

# YOU ARE LISTENING TO...

THE ULTIMATE COLLECTION OF RADIO  
STATION POSITIONING STATEMENTS  
TAG LINES AND SLOGANS



WITH OVER 1,300 IDEAS FROM RADIO  
STATIONS AROUND THE WORLD.  
PLUS: HOW TO CREATE YOUR OWN!

# EARL PILKINGTON

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## **DEDICATIONS:**

Thanks' must be given to the amazing team of people who contributed to making this list...

Starting with those members at the [www.radiodiscussions.com](http://www.radiodiscussions.com) web forum, thanks everyone for your invaluable help and guidance.

To the amazing website [www.worldradiohistory.com](http://www.worldradiohistory.com) where many hours of research was conducted by trolling through back issues of various magazines since the inception of commercial radio services in the USA and beyond those borders to the rest of the world. Check it out yourself.

And many thanks go to those contributors who sent in their stations tag lines via the post request on my website at [www.radiocopywriters.com](http://www.radiocopywriters.com)

Thanks to my wife and daughter who put up with this madness.

Earl Pilkington – 2023



## **COPYRIGHT NOTICE:**

Because this list contains existing, and previously used positioning statements, slogans, tag lines, liners, and also imaging from radio stations around the world in various languages that have been translated into English... the majority of this e-book is meant as a reference guide only to inspire the creation of your own station imaging.

However, the text for the 'A guide to create your own' has been written by Earl Pilkington and is © 2023 Earl Pilkington and [www.radiocopywriters.com](http://www.radiocopywriters.com)

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Thank-you to these photographers and their models.

## **INTRODUCTION:**

This book started out as a simple list on my hard drive, and over the years has grown and grown. It has expanded to some truly amazing station liners and slogans to include branding, imaging, positioning statements and tag lines – so many that I thought they might be useful to other radio stations in a curated list.

These lines are meant as a jumping off point **only** to inspire you to invent your own for station imaging and branding – and full knowledge of your location and regions previous imaging should be at the front of your mind before you start to use any of these to create your own. You don't want to be accused of using a competitors imaging tag line or variation of it.

**PLEASE: DON'T PLAGIARISE OTHER STATIONS EXISTING BRANDING.**

There are no guarantees in life and while I offer the article '**A guide to create your own**' to assist in building on an idea that you might have found in these pages for your own station. I offer no guarantee that the advice in it is 100% accurate or will assist you to accomplish your goals – it is meant as a guide only and follows the steps and the processes that I have used to create Listener Profiles for the station I work at.

This list has been broken down into station music genres and then alphabetically sorted them – it might pay to have a look around at the other genres as you may find a tag line that you can bend to your own style.

***REMEMBER: This list contains old, and new station positioning statements – some of which are still being used – the copyright for these is owned by those stations, I have included all of them in this list to inspire you only – not to use.***

Thank you for buying this book from [www.radiocopywriters.com](http://www.radiocopywriters.com).

Earl Pilkington - 2023



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## **A GUIDE TO CREATE YOUR OWN:**

Creating catchy taglines that listeners can't get out of their heads is a process, so it is important you understand the basics first...

What they are:

**A tagline is...** a short phrase that describes what the station does. You might hear a tagline like "The place where music lives" or "The voice of the people." These phrases describe what the station does. If you want to make sure that your audience remembers your tagline, use it often. When you do, you'll have a chance at getting your name out there.

**Slogans are longer than taglines...** They tend to be more memorable and easier to remember. Slogans are great if you want to promote something specific. For example, you could say "We play only the best songs" or "We broadcast live performances."

In the context of broadcasting, people use the two words interchangeably.

Both are positioning statements that take up real estate in a listeners mind, appear on posters, website, and bumper stickers. A Positioning Statement is the combination of both tag line and slogan and should be your end goal.

Why have a positioning statement, tag line or slogan?

Because call signs and names of owners are boring and tend to not be memorable, they also don't tell you anything about a radio station, so...

### **Radio Stations should have catchy branding.**

If you want your listeners to remember your station, give it catchy branding. They will remember who it is and what you play from your station imaging.

### **Make sure that it is easy to remember.**

Your listeners need to be able to remember your station. So, make sure that it's simple, catchy, and easy to remember.

### **Short and simple.**

You don't want to confuse your listeners. Give them a clear idea of what your station is about in the name itself. E.G.: if you are a talk station, mention 'TALK'.

### **Focus on being unique.**

Don't copy others. Instead, focus on being unique, just because no one else in your country is using one of the positioning statements listed here – doesn't mean that you should. Try to create something that is uniquely yours.

### **How Do You Do It?**

There are a couple of ways to do this – you can either dive right into this book, find a good line that you like, and then tweak it to the way your station does its

imaging... but that's not going to give you something that you can be proud of and hang your stations image on.

You could jump ahead in this guide, and to the "7 steps to create your own" – this is something we did a couple of times to test it, and it works – but seems to deliver results that slightly miss the mark of our intended audience.

Or you could do that horrible thing that everyone hates to do – RESEARCH!

Yes I know – I can hear the groans already, and yes, it does take time to do.

But this is how consultants justify their fees. It's not in the creation of a slogan, or statement – the details you uncover in your research can reveal true insight into a message that will appeal to your audience and make it 'stick'.

If you are starting a new station, my advice is – go through a consultant – it may very well be worth the time and cost.

BUT: Bear in mind that these consultants usually fly in – have no contextual grasp of your specific region, your market, and your goals. The results are sometimes less than stellar which is why I urge you to do the basics yourself.

**Let's Get Started!**

**Do you know your competition?** Who they are and what they do, who do they target and what do they say in their imaging and branding? Get to know them better than you know your own station plans.

Next: Look at Demographics and Psychographics of your prospective listeners. What does that mean? See the handy table below:

DEMOGRAPHICS	PSYCHOGRAPHICS
Age	Personality Characteristics
Gender	Lifestyle
Occupation	Social Class
Ethnicity	Habits
Geolocation	Beliefs
Education Level	Behaviours
Religion	Interests

These terms help to define in your mind who your target listener is going to be.

To discover these, we need to do 3 important bits of research...

1. Know who it is you are going to target as your listeners (that's your target market), but that's not just one niche or demographic (that's in your geographic area)– you need to know the overflow for that market too.

For example, are you targeting women 25-35 who have children? If so you need to be aware that their partners and children will also be listening, so take them into consideration when looking at the big picture. This is called having *Multiple Demographic Appeal*.

2. A listener's psychographic information, that is the information that each of your target groups has.

For example, is your listening area affluent? Do they have a comfortable lifestyle, high social class, and highly religious beliefs?

All of that informs your decision-making process for everything else we are about to work on.

Now, I know that no region is isolated and in a bubble, so you need to know your goals... do you want the largest market you could capture? Or is it the niche market you are after? Focus on that group.

3. Include the listening habits of your primary target demographic and then the other demographics that your station has in its overflow to.

Are they heavy listeners in the morning? Or during the day?

This forms part of their behavioural information that you need when compiling a profile of your listeners.

The simplest way to do all this is to use Census data and find the average for each for the demographic segment you want to target. I also tend to use the governing radio bodies latest survey data about listening habits.

Next, analyse the target audience spending habits.

Are they commuters, so they spend money out of your area? Are they local consumers who rent their homes, not own them, leaving little cash to spend on themselves and their families? How much do they earn in a week, and what/where do they shop? When was the last big-ticket item purchased?

Once you have all those details you can put it into a one-page profile to use for the purposes of this exercise, and to see if promotions, music, and then the commercials you write, and everything that you do, will appeal to them.

I have included at the end of this section 2 example listener profile pages to show you the type of deep dive you can do into your listeners.

*REMEMBER: This information will give you an average only and is not a definitive statement of 'who our listener is', it is a guide only but will help to focus the result.*



There are 7 steps to take to decide on your positioning statement, tag line or slogan.

### **1. Unique benefits**

A unique benefit is something that only your company offers. If you were selling insurance, then your unique benefit would be “no claims bonus.” In radio you need to make it reflect on something that your target market would want. Whatever your unique benefit is to your listeners, make sure it is clear and concise. If they want music variety – then that's it. Rock? Pop?

