

# MEDIA CONTACTS - ADELAIDE

Hey there South Australian musician. In this document you'll find media contacts mostly targeted for Adelaide. Please use the power of this list thoughtfully and respectfully.

If you haven't already read the Music SA documents on **how to write a media release** and **how to pitch to the media on our RESOURCES PAGE** ([www.musicosa.com.au/resources](http://www.musicosa.com.au/resources)) please do so before making contact with these wonderful media outlets. For information on how to service mainstream radio stations, please speak to Music SA's Industry Development Officer.

## **THE GOLDEN RULE OF RESPECT FOR OUR FRIENDS IN THE MEDIA – KNOW YOUR PRODUCT:**

If you don't know the media outlet's product, learn about it before you pitch any ideas: read, listen and watch. Journalists and presenters know when you have no idea about their magazine/column/show, and they are generally too busy to give you a second chance. Have some respect for their art by not wasting their time and they will love you for it.

EG. If you have a metal band, DO NOT call FiveAA and ask them to play your music. DO call Powersurge on Three D Radio.

Similarly: if you have a folk band, The Folk Show on Radio Adelaide would love to hear your stuff. Probably not 5ebi's Ethiopian language hour... unless you play Ethiopian folk music, which would be cool.

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# Print Media

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## **THE ADVERTISER:**

The Advertiser is South Australia's only daily newspaper. There is a daily section called Adelaide Confidential featuring celebrity news stories and photos. Thursdays there is a lift out called HIT that focuses on entertainment, and has a gig guide. SA Weekend's features writer loves quirky profiles of people doing interesting things. Always think of a great picture angle if you can.

### **Contacts**

Editor in Chief Sam Weir  
Pictorial Editor Brad Fleet  
Arts Editor Jillian Attrill  
SA Weekend Editor Roy Ecclestone  
SA Weekend Features Katie Spain  
Adelaide Confidential Matt Gilbertson or Antimo Iannella

### **Details**

Switchboard 1300 130 370  
[firstname.lastname@news.com.au](mailto:firstname.lastname@news.com.au)  
[adelaideconfidential@news.com.au](mailto:adelaideconfidential@news.com.au)

## **THE SUNDAY MAIL**

The Sunday Mail is the weekly Sunday edition of the Advertiser paper and the emphasis is on recreation, sport, entertainment and the Adelaide social scene. It has a readership of 599,000 each week.

### **Contacts**

Editor Andrew Holman  
Know & Tell Editor (gossip) Matt Gilbertson  
Entertainment editor Lynn Cameron  
Arts writer Matt Byrne  
Music/entertainment Nathan Davies

### **Details**

Phone 1300 130 370  
[firstname.lastname@news.com.au](mailto:firstname.lastname@news.com.au)

## **ADELAIDE MATTERS**

Published by Messenger Newspapers (part of the company that publishes The Advertiser), Adelaide Matters is a free monthly full-colour lifestyle magazine distributed in the Eastern Suburbs, beach areas and around the city, aimed at a female demographic. Content is very local and 'people' focused looking at interesting artists, designers and small business people. Writer Kylie Fleming does monthly CD reviews too.

### **Contacts**

Editor Catherine Clifton  
Editorial/Senior Writer Kylie Fleming

### **Details**

Phone 08 8347 5722  
Email [adelaidematters@news.com.au](mailto:adelaidematters@news.com.au)

## **THE ADELAIDE REVIEW**

Free independent monthly literary/arts/lifestyle streetpress magazine. Guide to current debate on a wide variety of issues important to South Australians including politics, town planning, education, literature, theatre, music, visual arts, film, tourism, food and wine.

### **Contacts**

Senior Staff Writer David Knight

### **Details**

Phone 08 7129 1060  
Email [david@opinionmedia.com.au](mailto:david@opinionmedia.com.au)  
Web [www.adelaidereview.com.au](http://www.adelaidereview.com.au)

## **MESSENGER NEWSPAPERS**

There are 11 free tabloids under the banner of Messenger Newspapers and they each serve a specific geographical region of Adelaide suburbs. For SA musicians, the best thing to do is to write a detailed press release and send to the arts reporter. The one thing that will help your story get in is if you have some local identity, for example someone in your act that comes from a particular area. When you write your press release, write it from the local angle.

