

A professional radio studio setting. In the foreground, a blue foam microphone with the 'es' logo and '96.8fm' is mounted on a stand. The background shows a desk with a computer monitor displaying a colorful interface, a pair of headphones, and other studio equipment.

es erewashsound

LOVE **MUSIC** - LOVE **EREWASH**

Media Pack
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OUR MISSION

Erewash Sound is **proud** to be a **local radio station**

Where other radio stations have merged into regional and national offerings, we remain true to our mission to serve the Derbyshire borough of Erewash.

Proud to play the **music people love**

We play adult contemporary hits from across the decades with presenters who love to talk about the area we live in .

Reach a potential **audience** of **95,000 adults***

Invested in their local community, staying up-to-date on what matters to them and supporting what's happening on their doorstep.

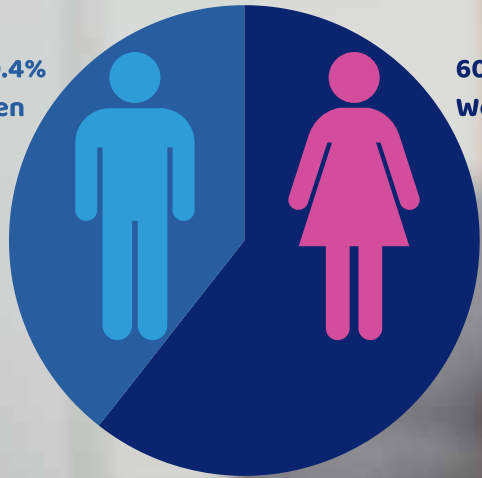
Get heard with listening **on the move**

Our listeners travel to Derby, Nottingham, Castle Donington and surrounding areas, trusting us for the latest local news and information on 103.5 & 96.8 FM.



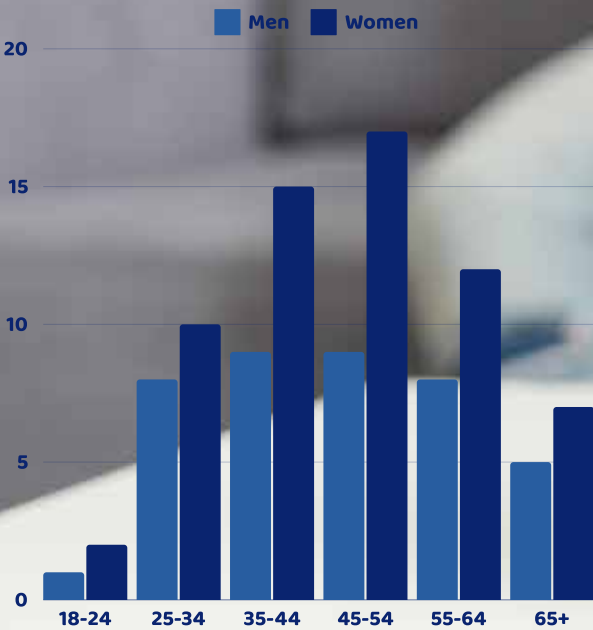
*Office for National Statistics Census 2021, population 112,900, under 15s excluded

OUR LISTENERS



Erewash Sound is **more than just the radio station** we tune into daily, they have a presence at every event ... **consistently supporting local businesses and the community** with a smile. The **radio advert helps our business** and we look forward to continuing our partnership.

Rachael Winfield, Richdale Sofas, Ilkeston



11,566

LISTENERS every month

Reaching **2,528** unique listeners online[^]
RAJAR research* shows 28% listen to radio online
So we calculate **9,028** FM listeners
In total, reaching **9.5%** of adults in the TSA

Demographics from Facebook Followers for Erewash Sound, July 2024

[^]Erewash Sound online listening statistics Q2 2024; *RAJAR Q2 2024 Data Release