### **2. Call attention to that unique benefit**

Your unique benefit should be called out in some way. You want people to know what they are getting when they listen to your radio station. Whatever your unique benefit is, make sure it is clear. Tell them what it is that you will deliver.

### **3. Be clear about what you offer**

People need to know exactly what they are getting when they tune in to you. If you are ‘all reggae, all the time’ – then that should be a part of your message. Make sure your unique benefit is clearly defined.

### **4. Use an emotional appeal in the language you use**

Whatever your unique appeal is, use emotional language to get people to listen. People make decisions based on emotions and the language you use is part of that, having a positive spin with the words that you choose, helps.

### **5. Keep it short**

Keep your slogan short. Don't write a novel. Write a sentence. If you want to attract listeners, keep it short and simple. 3 to 4 words is ideal, 5 in the worst circumstance, but you should aim for 3. However, clever long ones can work.

### **6. Test different slogans**

You want to test different slogans to find the one that works best. Try writing down three different slogans and testing them out. Which one stand out to your test group? That's a group of people who are your target audience – not staff members. Rank them with different age groups, with the demographic you are aiming for, see how they rate with a simple vote, and choose the one that has the highest ratings?

### **7. Have fun with it**

Don't take yourself too seriously. If you are having fun with your slogan, people will feel the same way. If you are having a good time while writing your slogan, you will enjoy the process more, and so will the end listener.

## **Finally:**

You don't need to be a linguist or a poet Laurette to create a great radio station slogan.

All you need to do is think about what people want to listen to and then write them down.

A good guide in my opinion is:

- Simple language is always best.
- Avoid using jargon and technical terms.
- A good radio station slogan should be catchy.
- Should reflect who the listener is.
- Listeners should be able to repeat it easily.
- A catchy slogan makes people want to listen to your station, like an earworm makes all the difference.

## **MOST IMPORTANTLY (and I know I am repeating myself):**

### **DO NOT COPY SOMEONE ELSE'S SLOGAN.**

If you're not sure whether something is original or not, ask yourself these questions:

1. Is it unique?
2. Does it sound natural?
3. Is it memorable?

If you answer yes to all three questions, then you've probably created a really good radio station slogan.

### **Things to Avoid:**

Buzzwords are often used in advertising and marketing. However, they should NEVER be used in radio station slogans.

Buzzwords are things like 'fresh', 'cool', 'funny' and 'hip'. These are all fine words by themselves, but they don't really mean anything.

Instead, try to use words that describe what you want to communicate.

Now... are you are ready to release it to the public?

It's time to launch!

**LISTENER PROFILE:**

**BASICS**



NAME: \_\_\_\_\_.

AVERAGE AGE GROUP: \_\_\_\_\_.

AVERAGE INCOME: \_\_\_\_\_.

LIVES IN: \_\_\_\_\_ WITH: \_\_\_\_\_.

CHILDREN: \_\_\_\_\_.

**MEDIA HABITS**

MAINLY: \_\_\_\_\_ BETWEEN: \_\_\_\_\_.

SECONDARILY: \_\_\_\_\_ BETWEEN: \_\_\_\_\_.

SOCIAL MEDIA ACTIVITY: \_\_\_\_\_.

**CONSUMERISM**

SHOPS AT: \_\_\_\_\_ AVERAGE SPEND: \_\_\_\_\_.

VEHICLES: \_\_\_\_\_.

HOLIDAYS: \_\_\_\_\_.

**DEMOGRAPHIC GROUPING**

PART OF WHICH POPULATION GROUP: \_\_\_\_\_.

TOTAL POPULATION: \_\_\_\_\_.

**PSYCHOGRAPHICS**

LIFESTYLE: \_\_\_\_\_.

SOCIAL CLASS: \_\_\_\_\_.

HABITS: \_\_\_\_\_.

BELIEFS: \_\_\_\_\_.

BEHAVIOURS: \_\_\_\_\_.

INTERESTS: \_\_\_\_\_.

**<STATION NAME> PRIMARY LISTENER PROFILE:**

Meet Samantha, she is 31 years old, and earns <AMOUNT> per annum as a local, professional office worker.

She lives in <SUBURB NAME> with her (university educated) partner, who is 35 who works in a professional capacity travelling daily to <CAPITAL CITY> and earns <AMOUNT> per annum.

She has been married for 3 years and has 1 child between 15 and 19 from a previous marriage. He is currently looking for work and is planning to do some more study.

Her family listens to <STATION NAME> mostly during breakfast, then in the car on the way to work and school. And she has been doing so for over 8 years, even entering, and winning the occasional movie pass competition with us over that time.

She streams <STATION WEBSITE> while working between 9am and 3pm and spends (on average) 3 minutes 15 seconds on the website each time, looking at local news stories of interest, while she works. Joining the 32% of people her age, and 62.2% of women accessing our site.

She is active online with Instagram and Facebook, following our station page, along with 63% of female users, and she is in the most active segment of the female audience (18%) on our Facebook page.

She often streams the station on her mobile device while at the gym in the afternoons or listens to the stations podcasts and/or Audible audio books while working out.

She shops at a major supermarket chain every Saturday morning, spending \$270 to \$350 on average in her weekly shop.

She drives a mid-sized S.U.V. which she purchased from a local dealer 8 years ago and is looking to update to a newer car in the next 12 months.

Usually, the family holiday in <COUNTRY> or in <OVERSEAS>.

She is a part of our <POPULATION DEMOGRAPHIC SIZE> size target audience for her age and demographic and is part of our larger listening community with our footprint covering a prospective <TOTAL POPULATION> people.



**Photo by ANTONI SHKRABA:**

<https://www.pexels.com/photo/a-woman-in-beige-long-sleeves-using-a-laptop-5244029/>

## <STATION NAME> SECONDARY LISTENER

### PROFILE:

Meet 52-year-old David.

He earns <AMOUNT> per annum as a transport operator.

He lives in <SUBURB NAME> with his partner, who is only a year or two younger than him. She works in administration and earns <AMOUNT> per annum.

This is his second marriage, he has 2 kids from a previous relationship who live independently, and 1 child from his current marriage who is between 17 and 20 years old who is looking for work and to move out of home.

Tony wakes up to <STATION NAME> every morning, and continues to listen at work while driving trucks, and on the drive to and from work.

He also listens on the weekend while working in his home workshop.

He occasionally streams <STATION> on his mobile device between 9am and 4pm and spends just under 2 minutes on the <STATION> website at a time, looking mostly at the competitions, Fuel-Watch, Boating and Fishing Report pages.

Joining the other 21% of people his age, and 39.6% of men accessing the site.

He checks out the Facebook page twice a day, once in the morning before work, and then after work in the afternoons, along with 32% of male users, and is in the most active segment of the male audience (8%) on our Facebook page.

He shops at a major supermarket chain every Saturday morning with his partner, spending \$280 to \$350 on average.

He drives a mid-sized sedan which he purchased from a local dealer less than 2 years ago.

He and his family holiday here in <COUNTRY>.

He is a part of our <POPULATION DEMOGRAPHIC SIZE> size target audience for her age and demographic and is part of our larger listening community with our footprint covering a prospective <TOTAL POPULATION> people.