### **Contacts**

Messenger Newspapers Editor Jessica Leo  
The City Reporter Sophie Perri

### **Details**

Phone 08 8347 5722  
Email [firstname.lastname@news.com.au](mailto:firstname.lastname@news.com.au)

## **BLAZE (GAY PRESS)**

Blaze is a monthly, tabloid size paper aimed at local gay and lesbian communities. Blaze is free at gay and lesbian venues, universities and other selected outlets.

### **Contacts**

Editor Ron Hughes  
Art Writer Peter Burdon

### **Details**

Phone 08 8223 7255  
Email [ron.hughes@gaynewsnetwork.com.au](mailto:ron.hughes@gaynewsnetwork.com.au)



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# Community Radio

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Community Radio is where local musicians get to shine. This is the most welcoming and practical platform to get your music heard (and also to practice your interviewing skills).

## **FRESH FM**

Adelaide based youth and community radio station, committed to presenting the best in international and local music and emerging cultures.

### **Contacts**

General Manager Troy Sincock  
Content Manager Tom Martin Ankerson

### **Details**

Phone 08 8232 7927  
Email [troy.sincock@fresh927.com.au](mailto:troy.sincock@fresh927.com.au) | [tom.martin@fresh927.com.au](mailto:tom.martin@fresh927.com.au)  
Web [www.freshfm.com.au](http://www.freshfm.com.au)

Frequency: 92.7 FM

## **RADIO ADELAIDE**

Radio Adelaide is a community station originally established by the University of Adelaide in 1972. It features talk programs scattered with contemporary music with a strong focus on current affairs, local issues and the arts. Listenership is in the region of 85,000 per week.

### **Contacts**

Music library: Luke Penman

### **Details**

Phone 08 8303 5000  
Email [radioadelaidemusic@adelaide.edu.au](mailto:radioadelaidemusic@adelaide.edu.au)  
Web [www.radio.adelaide.edu.au](http://www.radio.adelaide.edu.au)

### **Shows: (keep an eye on the program guide for relevant genre-based shows)**

**Local Noise:** Every Tuesday night, they feature new music, live sets and interviews from local Adelaide musicians

**Arts Breakfast:** Every Saturday they feature what's new in the arts scene and interview local artists (that's you). The listenership is skewed older on this one, so maybe don't pitch death-core acts)

**Breakfast:** Presented by local music lover, Angus Randall, this show features a live in-studio performance by musicians every Friday

**The Range:** Every Friday arvo, The Range – Radio Adelaide's drive time show – features a live in-studio performance by a musician

Check for genre-based shows

Frequency: 101.5 FM 19

## **THREE D RADIO**

Three D Radio is a mixture of music and talk. The shows' styles vary HUGELY, so tune in, listen and think about which shows would suit your music.

### **Contacts**

The presenters themselves program shows. This means you will have to do a little bit of sleuthing to find the right show to pitch to and then find the presenters contact details. When in doubt, call the reception Mon, Wed and Fri and they might be able to help you.

### **Details**

Phone 08 8363 3937  
Email [mail@threedradio.com](mailto:mail@threedradio.com) | [interviews@threedradio.com](mailto:interviews@threedradio.com)  
Web [www.threedradio.com](http://www.threedradio.com)

Frequency: 93.7FM

## **5EBI-FM**

Community broadcasting station servicing Adelaide metropolitan area. Transmitting in 47 languages. Broadcasting 24 hours a day, 7 days a week. Listenership: 150,000 per week. Age group 25 plus years.

### **Contacts**

Station Manager Kym Green  
Arts & News Ewart Shaw  
Production Co-ordinator Julian Tregenza

### **Details**

Phone 08 8211 7635  
Email [kymgreen@5ebi.com.au](mailto:kymgreen@5ebi.com.au)  
Web [www.5ebi.com.au](http://www.5ebi.com.au)

Frequency: 103.1 FM

## **PBA-FM 89.7**

PBA-FM is a community radio station based in the north-eastern and northern suburbs of Adelaide. It serves to entertain, inform and educate its listeners primarily about the immediate community, while offering an overview of state, national and world matters. PBA-FM airs over 60 diverse programs going to air each week, including several multicultural shows and non English speaking programs. Listenership: 100,000 per week with a demographic of 25 years and over.

