



Reach **every**
commercial
Radio Newsroom
in Australia with
just one audio
interview

Why An ANR?

One Interview. Distributed to every commercial radio network in Australia.

That sums it up really.

There is no more efficient way to reach a mass radio audience.

An Audio News Release saves your spokesperson valuable time while giving every radio station in the country access to your message and story.



Our ANR service

We can do a little or a lot. The choice is yours.

- Pre-recording consultancy
 - Audio record your message
 - Regionalised audio content for metro and regional markets
 - Edit into news grabs
 - Dedicated Media Centre to host content
 - Distribute via email alert to all commercial radio stations in Australia
 - Personal sell-in of story to 10 key stations *conditions apply
 - End of campaign report – who accessed and who downloaded your content.
-
- Turn your audio into video for web and social
 - Video News Release production

Pre-Record Consultancy

We love being involved as early as possible with your campaign.

Happy to provide consultancy and advice in the development of your audio messaging.

We will provide honest assessment of your story and message, and work to make it as news-friendly as possible.

As always, the number one factor in getting results, is the strength of the story.



Recording your ANR

Our recording process is extremely simple and time effective for your spokesperson.

Dial into our recording line from a landline or internet via a high quality microphone.

Recording time is around 10-15 minutes.

Client can also dial in to monitor the session live.

We work hard with the spokesperson to produce the best possible outcome and quality.

No pressure to get right first time. We will re-do until spokesperson and client are both happy with result.

Regionalised Audio

Consider localizing your audio messages.

For example, realestate.com.au provided localized audio for the latest property market stats, targeting all capital cities as well as key regional areas.

This gave metro and regional stations an added incentive to run the content.

Cancer Victoria also produce localized stats on cancer rates each year to help promote Daffodil Day and Australia's Biggest Morning Tea.

We can work with you to identify key regional markets to target with specific audio content.

EDIT AND HOST YOUR AUDIO CONTENT

Within an hour of finishing the interview, we will have your audio edited into news grabs and available for review.

When approved, all audio content and media releases will be housed in a dedicated Media Centre.

Here is an example of a finalized [Media Centre](#)

From the Media Centre, radio networks will be able to listen and download your audio grabs and information.



Media Alert

FOR IMMEDIATE RELEASE: Saturday 7 July

Property Outlook report: Victoria's latest property market insights

WHAT: realestate.com.au launches quarterly Property Outlook report (April to June 2018), analysing more than 80 million property searches on the site.

AUDIO AVAILABLE FOR DOWNLOAD: <https://mediagame-1.wistia.com/projects/0zk0vynxib>



CLICK ICON TO ACCESS AUDIO INTERVIEW GRABS

TALENT: Nerida Conisbee, realestate.com.au Chief Economist and report author

CONTACT: Jessica Brophy, [0431 268 549](tel:0431268549)

WHEN: [The full report is available Saturday 7 July here.](#)

Headlines for the Victorian property market include:

- Warrandyte is once again Australia's most in demand suburb, continuing to prove popular amongst home buyers in quest of bigger homes and blocks and leafy surrounds.
- Melbourne's premium suburbs, including Hawthorn, Albert Park, Toorak and St Kilda continue their reign as some of the city's most sought after suburbs, despite their expensive price tag.
- While demand for houses is dropping in Melbourne, demand in regional cities is running red hot as first home buyers and young families seek out period homes, affordability and room to roam.
- Buyers are flocking to Warrnambool, Geelong and Bendigo. The regional centres have experienced the highest year-on-year growth in demand – 59.6%, 53.9% and 46.1% respectively. Geelong and the Surf Coast have seen price increases of over 10% in the past 12 months.
- Apartments are continuing to see levels of high demand on realestate.com.au, outpacing houses despite the market slow down. Demand for apartments is 4.5 per cent higher than the same time last year.

Distribute and Sell-In

In consultation with our clients, we develop a strategy for distribution.

Ideally, the audio will be distributed under embargo, allowing time to sell-in the story to key radio networks.

It starts with the distribution of our Media Alert, with a link to your approved audio.

If under embargo, we personally sell-in the story to at least 10 key radio stations.

The feedback we obtain is provided to the client to gauge initial interest in the story.

End of Campaign Report

We understand accountability is important to you.

After every campaign, we provide a report showing Stations/Networks that accessed and reviewed your story as well as those who downloaded the audio.

Please note, we **CANNOT** guarantee air time. This is dependent on many factors, including the strength of the story, the quality of the spokesperson delivering your message and the general news day



Produce a Video News Release

Take your news release to a whole new level by producing a Video News Release for distribution to TV News Australia-wide, plus for social and on-line.

From your VNR, we can then package up a series of Audio grabs for radio distribution. A great way to maximise resources.

We will work with you to devise a strong VNR offering that includes interviews with key spokespeople and also B-Roll overlay to assist news networks to tell your story.

Here are some examples of [VNRs](#) we have produced.





Reach **every**
commercial
Radio Newsroom
in Australia with
just one audio
interview

1300 725 033 / 0418 117 587