



RegionalVoices

The voice of regional Australia

Regional Voices Media Kit

2021



What is *Regional Voices*?

The program

- A **15 minute** national **podcast** available on iTunes
- *Regional Voices* explores topics that matter to regional audiences
- The ideal way to **engage audiences** who listen to podcasts while in their homes, workshops, offices, vehicles and tractor cabs
- A **low cost media opportunity** for brands who want to reach regional audiences

The format

- **12 minute conversational interview** with an inspiring personality from regional Australia
- **30 second intro** presented by the sponsor to deepen your brand's connection with the program
- **8 second sponsor tag** at the end of the program
- Ongoing **social media program** through the month to drive engagement and downloads

There is no other program quite like *Regional Voices*.



Past guests – *click to listen*



CASSANDRA McLAREN
Forces of Nature



CHARLOTTE DRAKE-BROCKMAN
Older & Bolder



UMIT AGIS
Health



BRIAN EGAN
Mental Health



KERSTIN STRINGER
Young Rural Prof's



MICHAEL ALBERT
Sport



CHRIS WHEATCROFT
Education



JASON NELSON
Education

Sponsor can
nominate
**an interview
guest**



ROB COOK
Safety



HEATHER JONES
Women



IAN CONWAY
Employment



Want to know more?

LISTEN

SOCIAL MEDIA

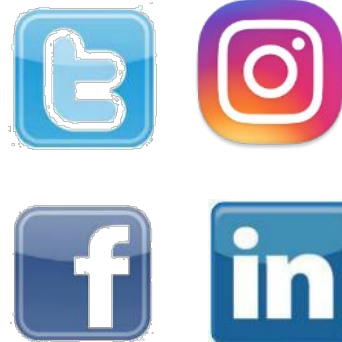
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Karen Fox
Producer
0412 503 302
contact@regionalvoices.com.au

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