### **Contacts**

Station Manager Denise Guest

### **Details**

Phone 08 8250 3735  
Email [pbafm@pbafm.org.au](mailto:pbafm@pbafm.org.au)  
Web [www.pbafm.org.au](http://www.pbafm.org.au)

Frequency: 89.7 FM

## **1197 AM RPH ADELAIDE**

A not-for-profit disability service provider delivering a reading and information service to the print handicapped via radio. It uses a wide range of printed materials including newspapers, magazines, books and journals as the basis of its programming.

### **Contacts**

Station Manager Hans Reimer  
Program Director Richard Morgan

### **Details**

Phone 08 8231 1197  
Email [admin@rphadelaide.org.au](mailto:admin@rphadelaide.org.au)  
Web [www.rphadelaide.org.au](http://www.rphadelaide.org.au)

Frequency: 1197 AM

## **COAST FM**

Coast FM aims to serve south-western Adelaide. They're dedicated to entertaining listeners and informing them about events and stories relevant to people who spend their time in south-western Adelaide.

### **Contacts**

Chairman Les Sobiraj

### **Details**

Phone 08 8371 5887  
Email [info@coastfm.com.au](mailto:info@coastfm.com.au)  
Web [www.coastfm.com.au](http://www.coastfm.com.au)

Frequency: 88.7 FM

## **POWER FM**

PowerFM is the regional radio station that services Adelaide Hills (100.3), the South Coast (99.7) and the Murraylands (98.7). They love doing interviews (mostly phoners) and doing giveaways.

**Contacts**

Breakfast announcer + Promotions Manager Steve Murphy

**Details**

Phone 08 8532 4455

Email [steve@powerfm.com.au](mailto:steve@powerfm.com.au)



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# RADIO

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## **891 ABC RADIO**

Current Affairs based public radio station, which conducts interviews, talk back and covers arts/music or anything of newsworthy interest on every program. NOTE: These individual announcers like to have the story first, i.e. if you give it to one announcer already scheduled an interview on another timeslot, tell them - they'll then decide if they will still go ahead with another story.

### **Contacts**

Station Manager Graeme Bennett  
Program Director Craig Munn  
Arts Roving Reporter Spence Denny

### **Details**

Phone 08 8343 4000  
Web [www.abc.net.au/adelaide/](http://www.abc.net.au/adelaide/)

Radio Frequency: 891AM

#### Programs Time Presenter

Breakfast (6am – 9am) Matthew Abraham & David Bevan  
Mornings (9am – 12pm) Ian Henschke  
Afternoons (1pm – 4pm) Sonya Feldhoff  
Drive (4pm – 7pm) Michael Smyth  
Evenings (7pm – 10pm) Peter Goers

## **HIT 107**

Hit107 is a commercial radio station that targets an audience between 16-40 years.

### **Contacts**

Content Director Irene Hulme: [Irene.Hulme@sca.com.au](mailto:Irene.Hulme@sca.com.au)

### **Details**

Phone 08 8301 1071 General | 08 8290 1113 Newsroom  
Email surname and first initial [@austereo.com.au](mailto:@austereo.com.au)  
Web [www.hit107.com](http://www.hit107.com)

Frequency: 107.1 FM & 91.1 FM

#### Programs Time Presenter

Breakfast (6am – 9am) Amos and Dani  
Mornings (9am – 3pm) English Chris  
Afternoons (3pm - 4pm) Hamish and Andy  
Drive (4pm – 6pm) Fifi & Jules  
Drive on Fri (4pm - 6pm) The Don and Maz

## **CRUISE 1323 AM**

Cruise 1323 is Adelaide's Easy Listening station. Cruise is The Beatles, Elton John and John Farnham. Their listeners are 50 +. They don't do interviews but sometimes announce gigs or shows that are of interest.

### **Contacts**

Program Director Chris Cotton  
News Director Emily Hoskins

### **Details**

Phone 08 8300 1000  
Email [adelaidenews@arn.com.au](mailto:adelaidenews@arn.com.au)

## **FIVEAA 1395AM**

FIVEaa offers listeners a powerful blend of news, current affairs and sport. Its on-air line-up has this city's most popular media personalities. They are talkback and football focused.