On **96.8 & 103.5 FM**
On **smart speakers**
Our **mobile app**
Our **website**



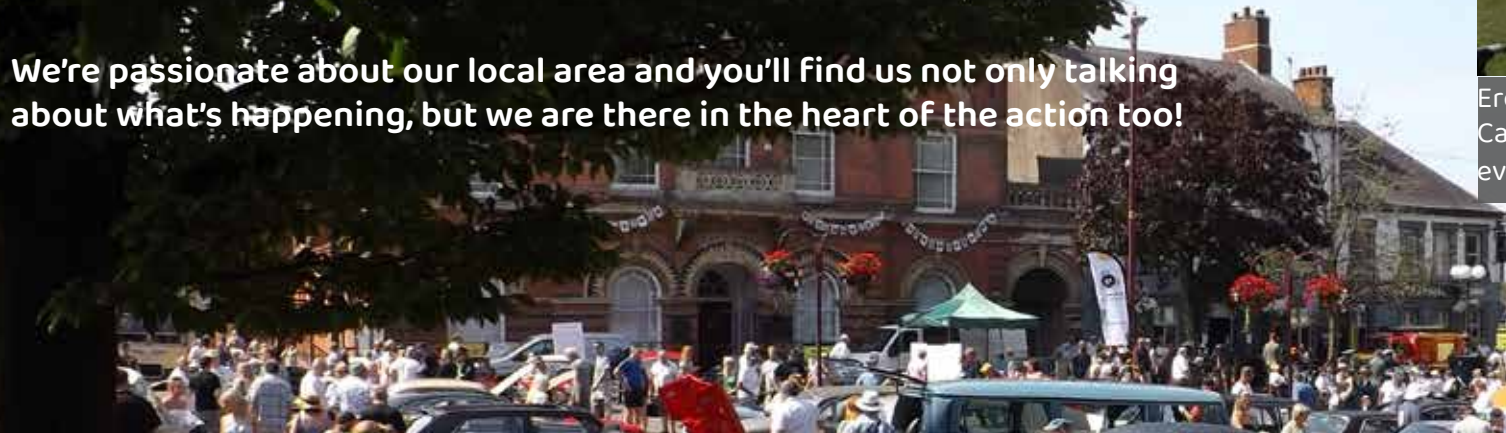
WHY EREWASH SOUND?

- ✓ Raise the profile of your **local brand**
- ✓ Build your **local business**
- ✓ Support your **local community**

We're passionate about our local area and you'll find us not only talking about what's happening, but we are there in the heart of the action too!



Erewash Sound hosts two arenas at the Long Eaton Carnival every summer, the biggest annual community event in the town



We regularly welcome members of the local community on-air to share their stories and appeals and spread the good news of what is happening locally



We host our own ticketed events including the 80s Night and Goldmine Gathering of 60s and 70s music to raise funds to support Erewash Sound



Our mascot, the Erewash Sound Bear joins us at local events and is always popular with families for photo opportunities

OUR **SHOWS** AND **AWARDS**



The **Erewash Sound Breakfast Show** with Paul Stacey

Live from 7am every weekday morning, Paul has all you need to know to start the day.

Paul welcomes guests into the studio for a chat, alongside the latest news, sport and travel information to keep Erewash moving on their way to work.



Winners of **13 National Community Radio Awards** since 2016

We are proud of our award-winning achievements, recognised both for our quality and for our commitment to our community.

We've won awards for individual presenters, young talent under 25 and for our outside broadcast teams that take our programming literally on the road!



Committed to **opportunities for young talent** with dedicated teen programming

We Are Young is Erewash Sound's dedicated show for a teenage audience every Friday evening, both produced and presented by graduates of the Erewash Sound Academy

It is one of our many specialist shows broadcast at 7pm each evening that cover 80s, rock, 60s & 70s and our show for local unsigned artists **GEMS**.

OUR ACADEMY

Erewash Sound Academy formed in 2013 and was born out of our internal training programme.

We provide a range of courses, in our state-of-the-art, industry-standard training facilities in Ilkeston, Derbyshire, as well as on-line and at partner locations.

All of our courses are designed to be enjoyable, fun and interactive, using a blend of theoretical and practical learning in our sessions.

Add Erewash Sound Academy to your **Corporate Social Responsibility** plan

Castle Environmental based in Ilkeston support Erewash Sound as corporate sponsor of our Presenter Training course.



Simon Spiteri, Sales and Commercial Director for Castle Environmental, said: "We are delighted to partner with Erewash Sound, in order to support the fantastic work the station does locally. We are keen to support and we hope our sponsorship can benefit as many people as possible."



Emma Snow joins BBC East Midlands Today

We love sharing individual success stories as they are a testament to our quality courses and on-air opportunities. After training with the Erewash Sound Academy, Emma presented our drivetime show at the age of 16! She's now graduated from Nottingham Trent University and has joined the TV news team at BBC East Midlands today.



We take our portable **studio** into local schools

We know how excited students from local schools are when they visit our professional radio studios, and that gave us the idea to create a portable radio studio that we can take on the road with us and set-up in a classroom. Our **Studio in a Box** offer is available in half and full-day sessions with qualified trainers to get kids hands-on and try their new skills.