**Photo by Andrea Piacquadio:**

<https://www.pexels.com/photo/middle-aged-mechanic-fixing-metal-detail-in-workshop-3855478/>

## **Generic:**

<GENRE> exclusively on <STATION NAME>  
<LOCATION> and proud of it <STATION NAME>  
<LOCATIONS> best mix <STATION NAME>  
<LOCATIONS> local station <STATION NAME>  
<LOCATIONS> most listened to radio network <NETWORK NAME>  
<LOCATIONS> most powerful station <STATION NAME>  
<LOCATIONS> very own station <STATION NAME>  
<LOCATIONS> widest variety <STATION NAME>  
<LOCATIONS> favourite radio  
<LOCATIONS> greatest broadcasting station  
<LOCATIONS> best mix of music <STATION NAME>  
<STATION NAME> another name for quality entertainment  
<STATION NAME> does it again  
<STATION NAME> is good for you  
<STATION NAME> music & news you trust  
<STATION NAME> the best of both worlds  
<STATION NAME> your sound station  
<STATION NAME>, radio for the <REGION>  
<SUBURB/TOWNS> biggest playlist  
24 hours a day 7 days a week <STATION NAME>  
A better music mix...  
A passion for the <LOCATION> life  
Across <LOCATION> and <LOCATION>, <STATION NAME>  
All music, all radio...  
All the biggest hits... all day long <STATION NAME>  
All the cool kids listen to us, so why don't you?  
All the girls listen to us  
All the guys listen to us  
All you need to know

Always play your cards right in music and life!

Any song, anytime, anywhere

As long as you are smiling, we are happy at <STATION NAME>

Be free!

Be part of it <STATION NAME>

Because it matters what you listen to

Because life needs more music

Because music matters!

Better life through better music

Better music for <LOCATION>

Bring music to life

Broadcasting beyond borders

Broadcasting from a to z... and beyond!

Call of the <STATION MASCOT>

Catch me on the radio

Change your mood with music

Choose us to connect you to the world!

Come feel the power of music!

Come live in <LOCATION>

Crossroads of the air

Discover the magic of music

Don't just listen to it, live it

Don't touch that dial!

Enjoy the music

Enjoy your life with music on <STATION NAME>

Everything top end <STATION NAME>

Face the music

Feel good, feel <LOCATION>. <STATION NAME>

Feel the music in your veins

Feel the power of music!

For all the music that matters, listen to <STATION NAME>  
Fun to have fun, <STATION NAME>  
Get into the music <STATION NAME>  
Get it on <STATION NAME>  
Get ready for a musical journey!  
Get the best bits from <STATION NAME>  
Get wet with music on <STATION NAME>  
Get your head in the music  
Go ahead and make my day...  
Go forth and harmonize  
Good times great music <STATION NAME>  
Got music?  
Great music <STATION NAME>  
Great music, local news <STATION NAME>  
Greatest <GENRE> radio station in the world <STATION NAME>  
Greatest hits of all time non-stop <STATION NAME>  
Greatest hits, latest news <STATION NAME>  
Hear it... see it... live it... on <STATION NAME>  
Hear the difference <STATION NAME>  
Hear the magic of music!  
Hit music <STATION NAME>  
Home of the <GENRE> guarantee <STATION NAME>  
I am musical and I know it  
I can't live without music  
I like all kinds of music  
I love music  
I need music to live my life  
I'm all ears for music  
If <LOCATION> was a radio station, it would sound like us <STATION NAME>  
If you have dreams chase them with music



If you're not having fun, you're not doing it right!  
In tune with today  
It takes a musician to make the whole world sing  
It won't be long now  
It's a good kind of bad!  
It's all about the music  
It's all about the reach  
It's all about the sound  
It's all fun and games until someone gets the lyrics wrong  
It's always a good time for some music  
It's hard to believe they pay us to play this...  
It's not music, it's me... <STATION NAME>  
It's all about the music <STATION NAME>  
It's all here <STATION NAME>  
It's hot <STATION NAME>  
Just great songs <STATION NAME>  
Just play some music!  
Kindness, happiness, joy  
Less talk, more music <STATION NAME>  
Let the music go on  
Let the music play on <STATION NAME>  
Let the music speak!  
Let there be music!  
Let's get loud!  
Let's make magic  
Let's make some music together!  
Let's make some sweet music together!  
Let's talk music  
Life is a song... love is the music  
Life is music

Life is one grand sweet song, so start the music  
Life is short, play loud  
Life is too short to listen to bad music!  
Life needs a soundtrack!  
Life will always be a song worth singing  
Life without music is a mistake!  
Life without music would be silent  
Life's too short to live in a box  
Listen online to music and talk radio <STATION NAME>  
Listen to your heart, listen... to us!  
Live and let live the music!  
Live better with music  
Live, life, love <STATION NAME>  
Loud, loud, loud  
Love <GENRE> music love <STATION NAME>  
Love music, love life  
Love, peace, and music!  
Loving where we live <STATION NAME>  
Made in <LOCATION> with love  
Make it sound good!  
Make my day  
Make your own kind of music  
Making hits for the years to come  
Making life more musical  
Maximum music maximum choice  
Media is made from ideas, and ours are the best  
More music variety than sand on your local beach!  
More of the music you love <STATION NAME>  
More than just the headlines  
More variety than all stations combined

More variety than you can swallow/imagine

Music – a gift for everyone!

Music brings everyone together!

Music brings harmony to the world

Music brings us together and keeps us there!

Music can change the world because it can change people

Music can make a bad day good and good day better!

Music can speak louder than words

Music changes lives

Music doesn't lie

Music fills life with beauty

Music for <LOCATION> and <LOCATION>, <STATION NAME>

Music for adults who never grow up, <STATION NAME>

Music for all tastes 24/7 <STATION NAME>

Music for the people who know <GENRE>

Music for the rest of us!

Music forever

Music goes round and round but will never go down in value!

Music has no opposite

Music is a diverse language

Music is a part of every human life

Music is a piece of art that goes in your ears straight to your heart

Music is a way of living

Music is a way to escape

Music is beauty

Music is enough for a lifetime, but a lifetime is not enough for music

Music is everything

Music is life and life is music

Music is life!

Music is life, it's all about your ears!

Music is life, that's why our hearts have beats  
Music is life, that's why we give it away for free  
Music is like a hug for your brain  
Music is like candy; You throw away the rappers  
Music is my heart  
Music is my life  
Music is my life and i love it!  
Music is my other language  
Music is my oxygen  
Music is my religion  
Music is not only magic; it is also medicine  
Music is our business!  
Music is the answer  
Music is the art that goes through your ears straight to your heart  
Music is the beat of life  
Music is the best medicine  
Music is the core of our heart!  
Music is the food of life  
Music is the harmony of nature  
Music is the language of emotions  
Music is the language of love  
Music is the only drug that doesn't leave a side effect  
Music is the soundtrack to life!  
Music is the soundtrack to our lives  
Music is the spice of life: let us be your jam!  
Music is the strongest form of magic  
Music is the universal language of mankind  
Music is the way of life!  
Music is the way to connect people  
Music is the way to go

Music is universal

Music is what feelings sound like!

Music is what we do, we do it well!!

Music is what we love

Music is where I find me and lose myself at the same time

Music makes a house a home!

Music makes me feel good!

Music makes me feel like a superstar!

Music makes the world go round

Music makes us

Music makes us want to live

Music makes you feel better

Music makes you feel good about yourself

Music makes you feel good!

Music makes you smarter

Music never sleeps

Music never stops, it only goes on and on

Music of your life <STATION NAME>

Music on my mind

Music on world off

Music runs in my blood!

Music speaks louder than words

Music speaks to us all!

Music speaks what can't be expressed

Music speaks where words fail!

Music takes you places!

Music that doesn't suck

Music that makes you go wow!

Music that makes you happy!

Music without limits

Music, the universal language

Music, when it hits you, you feel no pain

Music: it makes me high on life

Music: it takes me away

Music: the art of living

Musical notes are the best notes

My blood type is music

My number one station is <STATION NAME>

Never off the air

No matter what mood you are in, there is a song for that!

No music is better than bad music

No music, no life

No words needed, just music

No.1 for 80's, 90's and now!

No1 for <GENRE>

Non-stop old school and anthems, <STATION NAME>

Not just noise!

Not just noise, but harmony

Nothing but love songs

Nothing can beat the music we play!

Obey the music!

Of all the radio stations in <LOCATION>... we're one of them

Offering the music of tomorrow today

Old trusty

On the airwaves, 24/7

One great song after another

One listen and you'll be hooked!

One of the pioneers

Open your world... with music

Our life would be empty without music!

Our music is not just a hobby...

Our sound will blow you away!

