



Radio Tairua 88.3FM

First Press Release. circa May 2008

Bruce Fowlie is a familiar voice for many locals. He is the broadcaster on 88.3FM Radio Tairua - Tairua's very own independent radio station. The motivation for developing Radio Tairua came from his desire to establish something that stimulated his lifelong interest in music, whilst also contributing something new and interesting to his community.

Bruce set out to provide more constant Tairua-centred media to the local community, feeling that mainstream media channels forget about Tairua outside of the high season. Radio Tairua is proud to be able to provide opportunities to win free concert tickets and cds for local radio supporters, as a way to say thanks for supporting the station.

Since taking over the station, Radio Tairua's following is increasing steadily. Statistics show that 10-12% of radio listeners within the broadcast area are tuning in to Radio Tairua. Thursday's request day had humble beginnings back in November 2007, with just one request submitted to the radio. Bruce now fields up to 100 requests a day on Thursdays! The request day is also a good opportunity for the station to ascertain what kind of music listeners' prefer to hear and reflect that back in future programmes.

One of the defining aspects of Radio Tairua, is it's commitment to airing non-mainstream and New Zealand music. Listeners have expressed an appreciation for this independent streak, along with the refreshing lack of blatant advertising interrupting music programmes, with the station's sponsorship style taking a more brand-centred approach. If you or your business would like to sponsor/promote a timeslot on Radio Tairua, contact Bruce on 0274 784 966. This is your chance to align your business brand with a particular style of music, as can be heard with the "Taste" Dub Sessions at 7pm on Fridays.