



JOY 94.9

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JOY 94.9 REACHES THE WORLD THROUGH NEW MEDIA CHANNELS

Thanks to Facebook, Twitter, podcasts and the new iPhone app, JOY 94.9 now reaches more listeners than ever before, across Australia and the world.

JOY listeners downloaded 70,000 podcasts via the JOY website during the April-June quarter. That's 30,000 hours of great community radio, equal to three-and-half years of air time!

More than 60 programs are currently podcast via C-Pod, with the *Two Fat Lattes*, *Diff'rent Strokes*, *Hide and Seek* among the most in demand. (1.)

In fact the Community Broadcasting Association reports that JOY's podcasts are the most downloaded of all its community radio station members across the country, making JOY one of the most listened community radio stations in Australia. The electronic downloading is bringing JOY 94.9 to a whole new world of listeners who recognise that community radio is where the real engagement with communities and individuals is real and happening.

Yet more people across the world now listen to JOY on their iPhones and iPads. Since the launch at the beginning of June over 2400 people have downloaded our iPhone app, a quarter of them from overseas, including Russia, Saudi Arabia and South Africa, as well as Europe, Asia and America. (2.)

Available free from the iTunes store, the app gives iPhone and iPad users access to our programs across the globe. And soon Android users will be able to join the JOY family with an app of their own coming soon.

All these new channels mean listeners can now tune into their favourite programs anywhere, anytime and with pride.

JOY also has a significant online presence: the website gets 3,000 hits a week, 20% from over 150 overseas countries. (3.) The website is a one-stop-shop providing up to date information about our programs, access to our podcasts, the iPhone app, details of community events, and special deals for JOY members.

At the beginning of the year JOY appointed its first official Twitterer. Since then 2000 people have signed up to follow [@joy949](https://twitter.com/joy949), with more joining every day. And updates and news items are posted daily on the official JOY Facebook page, garnering 1800 likes so far, and growing. More than 300 people interact with our Facebook page every day.

With one of the largest membership bases in the GLBTI Community JOY continues to grow even as it approaches its 18th birthday this year on World Aids Day. As we grow we seek to engage, enlighten, educate and entertain not just our community but also all communities who value a gay and lesbian community radio station.

JOY94.9 is committed to providing a voice for the diverse lesbian and gay communities, enabling freedom of expression, the breaking down of isolation, and the celebration of gay and lesbian culture, achievements and pride.

For more info contact: David McCarthy, President, 0412 377 099, Tass Mousaferiadis, GM, 0488 445 949

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2. Source: iTunes, 2011
3. Source: Google Analytics, 2011