People who love music are always in tune

People you know, music you can trust, <STATION NAME>

Play it again

Play it forward

Playing 60 minutes of music this hour. We'd play more if we had the time.

Playing more <GENRE> music than deemed legal...

Playing music you love <STATION NAME>

Playing real music variety <STATION NAME>

Playing songs from your favourite musicals <STATION NAME>

Playing the best mix of the 80's, 90's and today <STATION NAME>

Playing tomorrow's music today

Playing what we want <STATION NAME>

Playing what you want <STATION NAME>

Pleased to be your music!

Priceless music

Proud of where we live <STATION NAME>

Pure <GENRE>, all day long

Radio for people who like interesting sounds

Radio headquarters

Reach for the stars

Real music matters, <STATION NAME>

Real music variety <STATION NAME>

Real radio, real music <STATION NAME>

Setting the pace

Seven billion songs and counting <STATION NAME>

Share the music...

Share your music with one another

Sharing ideas <STATION NAME>

Sharing the stories, you want to know

Sharing your enthusiasm

Show your passion through music!

Shut up and dance

Singing is my heartbeat

Smile, it's music!

Social benefit? Listen to <STATION NAME>

Sound information <STATION NAME>

Sound that speaks volumes!

Sound thinking

Sounds different

Sounds like another hit on <STATION NAME>

Sounds like music

Start here <STATION NAME>

Stay for the music

Switch on <STATION NAME>

Switch to <STATION NAME>

The <LOCATIONS> number 1 for music and celebrity <STATION NAME>

The beat of <LOCATION>, <STATION NAME>

The best classic rock is no classic rock

The best in <GENRE> music <STATION NAME>

The best mood elevator is music

The best music

The best music mix <STATION NAME>

The best of all worlds

The best place for music lovers!

The best place to enjoy music live

The best songs of all time <STATION NAME>

The best variety of hits <STATION NAME>

The best variety on your radio



The best way to express yourself is through music!

The best, gets better

The biggest hits for the smallest speakers in the world

The biggest sound in <COUNTRY/LOCATION>

The children's radio station for kids, families, and parents <STATION NAME>

The community voice <STATION NAME>

The finest music

The friendly station

The friendly voice

The greatest hits for <SUBURB>, <STATION NAME>

The greatest hits of all time, <STATION NAME>

The hits of <COUNTRY>, right here on <STATION NAME>

The home of great music <STATION NAME>

The light at the end of the dial

The local station you love

The most hit music <STATION NAME>

The most listened-to station in the nation

The most music

The only radio station you'll ever need

The only thing you need on in the morning <STATION NAME>

The people, the music, this is... <STATION NAME>

The power of music

The power of music to change lives

The pulse of music

The radio voice of <LOCATION>, <STATION NAME>

The rhythm of the night, all day long on <STATION NAME>

The secret of sound is... <STATION NAME>

The sound alternative since 1977, <STATION NAME>

The sound is <STATION NAME>

The sound of <LOCATION>

The sound of music is a beautiful song

The sound of perfection!

The soundtrack for <LOCATION>, <STATION NAME>

The spirit of <LOCATION>, <STATION NAME>

The station that loves <LOCATION>, <STATION NAME>

The station that sounds like <LOCATION>, <STATION NAME>

The station with a smile

The top of the world

The voice from <LOCATION>

The voice in the clouds

The voice of <LOCATION>

The voice of the people

The voice of truth

The world has music for those who will listen

The world is a stage

The world's greatest music <STATION NAME>

The world's most powerful music, right now on <STATION NAME>

The <LOCATIONS> number 1 hit music station <STATION NAME>

There's always <LOCATION>, <STATION NAME>

There's no better cure than music

Time to chill <STATION NAME>

To inform and entertain some more!

Today's best mix <STATION NAME>

Today's best music. <STATION NAME>

Tomorrow's music, today, on <STATION NAME>

Top of the dial

Transporting you to another world

Tune in feel good <STATION NAME>

Tune in for more great music every day

Tunes for goons

Turn it on <LOCATION>... <STATION NAME>

Turn up the feel good! <STATION NAME>

Unadulterated entertainment radio

Unite the world through music!

Uniting different perspectives under one voice

Unleash your voice

Variety is the spice of our station

Voice of <LOCATION>

Voice of friendship

We are here to make music!

We are in <LOCATION>

We are in tune with your musical needs!

We are what we hear music!

We believe in music therapy

We bring ideas to life

We can't be quiet

We deliver the hits on <STATION NAME>

We do this for the culture

We don't play music for your eyes, we play music for ears

We entertain a nation

We have it all!

We keep the music playing

We love music <STATION NAME>

We love what we do... and it shows!

We make music for people who love to party and chill out at the same time

We make music for the world to hear

We make you feel good!

We never are tired in <LOCATION>

We never grew up <STATION NAME>

We travel all directions

We wanted to fly glad we made it to the airwaves  
We'll get you singing (and playing) like a canary  
We'll get you talking <STATION NAME>  
We'll make your music sing!  
We're back! <STATION NAME>  
We're creating something new and better every day!  
We're in a band together, you and I!  
We're in charge <STATION NAME>  
We're not just <LOCATIONS> best radio station, we're <LOCATIONS> only radio station!  
We're very serious about music  
We've got rhythm (and we know how to use it)  
Welcome to our city  
We're on in <LOCATION>  
We've got what's hot right now... <STATION NAME>  
What's life without good music?  
What's your playlist?  
Whatever happens, feel good. <STATION NAME>  
When life gave us lemons we made music  
When the beat drops, we stop on <STATION NAME>  
When the music stops, that's news!  
Where friendliness is broadcast daily  
Where good ideas get better  
Where great music lives – more radio  
Where it begins... <STATION NAME>  
Where memories are made <STATION NAME>  
Where music comes alive!  
Where music lives <STATION NAME>  
Where new music lives  
Where quality alone counts  
Where rock lives <STATION NAME>

Where the love for music never dies  
Where we let the music play  
Where your ship comes in  
Wish you all the very best  
With less power than the lightbulb in your fridge <STATION NAME>  
With us, enjoy every moment with music!  
Without music, there would be no life  
You can count on us to keep the beat going  
You can't buy happiness... but you can listen to music on <STATION NAME>  
You can't live without <STATION NAME>  
You can't stop the beat  
You can't stop the music  
You just don't know what you're missing if you don't have music at home!  
You know you want it  
You sing, we bring!  
You'll hear all sorts of stuff on <STATION NAME>  
You'll love the way we play  
Your brain can only take so much pop  
Your chillout station <STATION NAME>  
Your daily companion  
Your ears can take you anywhere with good music!  
Your feel-good station <STATION NAME>  
Your friend in <LOCATION>  
Your friendly station  
Your life. Your music. <STATION NAME>  
Your lifestyle and entertainment station <STATION NAME>  
Your love for music will never die  
Your music <STATION NAME>  
Your music is our passion!  
Your music, your life <STATION NAME>

Your music, your world!

Your next song is right here

Your number one choice on the dial

Your number one station

Your relaxing music mix <STATION NAME>

Your remarkable radio station.

Your station <LOCATION> is... <STATION NAME>

Your station, <STATION NAME>

Your style, our music!

Your voice in the <REGION> <STATION NAME>

Your world unfolding <STATION NAME>

## **Acoustic:**

<STATION NAME> is the only way to hear real music

<STATION NAME> your ears will love you for listening

<STATION NAME> your ears will thank-you for listening

<STATION NAME> the experts in real sound

After silence, there's acoustic, that's all you need to know

Awesome acoustic hits on <STATION NAME>

Carrying on our love of sound 24 seven, <STATION NAME>

Drown out the noise with another acoustic hit from <STATION NAME>

Hard times makes great music.

Hear the difference <STATION NAME>

Here's another acoustic hit that's right at any time of the day or night

I'd rather be playing guitar

Just like being there, except... not really

Listen to the music, believe in the message

Modern classics the way they should be played

Music heals when its acoustic

Music that fills your ears and heart

Recorded as if you were right there with them

Songs so acoustic you don't need to pick 'em

Sounds good < STATION NAME >

Strumming the right chords

The audio of your dreams is only heard on < STATION NAME >

The best music, no matter what you are doing... is on... < STATION NAME >

The best sound in <LOCATION> is on < STATION NAME >

The more you listen, the more you will love < STATION NAME >

The 'real' truth in music is acoustic

The rights sound for the right mood... < STATION NAME >

The same four chords, but with less sadness!

