



***Metro's Best With  
Easy Listening Favourites From  
Yesterday and Today!***



### ***Who we are...***

Seaside FM is a not-for-profit radio station located in Eastern Passage, Nova Scotia. We broadcast to all communities of Halifax Metro and beyond. The station is staffed primarily by volunteers who dedicate some of their personal time each week so thousands of people each day may enjoy the great sounds of easy listening music from yesterday and today. Due to our growing success and popularity Seaside FM has staffed permanent broadcast, operational, administrative, technical and management volunteer positions.

### ***Where we came from...***

Seaside FM is the creation of General Manager/Program Director, Wayne Harrett. Since childhood Wayne had always been fascinated by the medium of radio. As an adult he decided to act upon his childhood dream and build a radio station where he could immerse himself fully. Up to 40 volunteers now support Seaside FM.

### ***When we began...***

Seaside FM began broadcasting in the Summer of 1998 under a special events license in support of the Eastern Passage/Cow Bay Summer Carnival. In the winter another special events license was granted so Seaside FM could broadcast "Christmas From the Passage". These broadcasts continued until Seaside FM was granted a full-time broadcast license which came into effect August 5<sup>th</sup>, 2002.

### ***Our musical format...***

Seaside FM features a wide selection of easy listening music from yesterday and today. The format focuses on traditional and today's easy listening, soft rock, adult standards, middle of the road favourites, instrumentals, big band, jazz, East Coast and Canadian content. The music on Seaside FM is typically favoured by the mature listener and by some younger listeners as well.

### ***Why we focus on audience requests...***

Seaside FM focuses on audience requests so we stay in touch with our listening audience to find out who they are, what they want to hear and how to better focus the programming of the station. After all ***"The Listeners Are the Stars!"***



### ***Our listeners...***

Seaside FM's audience is estimated at approximately 25,000 plus mature listeners from across Halifax Metro and surrounding areas. Seaside FM is also heard on the Internet at seasidefm.com and on TV at Eastlink Digital Channel 452, Aliant Digital Cable 840 and EastLink Cable FM at 92.7. As a result of these additional broadcast mediums Seaside FM's audience has grown significantly beyond the reach of its traditional radio FM signal. Our listeners tune us in an estimated 27 hours per week!

### ***Our method to determine audience reach...***

Seaside FM has determined audience reach estimates through the application of several market research techniques. These include request/contestant tracking, unsolicited telephone calls/Emails/letters/faxes and geodemographic analysis.

#### **Request/Contestant Tracking**

Seaside FM broadcasters regularly accept requests and conduct on-air contests. From these activities Seaside FM can better understand and estimate its' listening audience.

#### **Unsolicited Telephone Calls/Emails/Letters/Faxes**

Seaside FM continually receives correspondence from its' many listeners via all communication mediums available today. Seaside FM uses this correspondence to estimate listening audience and reach.

#### **Geodemographic Analysis**

Seaside FM conducted a geodemographic analysis during the early Spring of 2009 using a geographic information system (computerized mapping and analysis software), Statistics Canada Census data and radio industry standard reporting to better understand and depict its' reach.

#### **Fundraiser Analysis**

In March of 2008 Seaside FM conducted its' second fundraiser. We raised in excess of \$60,000 in 10 very short days. Over 1,300 unique pledges from all parts of Metro and in some cases beyond demonstrated the broadcast reach and audience appreciation for Seaside FM. This equates to approximately \$46 per unique pledge and is a testimony to the size, dedication and loyalty of Seaside FM's audience.



### ***Advertise with Seaside FM because...***

- Our approximate 25,000 plus mature audience (your prospective/current clients):
  - is active with considerable spending power yet ignored by advertisers
  - represents a new market for those who have done traditional advertising
  - has spending clout waiting to be unleashed
  - is responsible for 55 percent of discretionary spending and 80 percent of the personal wealth in the banks
  - accounts for more than 80 percent of leisure travel spending, 25 percent of toy sales, 60 percent of home remodeling and 50 percent of luxury car purchases
- Our rates per 1,000 listeners are the best in Metro Halifax
- We offer excellent exposure levels to get your message across to your target client
- Seaside FM advertising packages create top of mind awareness and have been proven to motivate new and existing customers/clients
- You'll be supporting a community based, not-for-profit organization.

Seaside FM caters to the over 45 population. Ignoring this increasing component of the population means you miss out on potential new and repeat business.

Market your company/organization to this huge segment of the population now with Seaside FM Radio!

**Your advertising dollars will allow you the opportunity to advertise your organization on what is becoming a very popular musical format and will help to support a community minded not-for-profit organization as well!**



## **Seaside FM listener comments...**

Since Seaside FM began broadcasting on a full-time basis in August of 2002 we have received thousands of telephone calls, emails, faxes and comments supporting our adult easy listening format. The following are comments from a few of our 25,000 plus listeners.

