



*Local Village Media*  
Local Television & Radio Narrowcasting

## **KENILWORTH VILLAGE RADIO 88FM – IS NOW ON THE AIR**

The idyllic rural community of Kenilworth has joined the rapidly expanding network of local FM radio stations operated by Local Village Media. Kenilworth Village Radio 88FM will cater to the travel and outdoors leisure markets including camping, four wheel driving, trail bikers, fishing, local tourism, caravan travellers and the local community.

Kenilworth Village Radio is now heard on 88.0 on the FM radio dial. The station operates 24 hours a day, 7 days a week promoting the area, historic and eco destinations and the local businesses that utilise the service.

On air content will be specific to the attractions and services of the area and a cross section of music. Visitors can tune into the station before they get to town for local information. Kenilworth Village Radio 88FM will provide a unique resource to maximise tourism opportunities and sales for local businesses and industry sponsors.

General Manager Sales & Marketing of Local Village Media, Glenn Welsh said, *“We establish radio stations at destinations where travellers and visitors frequent. Our stations operate with exceptionally low operating costs. This allows local businesses and sponsors to promote themselves cheaper than any other traditional media to an audience who really need to know what’s available locally. Our rates start at \$5 per day, so they are affordable for small business”.*

Typically visitors want information. Visitors to Kenilworth are no different. All of these people have specific needs to ensure they enjoy their respective getaways. It might be that they need to know where to buy ice, groceries, fuel, food or entertainment. Kenilworth Village Radio 88FM will offer a resource where visitors can find the information they are looking for.

Local businesses and sponsors targeting visitors to Kenilworth are invited to advertise on the station. Local relevant editorial for broadcast is also very welcome and broadcast free. Local Village Media operates local travel focused radio and television stations in Queensland and New South Wales.

Kenilworth Village Radio 88FM is now on air just in time for the Easter Break. Local Village Media is also seeking a limited number of local marketing partners to display posters and signage in shop windows and prominent locations. Our marketing partners will benefit with vastly discounted rates and on-air benefits. Local Village Media is a proud supporter of local community initiatives.

For further information about the new Kenilworth Village Radio 88FM please contact:

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