The sweet sound of success... < STATION NAME > and another hit

This girl loves her guitar

True to live music

Unspoiled genuine music

We're so music-al: we can play any instrument in the band

We're fuelled by coffee and acoustic music on <STATION NAME>

We have the sound if you have the time! <STATION NAME>

We thank you for supporting grass roots, acoustic music on <STATION NAME>

What you hear on <STATION NAME> is what you get!

Where words fail, music speaks on <STATION NAME>

You don't need anything processed, here's another hit from <ARTIST NAME>

You have our ears on <STATION NAME>

You're going to feel it!

Your sound solution in acoustic hits is <STATION NAME>



## **Alternative:**

<Locations> alternative

Against the grain

Altogether different

At <STATION NAME> we drop more fat beats than a <country of choice> farmer

Because your ears have brains

Better than Spotify and TikTok combined... <STATION NAME>

Bigger, better, louder... and yours

Climb in through the looking glass, and listen to <STATION NAME>

Feeling good? You must be listening to <STATION NAME>

Get off and stay tune in to <STATION NAME>

Getting old sucks, but it sure beats the alternative

I'm not antisocial, I just really like my music on <STATION NAME>

Kick out the jams...

Kickin' those 'popular' track to the curb <STATION NAME>

Music for the sick

Music for those with eclectic tastes...

None of the hits, none of the time

Offbeat but brilliant! <STATION NAME>

Old school radio is dead... I listen to <STATION NAME>

Our ratings are so low it doesn't matter what we do

Rewinding another hit from 24 hours ago!

Sounds different

Sounds different, every day!

Stick with <STATION NAME>, to hell with the rest!

The difference is the music <STATION NAME>

The future of rock and roll.

The legal alternative

The place for the best alternative music, <STATION NAME>

The sound alternative

To hell with the rest of 'em... <STATION NAME> kicks <SFX: BEEP!>

Today's classical cool is <STATION NAME>

Tune in, get off, and go out on <STATION NAME>

We've been punk and disorderly since <YEAR> on <STATION NAME>

We don't care about what turns you on!

We don't play the same song over... and over again on <STATION NAME>

We let the music speak on <STATION NAME>

We play what others can't!

We play what we like and nothing else

We regret nothing at <STATION NAME>

Weird noises – yes that's <STATION NAME>

You know you want it loud!

Your alternative to your parents hit station.. <STATION NAME>

Your legal alternative

## **Ambient:**

<Location> 's relaxing music mix through the day <STATION NAME>

A heavenly world of sound for all the right reasons <STATION NAME>

A heavenly wall of sound <STATION NAME>

Ambient lounge and chill out hits

Ambient means that it is easy to listen to... <STATION NAME>

Breathe, let your world expand, let <STATION NAME> hold your hand

Creating great energy <STATION NAME>

Deep ambient chillout music

Deeply beautiful chillout music <STATION NAME>

Electronic, space, and chill out music for the senses

Get high on our music!

Hear a world of difference <STATION NAME>

I live in a world of sound

I think, therefore, I love ambient <STATION NAME>

I think... therefore I enjoy <STATION NAME>

Keep calm and make music

Keep calm and play on!

Let the music set you free <STATION NAME>

Life changing music at its best

Life seems to go on without effort when I am filled with music

Music for work and relaxation... <STATION NAME>

Relax on <STATION NAME>

Where beautiful music plays

Where words fail, only our music speaks on <STATION NAME>

Wherever your day takes you, our music is always playing

Your personal wall of sound

## **Blues:**

<STATION NAME> a great place to be with the blues

At <STATION NAME> we play enough blues to feel happy about it

Blues and roots radio never sold its soul...

Blues is a celebration of every emotion...

Blues, roots and more on <STATION NAME>

Every line in a blues song tells a story... we share it with you on <station name>

Feeling the blues like no other station... <STATION NAME>

For the best blues in <LOCATION>, listen to <STATION NAME>

From the delta to the crossroads, we love our blues on <STATION NAME>

Inspiration and relief, that's the blues on <STATION NAME>

It's <SEASON> so it's time for the blues on <STATION NAME>

It's simple, <LOCATIONS> best blues, all the time

Music for those who listen, and know... <STATION NAME>

Our music represents our listeners... <STATION NAME>

Playing blues for the world, from <LOCATION>, <STATION NAME>

Something old, something new. Something borrowed and definitely... blue.

The Blues influences Soul, R&B, Hip Hop and Rock N Roll... yes we are the original  
<STATION NAME>

The blues is honest, truthful and yours.

To most people, music is emotion, and the blues captures that on <STATION  
NAME>

We don't play the blues; We are the blues on <STATION NAME>

We play what you've been missing in your life

We're fans of the blues, just like you

Where the blues are happy to be... <STATION NAME>

Where the blues are here to stay

Yesterday's blues never sounded so good

You can't play the blues, unless you lived 'em...

## **Community Station:**

Full time community radio at its best

A day without music is like a day without sunshine

A heart full of music is a happy heart

A proper local radio

A public service necessity

A true fun-loving and dependable friend

Community first <STATION NAME>

Gateway to great music and better times

If there is music it will be fine

Known for neighbourly folks

Local and live with more of your favourites <STATION NAME>

Local is our middle name.

Made for <LIST OF SUBURB NAMES>, <STATION NAME>

Made in <LOCATION> with love.

Nice to come home to

Serving and building our community

Serving our great community

Serving our great community of <LOCATION>

The friendly station

The local station you love.

Think big, act bigger

Think, act, and create with us!

Voice of the community, <STATION NAME>

We serve our community the best way we can, on <STATION NAME>

Where the heart of <LOCATION> lives.

Your local community radio station in <LOCATION> is <STATION NAME>

Your number one source of local news and information you need.

You're always welcome at <STATION NAME>

## **Contemporary Hits:**

<LOCATION> top hits radio station

<LOCATIONS> #1 hit music station

<LOCATIONS> hit music station

All your favourite artists

All the hits, all the time

Better music variety

Blast it out loud!

Bringing you what you want

Count on us to countdown today's hottest hits

Discover new music and new artists every day!

Discover new songs every day

Don't stop the music

Every hit you love, all in one place, it's <STATION NAME>

Everyone deserves good music

Experience music like never before

Feel good music!

Feel good variety

Good times start with great music

Hear the best sound in town with our music!

Hit after hit

Hit music only

Hits and memories

Hits that don't hurt

Hits the way you like them

Hits you love

Hitting you with hits, every day!

Home of great music

Home of the hottest hits – <station name>

It sounds better with us!

It's time to turn up the volume

Keep listening more hits coming your way

Keep those hits coming on <STATION NAME>

Keeping up with more than the music on <STATION NAME>

Life is too short to listen to awful old music, that's why your listening to <STATION NAME>

Listen to what you love always everywhere on the go

Listening to what you want

More hits, more often, <STATION NAME>

Music for adults who never grow up

Music for everybody!

Music for everyone anytime anywhere

Music like you've never heard before

New hits from your favourite artists

New music straight to your speakers

Nothing but the hits

Number one hit music station

Only one radio station can give you the best of the best, <STATION NAME>

Play what they want

Playing feel good music

Playing the best new hits, first! On <station name>

Playing the music, you love

Playing the music, you want

Relax and unwind while listening to your favourite tunes

Selection of the top hits

The best music of today

The best music, always with you

The home of great music

The music of the future!

The next wave of music

There's no better music

Today's best music

Today's hits and yesterday's favourites

We have the best music for all occasions

We never miss a beat at <station name>

We play the hits!

We play the tunes you want to hear

We play your favourites, all day, every day

We're playing all of today's hottest tunes

We've got a big sound for a big town like <LOCATION>

Where all your favourites are played back-to-back-to-back-to-back-to-back-to-back all day long!

