

March 2021

# SIGNALS



FOR PEOPLE WHO LOVE TO LISTEN



## Fresh Enthusiasm

*A word with Sancha*

It's amazing how many of us are enjoying the simple things again - like catching up with friends and listening to radio.

At 2RPH we've been excited to start moving forward with all the great ideas that were put on hold in 2020.

Have a look at some of our plans in the following pages - from extending our range to moving ahead with new staff.

Stay safe and stay well,  
Sancha



**CEO SANCHA DONALD**

*we're excited about creating a whole new soundscape for 2021*



## We're listening too!

*We need to know what you think, so we are inviting you to help with our survey!*

Sometimes it's just as important for 2RPH to listen to you as it is to entice you to listen to us. To keep improving the station's programming and outreach we need to know what our listeners enjoy so we'd love you to respond to just five questions.

The most interesting, useful or amusing responses will be read on the Signals program each month and on the Breakfast Show. We'll also invite a selection of listeners into the station throughout the year to be interviewed about their vision for 2RPH.

Simply email Nicola with "Survey 2021" in the subject line: [info@2rph.org.au](mailto:info@2rph.org.au)

Or call the station on (02) 9518 8811 during business hours.



*Our listeners mean the world to us*

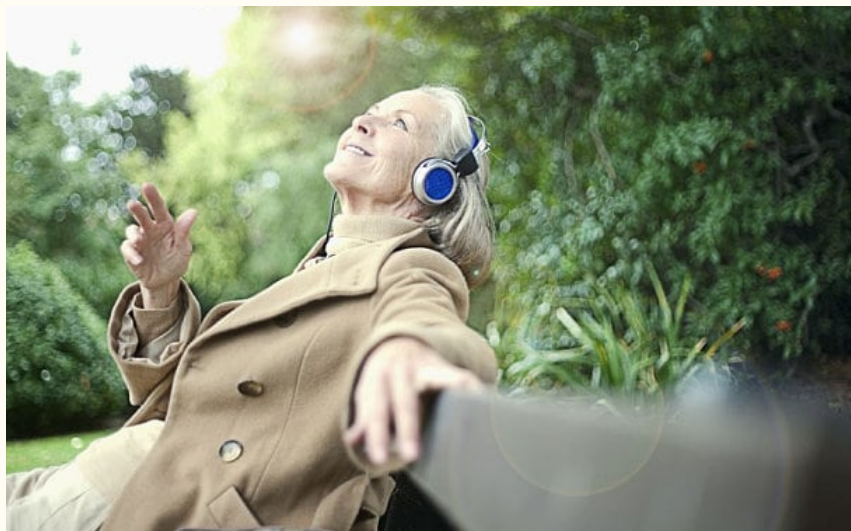
## The Survey

1. How did you hear about 2RPH?
2. How long have you been a listener?
3. Give us three reasons why you listen to 2RPH?
3. What three things keep you listening?
4. Which 2RPH programs do you listen to regularly?
5. Why do these programs appeal to you?



# Innovations for 2021

Our hard-working Board has been busy. It has already approved a raft of innovations, including developing our audio books program. This will create a new income stream for the station under the careful stewardship of Maria Issaris who has temporarily stepped away from the board. We've also agreed to extend our broadcast further than Sydney and Newcastle. The potential to attract 300,000 more listeners in the Wollongong area is too good to miss. We'll keep you posted.



LEADING  
*The* WAY



Nicola Snell, our new Office Manager

We've also welcomed two new staff members to accelerate the improvements which will see 2RPH becoming even more connected to our loyal and burgeoning community. Nicola Snell is our new Office Manager and Ruth Hessey joins us as Communications Manager. Come in and meet them when you can.

**Feedback is so important to us! We welcome both compliments and helpful advice. It's all gold.**

**Here are some encouraging words from Susan O.**

Increasingly our listeners are of diverse cultural and religious beliefs. And yet Australia remains a predominantly Christian country which is why Leading the Way remains so popular with our listeners. It's also one of our key sponsored programs. Leading the Way reaches audiences in Australia and overseas via 2RPH every Sunday at 6:30am, via its website [www.ltw.org](http://www.ltw.org) and on TV channels 10, 9 GEM and 7Two every weekend.

*"Thank you to all at 2RPH.*

*I have been one of your fan club members for 10 years. The station has been not only informative but with great variety of programs and presenters. More so in this last 12 months with the challenges that faced all of us that you continue to support your listeners by presenters working from their own homes.*

*Thank you,  
much appreciated."*