## **Contacts**

News Editor Matthew Pantelis  
Program Director Dave Shearer

## **Details**

Phone 08 8419 1395 General | 08 8419 5900 Newsroom  
Email [onair@fiveaa.com.au](mailto:onair@fiveaa.com.au)  
Web [www.5aa.com.au](http://www.5aa.com.au)

Frequency: 1395 AM

### Programs Time Presenter

Breakfast (5am – 9am) David Penberthly, Mark Aiston and Jane Reilly

Mornings (9am – 1pm) Leon Byner

Afternoons (1pm – 4pm) Will Goodlings

Drive (4pm – 7pm) Stephen Rowe & Mark Bickley

Nights (7pm – 8pm) Jeremy Cordeaux

Talkback (8pm – 12am) Paul Makin

## **NOVA 919**

Nova 919 is aimed at youth market: 16 – 30 year olds. Playing pop/top 40 music.

## **Contacts**

News Editor Matthew Pantelis  
Program Director Dave Shearer

## **Details**

Phone 08 8419 5919 General | 08 8419 5900 Newsroom  
Email [news@nova919.com.au](mailto:news@nova919.com.au)  
Web [www.nova919.com.au](http://www.nova919.com.au)

Frequency: 91.9FM

### Programs Time Presenter

Breakfast (6am – 9am) Lewis & Lowe

Mornings (9am – 1pm) Jarrod Walsh

Afternoons (1pm – 4pm) Jaben Ryan

Drive (4pm – 6pm) Kate, Tim & Marty

Evenings (6pm – 7pm) Fitzy & Wippa

Nights (7pm – 10pm) Smallzy's Surgery



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# ONLINE

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## **INDAILY**

Presented online daily and sent to over 76,000 subscribers, Indaily has a dedicated Arts and Culture section which features reviews, interviews, videos and social images.

### **Contacts**

Arts Editor Suzie Keen

### **Details**

Phone 08 8224 1625

Email [skeen@solsticemedia.com.au](mailto:skeen@solsticemedia.com.au)

Web [www.indaily.com.au](http://www.indaily.com.au)

## **RIP IT UP**

Rip It Up Adelaide's main music, entertainment, art, food and lifestyle site. It sends out its weekly email to over 20,000 subscribers on Thursdays.

### **Contacts**

Staff Writer Daniela Frangos

### **Details**

Phone 08 71291030

Email [DanielaFrangos@ripitup.com.au](mailto:DanielaFrangos@ripitup.com.au)

Web [www.ripitup.com.au](http://www.ripitup.com.au)

## **CITYMAG**

CityMag is the online version of the quarterly print publication of the same name: an insider's guide to life and business in downtown Adelaide. Reporting on the city's unique habits as well as its commerce and culture gives CityMag readers a unique insight into what's trending, whose business is booming and where the best places to eat and drink are.

### **Contacts**

Editor Farrin Foster

### **Details**

Email [ff@citymag.com.au](mailto:ff@citymag.com.au)

Web [www.citymag.com.au](http://www.citymag.com.au)

## **FIVE THOUSAND**

The Thousands are online magazines about cities written by a band of locals for readers who like food, drinks, nice clothes, new music, good reading, people, independent projects, and adventures. Five Thousand is Adelaide's version of this.

### **Contacts**

Editor Angela Schilling

### **Details**

Email [angela.schilling@rightanglestudio.com.au](mailto:angela.schilling@rightanglestudio.com.au)

Web [www.thethousands.com.au/adelaide](http://www.thethousands.com.au/adelaide)

## **MUSIC SA**

Music SA's website is a unique combination of music industry news and entertainment, gig and event information, opportunities for artists, directories of South Australian artists, venues and businesses. Content submissions are welcome, and a fortnightly eNews mailout reaches 1600+ subscribers.

### **Contacts**

Digital Marketing Manager Elizabeth Reid

### **Details**

Phone 08 7320 3301

Email [elizabeth@musiccsa.com.au](mailto:elizabeth@musiccsa.com.au)

Web [www.musiccsa.com.au](http://www.musiccsa.com.au)