Where the hits never stop!

You want more? You got it, more hits, more often on <STATION NAME>

Your favourite music just got even better

Your favourite music, on your favourite radio

Your hit music station <STATION NAME>

Your hits radio station

Your home for new music



## **Country:**

<STATION NAME> for people who like fresh air, open spaces, and good times with friends and family

Back by popular demand... if you like country music, anyway!

Come on down and get your country music fix!

Come on down to country town

Connecting country <LOCATION>, <STATION NAME>

Country for life

Country music at its finest

Country music fans are the best fans in the world

Country music has never sounded so good

Country music is an essential part of life

Country music is the only way to go find out why you should consider it today!

Country music is the soundtrack to my life

Country music is three chords and the truth

Country music isn't for everyone, that's why it's called country

Country music, now and forever

Country, pure, simple and yours on <station name>

Feel great with the best of country music

Feelin' lucky? Then listen to country music!

For when you need to get away from it all

Get lost in country music and find yourself again

Get your country on with this awesome album of new songs

Get your country on!

I'm not a country singer I'm a singer who happens to sing country music

If you're into country music, this is the place

In the heart of <REGION>

In the land of <LEGEND/MYTH>

In the land of <REGION IS KNOWN FOR, EG: APPLES>

It feels like freedom

It's a country thing – you wouldn't understand!

It's time for some country music in your life

It's a privilege to live in <LOCATION>

Keep calm and listen to country music

Kicking country hits on <STATION NAME>

Life is good with country music playing in my earphones!

Listen to country music and party like there's no tomorrow!

Live free and listen to country music!

Live the country life

Music that'll never go out of style <station name>

Proud to play country

Right across the country

Rockin' country music!

The <LOCATIONS> country station <STATION NAME>

The best music genre in <COUNTRY NAME>!

The best of country music – every day

The country music star: listen to it, love it, jam to it

The greatest music of all time

The hottest country in the world... <STATION NAME>

There's only one place to get your country fix

We bring the party to you (with country music)!

We play today's country and we're playing it now!

When it comes to country music, nobody does it better than <STATION NAME>

Where <SONG NAME> is more than a song

Where real life meets real fun!

With the best music in the nation

Your friendly station

## **Easy Listening:**

<LOCATIONS> relaxing gold hits on <STATION NAME>

<STATION NAME> a breath of fresh air

<STATION NAME> we are good for you

<STATION NAME> is a friend of mine

A friend you can turn to... <STATION NAME>

A song in your heart: the best medicine!

A symphony of sounds

All I need is coffee and music

All you need is love... and a little music

Beautify your life with music

Beauty for the ears

Bright and relaxing all day

Carefully curated, just for you... <STATION NAME>

Changing your tune every day on <STATION NAME>

Don't be sad, make music instead

Don't worry, be happy listen to music

Drift into the music

Enjoy the music, enjoy life!

Find a melody that speaks to you

Find solace in music

Find your music

If you are what you listen to, then I must be easy! <STATION NAME>

Keep a song in your heart

Keep calm and listen on

Let the music play... let it all go away

Making beautiful melodies all day long on <STATION NAME>

Music expresses feelings and thoughts better than words

Music is therapy for me!

Music that's not hard to listen to

Music to your ears

Nothing absurd, nothing pretentious

Pulling out all the stops on <STATION NAME>

Radio that won't let you down... <STATION NAME>

Relax with the music

Share your love of music with the world

Spreading love and understanding with the best music

The best way to start your day

The only station for easy music

The perfect music to make you feel better anytime, anywhere...

Turn on <STATION NAME>, turn off your worries!

We're in tune with your needs

We're tired of silence, aren't you?

We're tired of the new stuff too, that's why we listen to <STATION NAME>

Your easy place to relax is here

Your music, your mood, your station... <STATION NAME>

## **E.D.M. – Electronic Dance Music:**

'Nuff talk, let's dance!

<LOCATIONS> first 24/7 digital dance station <STATION NAME>

A whole lotta bass

Bass in your face!!! There you go

Beats that move you <STATION NAME>

Bringin' the party back in a minute!

Dance. <LOCATION>. <STATION NAME>

Don't just hear it, feel it

Feel the music; feel the rhythm!

Feel the rhythm of music

Get amped, get into <STATION NAME>

Get into the groove with <STATION NAME>

Get lost in the music

Give in to the groove

Groove in style when you listen to our music

In E.D.M. we trust

It's got a good beat AND you can dance to it!

It's time to get funky with music!

It's time to jam on <STATION>

Let the music move you

Let the music take control!

Let the music take over you!

Let the music take you away

Let your mind dance to the beat of the music

Let's drop the bass.. right... here... on <STATION NAME>

Let's keep it moving

Move the beat

Music is all you need to groove out loud!

Music keeps us moving

Not everyone understands Trance, but we do at <STATION NAME>

Our music sounds better now that your listening!

Our songs make you dance like crazy!

Red hot dance hits... every day and night!

Remixed radio... just the way you like it!

Savage, extreme and dance music on <STATION NAME>

The music is on, time to party

The music that moves

The official party music provider

Those who dance are considered insane by those who cannot hear the music

Turn up the tunes and start moving those hips!

We bring the party to you!

We don't just make music, we make noise

We love E.D.M. as much as you do on <STATION NAME>

We're not just a band—we're a movement

When life gets tough... dance!

## **Hip-Hop/R&B/Urban Hits:**

<LOCATIONS> Classic Hip-Hop station

<LOCATIONS> totally lit station

<STATION NAME> playing the hits of the streets

A new chapter in music history... <STATION NAME>

All time biggest R&B hits on <STATION NAME>

Beat droppers

Beat of the street

Bringing back 90's rap... on <STATION NAME>

Cop an ear-full, listen to <STATION NAME>

DJs that play YOUR song

Don't just listen, feel the music

Everybody wants some... <STATION NAME>

Fighting the power since <YEAR> on <STATION NAME>

Flashing back to our <GENRE> roots on <STATION NAME>

Here comes da boom!

I got 99 problems but a beat ain't one

It's all about the beat

Keepin it old school... on <STATION NAME>

Let's get it on...

Listen large, listen to <STATION NAME>

Live and learn, listen to <STATION NAME>

Loose yourself with real music... <STATION NAME>

Music for real rebels

Music, memories and more on <STATION NAME>

Playing what our DJ likes

Start the beat

Step up and listen...

Street smart? More like beat smart! On <STATION NAME>

The beat of <LOCATION>

The finest Hip-Hop and R&B <STATION NAME>

The hip to your hop

The hottest hip hop, R&B and urban

The revolution has begun... listen to <STATION NAME>

This is my jam!

Uncovering the real hits of the streets

We're starting it like we finish it big! On <STATION NAME>

We're playing tracks fatter than your momma on <STATION NAME>

We have our ears on the streets

We know hip-hop by heart

We know urban hits

You can't stop the beat!

You don't own hip hop, we all do!

You want some?

Your life. Your music... <STATION NAME>



## **Jazz:**

Don't be so black and white, music is colour!

<STATION NAME> feel good jazz, every minute of the day

A jazz life is all you need...

At <STATION NAME> we are all about that jazz.

Featuring the finest in classical and jazz <STATION NAME>

Feel good, no matter what happens

Get into the swing of things

I'd rather be sharp than flat

Jazz is saxy on <STATION NAME>

Jazz life up a little, listen to <STATION NAME>

Just jazz

Life would be flat without music

Listen in colour <STATION NAME>

Never underestimate the power of an old guy with a harmonica on <STATION NAME>

Smooth jazz? You're listening to <STATION NAME>

The colour of music

The sound of a jazz club, no matter where you are!

