency broadcaster in Melbourne's North East serving the residents of the City of Whittlesea, Nillumbik Shire Council as well as Bakewell, Beal, Grimshaw, Sherbourne & Hawdon electoral wards of Banyule City Council. The estimated residential population (ERP) of our licence area is approx. 345,000 people.¹

What music do you play?

Almost everything!! We cover Rock, Pop, Jazz, Blues, Ska, Country & Western and almost everything in between.

Our hard-working volunteer presenters entertain & provide music trivia from their own libraries.

We also support independent artists in not only our local area but across Australia by accessing AMRAP.

Who listens to you?

Community Radio doesn't participate in ratings surveys like commercial radio. We use census-style Listener Surveys. In Melbourne, 4% of the population listen exclusively to community radio.² Translated to the PVFM service area that's at least 13,800 exclusive listeners. Almost 30% of all listeners are aged 25-39, 76% are the main grocery buyer at home, and 34% of listeners speak LOTE at home.²

Why do people listen?

Community Radio listeners in Melbourne tune in on average for 15.6hrs a week.²

People seek local news, information and interviews on topics and events that directly relate to the community they live, work and play in. We have a number of infotainment programs at key weekday listening times, coupled with staples like Breakfast, Afternoons and Drive programs.

When do people listen?

Community Radio listeners in Melbourne tune in on average for 15.6hrs a week.

The main listening times are between 3-7pm, followed by the other key day-shaping time of 5-9am, mid-morning and the long lunch time of 12-3pm.

Many people report listening to us in their cars or via mobile devices.

How are you funded?

Plenty Valley FM receives no guaranteed state or federal government funding and relies almost exclusively on the generosity of the community through donations, philanthropy, membership and corporate sponsorship to survive. Donations above \$2 are Tax Deductible as we hold DGR status. We also conduct fundraisers & outside broadcasts.

What programs do you offer?

Plenty Valley FM prides itself on being a valued community resource, providing a dynamic and diverse program grid, showcasing the best local content. As well as delivering music not heard on mainstream radio, local news, infotainment and sports coverage, our station brings the world to your radio with a wide range of multicultural programs to connect to the local CALD communities.

Are you on social media?

Yes we are! As well as checking out our website pvfm.org.au where you can also find our program guide, listen live & information about us, you can also follow us on:

Facebook – 88.6PlentyValleyFM

Twitter - @PlentyValleyFM

Instagram – plentyvalleyfm

LinkedIn –

www.linkedin.com/company/plenty-valley-fm

#KnowYourPlentyValley

Emergency Broadcasting

As a designated emergency broadcaster – one of the first in Melbourne – we deliver key messages and suspend programming if requested to do so by the State Control Centre, Incident Controllers & other authorised agencies in times of declared emergencies – particularly during the fire season.

Pathway and nationally recognised training

By becoming a part of the Plenty Valley FM family, we offer pathway training to provide you the skills to become a station presenter and also AQF competency-based training courses.

¹ <https://profile.id.com.au/> (as at 30/9/2019) , <https://www.vec.vic.gov.au/> (as at Dec 2018)

² McNair YellowSquares – National Listener Survey Fact Sheet - Melbourne - 2019 - Wave #2