- *“Seaside is the best thing to happen to local radio! Whether it’s background music or just good easy listening, Seaside is there for you. Beautiful music all day and night. Plus knowledgeable, interesting personalities.”*

*Max Pottie – Dartmouth*

- *“I wish to thank all involved with this fabulous radio station for keeping the recollection of a very special time in my life alive and well. I was informed as a very young child that the world couldn’t exist without lovely music. Thank you, Seaside, for providing us with the heavenly sound of lovely music which was sadly lacking on our airwaves until you indeed made our dreams come true!”*

*Peggy Kristjansson – Bedford*

- *“I want you to know how much I appreciate the time and effort you and your team of dedicated volunteers have put into Seaside FM. You are a very important contribution to the community, and I want to offer my compliments to you and your staff. Seaside is a very unique station and I am so proud that I can make you a part of my day!”*

*Cathy Negus – Eastern Passage*

- *“We had waited a long time for a radio station to play our kind of music. You have a great station and we particularly like the programs where you play requests. Many thanks to everybody who is involved in bringing good listening music to our ears.”*

*Clary and Zoe Phillips – Halifax*

- *“I came home from vacation recently and checked my mail and newspapers. I saw an item that caught my eye; it said that radio listening was down. Well, they obviously haven’t listened to Seaside FM. Beautiful music all day long, up-to-the minute news and weather, very pleasant DJs who are witty and do their utmost to fill your request. What else do you need? Have a listen you will get hooked. I did.”*

*Peggy Le Clair – Dartmouth*



## **Seaside FM musical artists comments...**

In keeping with community based programming Seaside FM features many East Coast musical artists. Here are some of their comments with regards to our programming.

- "I can't say enough about Seaside FM. They help to keep my music alive. I get played in great company. Musical artists like America, Roberta Flack, and all the great east coast music. I'm grateful to Paul Kennedy and Seaside FM."

- Ken Tobias

- "Thank heavens for Seaside FM! Thank heavens for the live on air personalities who actually talk to the listeners who are delighted and grateful for the eclectic yet well-chosen music played at just the right times. If not for the dedication of Seaside FM playing the music of Atlantic Canadian artists, both the artists and the listeners throughout Metro would be duly deprived."

-Terry Kelly

- "As a recording artist it's a pleasure to learn that your music is being played on radio and, in our case, Sons of Maxwell are fortunate to enjoy that support both at home and across Canada. Paul Kennedy and everyone at Seaside FM has always been a generous supporter of our music and does a fine job at showcasing the best in East Coast talent alongside some of the most successful and varied artists of the past. That formula resonates with their listeners and explains why their audience continues to grow. Long live Seaside FM!"

- Dave Carroll (Sons of Maxwell)

- "As a regular listener, it's so nice to have a radio station that actually plays what people want to hear. It's also heart warming to hear our own Maritime artists, since they are some of the best in the world. As a performer I greatly appreciate the airplay since there are very few stations that play instrumental material."

-Georges Hebert

- "Seaside FM has a refreshingly eclectic mix of music chosen and presented by knowledgeable and passionate music lovers. A refreshing change and a delight to the ear."

- Brian Doherty (Evans & Doherty, Owners of the Old Triangle)



## ***Seaside FM program highlights...***

Seaside FM uses a broadcast technique referred to as block programming. This means that although we promote an easy listening style individual broadcasters are permitted to choose music within the format based on unique genres. Throughout the broadcast day you'll hear easy listening, middle of the road, big band, jazz, smooth R&B, soft rock, instrumentals, east coast and more. Seaside FM's variety is the spice of your musical life!

Here are some of our shows:

The Rise and Shine Show - Start your day with great easy listening favorites, news, sports, weather with Thom Leonard. Monday-Friday 7:00am-9:05am.

The Coffee Club/Luncheon Gold - Chit chat, great music and good-times with Gail Rice, and others. Monday-Friday 10:00am-2:00pm.

The Rolling Home Show - Music and interesting topics to get you home in a good mood, with Wayne Harrett. Monday-Friday 4:00pm-6:05pm.

The Big Band Show - Another Seaside Wednesday night favourite, hosted by Roger LeDrew from 8:00pm-10:00pm.

Jazz and Then Some - Jazz favourites and a little extra from Martyn Usher. Thursday from 8:00pm-10:00pm.

A Seaside Friday Night - Ease into the weekend with Jim Mason. Every show ends with Elvis and requests are welcome. Friday 7:00pm-10:00pm.

Breakfast With the "B" - Poppin' up your toast and warming up your coffee and tea with Wally "B". Saturday 7:00am-11:00am.

Mellow Country, East Coast Feelin', Top 40 Easy Memories and More - Brought to you by the Canadian Country Music Hall of Famer Paul Kennedy. Sunday 12:00pm-4:00pm.

Candle Light and Memories - Thom Leonard provides the best of easy listening music for your Saturday evenings. 6:00pm-11:00pm.

The Frank Cameron Show - Broadcast legend Frank Cameron will have you chuckling and bopping to the oldies on Saturday from 12:00pm-3:00pm.