The world's most beautiful music... <STATION NAME>

Time for another fat track on <STATION NAME>

True jazz is all you will hear on <STATION NAME>

Variety that's good for you... <STATION NAME>

We honour inspirational voices on <STATION NAME>

We play jazz, and nothing else on <STATION NAME>

We play, you listen, dance, and enjoy the hits on

Yesterday's best jazz music, today

## **News:**

<LOCATIONS> top news

<LOCATION> is listening

<LOCATION> to the bone, <STATION NAME>

<LOCATIONS> news. All the time. <STATION NAME>

<LOCATIONS> first choice for the latest news

<STATION NAME> is the name you can trust

<STATION NAME> keeping you in touch with <LOCATION> hottest news

<STATION NAME> listens to what you want

<STATION NAME> stands for news

All news, all the time

All the world's news, right in your ears

Always ahead with <STATION NAME>

Authentic news from <STATION NAME>

Be informed, listen to <STATION NAME>

Be the first to know with <STATION NAME>

Because the story never stops, listen to <STATION NAME>

Breaking news, every hour

Bring you balanced news... <STATION NAME>

Committed to news in <LOCATION>

Coverage you can count on

Discover the difference of news on <STATION NAME>

Every day we deliver more news than the paper does

Filling the gap between news with real news

First, best, always news on <STATION NAME>

Get the inside scoop from <STATION NAME>

Going beyond the headlines <STATION NAME>

Have we got news for you on <STATION NAME>

Hungry minds want to know more from <STATION NAME>

If You Don't Want It Heard on <STATION NAME> News... Don't Let It Happen

Keep it on <STATION NAME> for breaking news  
Keeping the world informed one story at a time  
Keeping you up to date on the world today, so you're ready for tomorrow  
Know before you go to work <OR HOME/OUT>, listen to <STATION NAME>  
Know. Now. Listen to <STATION NAME>  
More news, more often  
More than just the headlines  
Morning, news, and nights... stay up to date with <STATION NAME>  
News every 15 minutes on <STATION NAME>  
News from your neighbourhood  
News that matters, fun that entertains  
News, sports, and weather in a snap  
The future of journalism is here  
The news organization with a conscience  
There's no substitute for real news... <STATION NAME>  
Turn to <STATION NAME> for the latest news  
We report to you  
We tell the truth, live with it  
We've got news for you on <STATION NAME>  
When news matters, it matters where you get it from... <STATION NAME>  
With no chit-chat or blah blah, just the facts on <STATION NAME>  
With the stories that count, from people who care  
Your all-day news source is <STATION NAME>  
Your news, in your own time  
Your news, now on <STATION NAME>  
Your number one source of local news and information...  
Your twenty-four-hour news source is <STATION NAME>

## **Oldies:**

<GENRE> is an escape from reality

<LOCATION> is a great place to be with <STATION NAME>

<LOCATION> wants music, we give it to them

<LOCATIONS> classic station

<LOCATIONS> greatest hits and favourites

<LOCATIONS> classic hits – <station name>

<LOCATIONS> real gold <STATION NAME>

<STATION NAME> is all you need

<STATION NAME> means golden oldies and classic hits

<STATION NAME> the nostalgia station

<STATION NAME> with style and purpose

90's music is the soundtrack to your life

A lifetime of music

A place where great music goes to live

All oldies, all the time

The best gold from the <ERA>, <STATION NAME>

All the great songs in one place <STATION NAME>

All your favourites, on one station

At <STATION NAME> we play your favourite songs

At <STATION NAME> we've captured the music and bottled it for you

At work, home, in the car, if you hear a classic oldie, you're listening to <STATION NAME>

Carry me back to better days <STATION NAME>

Classic hit music is all we play on <STATION NAME>

Classic hits <STATION NAME>

Classic music made for you

Classic rock, pop, hits, and oldies on <STATION NAME>

Classics ahead of the curve

Do you remember this one...

Doing more with music on <STATION NAME>

Don't let your kids grow up in a world without music!  
Everyday our music library grows more and more... <STATION NAME>  
Everyone remembers <SONG GRAB> but not like you do...  
For hits that hit, and will be missed... <STATION NAME>  
From now on, we only play oldies  
Good times and great oldies  
Got good music? Got yourself tuned to <STATION NAME>  
Great music lasts forever on <STATION NAME>  
Hits & old school <STATION NAME>  
If the music is too loud you're too old  
It's your time travel radio station...  
Just your favourite hits on <STATION NAME>  
Just your music  
Keeping it fresh, do you remember this one?  
Keeping music legends alive... <STATION NAME>  
Keeping the good music alive on <STATION NAME>  
Legends don't come bigger than this on <STATION NAME>  
Let us take you there... and back again!  
Let's escape to when music meant something  
Like a hug from granny, here's another old favourite on <STATION NAME>  
Listen again to <STATION NAME>  
Memories and hits on <STATION NAME>  
Mega old school hits  
More music, more memories on <STATION NAME>  
More of the music you love... on <STATION NAME>  
Music as cool now as it was back then!  
Music for the flower power generation <STATION NAME>  
Music from golden years  
Music from here to there  
Music from the 1980s, <STATION NAME>

Music from yesteryears

Music to our ears is <STATION NAME>

Music was better when ugly people were allowed to make it... <STATION NAME>

No1 for 80's, 90's and now!

Nostalgia reloaded

Number one source of classic hits

Old school cool, all day and night on <STATION NAME>

Old school hits on your station <STATION NAME>

Oldies, and nothing else

One of the best things in life is <STATION NAME>

Only station for classic rock

Our music isn't boring, you are!

Playing another oldie, but a goodie from our vaults at <STATION NAME>

Playing real music that you never hear anymore

Rarely heard hits, played often on <STATION NAME>

Real, music

Relive your favourite decade on <STATION NAME>

Rewind the happiness

Simply the best on <STATION NAME>

Smash hits we all remember...

Smoothest hits all day long

Somethings never change, even though we might have... classics and oldies on <STATION NAME>

Someplace special... memories and hits on <STATION NAME>

Spinning the hits from way back when

Star power and hit mix music

Stay in and remember when... on <STATION NAME>

Telling the stories behind the hits, <STATION NAME>

Thank you for the music

The <LOCATIONS> 80s radio station, <STATION NAME>

The <LOCATIONS> only 60s radio station <STATION NAME>

The 80's so many good songs, great movie and memories, <STATION NAME>

The best music of the noughties <STATION NAME>

The classic hits of summer on <STATION NAME>

The classical sound of <LOCATION>

The evolution of music is <STATION NAME>

The gold station <STATION NAME>

The greatest hits of all time

The greatest songs of all time, in one place <STATION NAME>

The hottest hits of all time

The legend lives on... you're listening to <STATION NAME>

The music you know...the music you love.

The music you love, for free!

The music your parents listened to when they were your age (now with better sound quality)

The only station that everyone at work loves... <STATION NAME>

The sound of a generation

The voice of 1,000 memories

The world can wait, here's another classic on <STATION NAME>

They call it old music we play forever hits

This is gold! <STATION NAME>

Vintage hits, classic memories and more on <STATION NAME>

Way wicked hits and memories on <STATION NAME>

We're not that old, your music really does suck, that's why I listen to <STATION NAME>

We're old enough to remember being young enough to know better, but we did it anyway and survived! <STATION NAME>

We're the soundtrack of your life!

We're with you when we play <SONG GRAB>

We've raided the vault and found one we rarely play...

We do it for you

We may be old, but we saw the cool bands when they were young!

We play what you like and nothing else

We put it all together

Where legendary music lives

Where the 90s live <STATION NAME>

Where your music choices come first

With more of your favourite oldies

Yet another golden oldie from our archives at <STATION NAME>

Your favourite sounds

Your life...your music.

Your music choice, rules! <STATION NAME>

Your musical memories, your moments. <STATION NAME>

Your radio's listening to <STATION NAME>, we hope you are too!

Your time machine in a radio <STATION NAME>

Your ultimate radio station in a box!



**Pop:**

Welcome to <STATION NAME> 101, your superfast, pop master class <STATION NAME>

<SUBURB/TOWN>'s biggest pop playlist

Brighten your world with <STATION NAME>

Bubble-gum pop! Yes please!

It's not <genre> radio it's <STATION NAME>

Maximum music with minimum fuss on <STATION NAME>

Music for popular music lovers

Non-stop pop on <STATION NAME>

Only the best pop makes us stop on <STATION NAME>

Our variety is in the mix

Playing new pop hits first

Pop music has never looked so good... <STATION NAME>

Pop that sounds like this

Real music, real pop, is <STATION NAME>

So wrong, it's right <STATION NAME>

Sounds like another pop hit on <STATION NAME>

The best of every type of music...

The new sound of pop

There's only one type of music we play on <STATION NAME>

Tune in and rip off that dial... it's <STATION NAME>

Way more fun, let's play more pop!

We bring the fun back to pop music, every minute of every day

We don't play predictable; We play pop on <STATION NAME>

We heard you, more pop and less people talking

When only the best will do...

Your favourite pop doesn't stop on <STATION NAME>

Your new pop sounds like this

## **Religious:**

<STATION NAME> is the answer

Bringing you closer to the things that matter

Changing lives for good <STATION NAME>

Connecting faith to life <STATION NAME>

Create a spark in your life by listening to our music!

Creating and setting new standards

Encourage sharing

Faith now has a frequency

For God and country

God's greatest gift: music

Good news radio

Good will station

Harmony is in our nature

If I cannot fly, let me sing

Joyous music, every day on <STATION NAME>

Keep faithful; go quickly

Keep folks quoting bible

Keep growing wiser

Keep serving others

Keeping good folks joyful

Keeping pace with Christ means progress

Keeping you up to date on the world today, so you're ready for tomorrow

Knowledge truth and beauty

Land of perpetual sunshine

Let us help you find your rhythm in life with our music!

Life without music is like a journey without a road

Live life in full harmony

Making Sunday everyday

Music gives wings to your dreams!

Pass it on, and tell your friends about <STATION NAME>  
Serve the lord, preach the gospel, evangelize the world  
Spreading love  
Spreading love and goodwill  
Spreading love around <LOCATION>  
Spreading the word  
Sunshine of your life <STATION NAME>  
The bible voice is <STATION NAME>  
The brightest broadcasters  
The Christian voice of <STATION NAME>  
The church of the air  
The good will station  
The gospel messenger of the air  
The gospel voice; keep forward, upward, onward  
The gospel wave of <STATION NAME>  
The station dedicated to knowledge, liberty, divinity, and service  
The station with a message  
Touching heaven  
We enlighten the world  
We inform, we entertain, we inspire  
Where faith comes to life <STATION NAME>  
Where God rules man prospers  
Where the youth at <STATION NAME>  
Where there's music, there's hope!  
World redeemed by Christ  
You'll be singing our praises in no time  
Your happiness is our mission!

## **Rock:**

<LOCATIONS> soft rock

1,2,3,4 let's rock!

All I ever wanted to do... was just play some rock 'n' roll music

All rock radio <STATION NAME>

All things rock

Are you ready to rock?

At work, at home or in a car when you hear classic rock, it's <STATION NAME>

Best rock through the decades

Cause alternative rocks!

Everything that rocks you, rocks <STATION NAME>

Give me music or give me death

Good time rock and roll

Home of great rock music

I love rock

I'm a musician, not a fighter! But I'll fight for what I believe in!

It's always a great day for classic rock on <STATION NAME>

It's not noise; it's rock and roll!

It's time to rock and roll

Keep calm and listen to metal!

No concept albums here on <STATION NAME>

Our music bites back on <STATION NAME>

Our music strikes back!

Plugged in and ready to play

Powerful music equals <STATION NAME>

Pure rock heat

Proud of the demons inside of us!

Rock off rave on

Rock it on <STATION NAME>

Rock on!

Rocking out since <YEAR OF STATION LAUNCH>

Rocking the waves

Rocking the waves with great music

Rocking you with new music

The best classics and new rock <STATION NAME>

The rock authority is <STATION NAME>

The rock that started it all... <STATION NAME>

They bore you we rock you

They say rock and roll is the devils music, let's keep it that way... listen to <STATION NAME>

This is our time to rock

This is your time to rock

Time to rock this house...

Turn us on, turn us up...

True music is here

Warning, listeners of <STATION NAME> may start talking about classic rock

We're going to own this town

We're powered by punk rock... are you?

We don't pay you to sing along, but if you want to...

We own this town!

We remember when kid rock, was a kid... rock on with <STATION NAME>

We wanna rock with you!

When we say we're gonna rock your world, this is how we'll do it...

Work hard, rock harder on <STATION NAME>

World Classic Rock, on <STATION NAME>

Your number one rock station

## **Soul:**

<STATION NAME>, keeping your soul alive since <YEAR>

An ear for music, a passion for life

Another soul track to soothe your soul... <STATION NAME>

Connecting hearts and minds

Dance to the beat of life with music playing in your heart and soul

Do you remember this soul classic? We do at <STATION NAME>

Drum machines have no soul, listen to <STATION NAME>

Find the melody in your soul

For when you're feeling blue: music!

If it ain't got rhythm, it ain't got soul!

Let your soul sing

Music for the mind and soul

Music from the heart, for the heart

Music is an expression of feeling

Music is an expression of mind

Music is an expression of spirit

Music is my escape from reality

Music is my soul, my spirit, and my love

Music is the answer to life

Music is the language of the spirit

Music is the soul of life

Music soothes the soul!

Music surrounds my soul and fills it with joy

Music touches your soul and makes you feel good!

Music washes away from the soul the dust of everyday life

Nothing heals the soul, better than music

The beat and rhythm of life

The heart & soul of <LOCATION> is <STATION NAME>

The home of the soul patrol <STATION NAME>

The melody of life

The music is within you

The music makes you feel the meaning

The music of life

The only truth is music

The rhythm of life starts with music

The soul choice of <LOCATION>

The sound of life

The sound of love

The station with a soul

There's a song in everyone

We've got the sound you need

We connect with listeners

We got soul on <STATION NAME>

We make the world a more curious place to explore

When words fail, music speaks

When you have music, you have everything

Where music is played with passion

Where the heart of <LOCATION> lives

With the power of soul, anything is possible on <STATION NAME>

You are the beat of my heart

Your heart is full of love for music

Your life your music

Your soul your hits

## **Sport:**

<LOCAL SPORTS STAR> listens to <STATION NAME> do you?

<LOCATION>, The home for the best local sports talk

<LOCATION> only sports radio is <STATION NAME>

<LOCATIONS> voice for the sports community <STATION NAME>

<LOCATIONS> home of sport

<STATION NAME> is <SPORT>

<STATION NAME> the good sports

All the sport, all the emotion...

All sports, all the time

All the games, all the goals, all the gossip

All the sport, all the news that matters to you

Driving you nuts

Hits like you've never heard them talked about before

Home of the <LOCAL SPORTS TEAM>

I listen to <STATION NAME> because I like the <SHOW NAME>

If you love sport, we're on your wavelength

Listen live now <STATION NAME>

Live sport, like... Right now!

More live sport, <STATION NAME>

No rules just right

Powered by fans

Real sports talk

Sports entertainment at its best

Sports news, sport talk, sports gossip, and... More sport!

Sports radio with balls

Talking sport every day of the year!

The best live sport, with breaking sports news

The power of sports

The real power behind <TEAM NAME>



The sound of <LOCATION> sports

The world's biggest sports radio station <STATION NAME>

The worldwide leader in sports

We've raided the archives for this classic <SPORTS> moment... <STATION NAME>

We are <SPORT>, <STATION NAME>

We are the <SPORTS TEAM MASCOT>

We get your blood pumping on <STATION NAME>

We know the sport you love!

We live for sports, every sport, every day

What real sport sounds like!

You don't have to be there to be there! Listen to <STATION NAME>

Your <sport> station

## **Talk:**

<STATION NAME> Is always stimulating.  
Always on, always igniting change.  
Always on 24/7, every second, every minute  
An everyday story... life with <STATION NAME>  
Be seen, heard, remembered.  
Change your opinions, listen to <STATION NAME>  
Connecting people with ideas  
Different every time you listen.  
Driving the conversation  
Everything but music  
Find the answers, talk to <STATION NAME>  
For talk that's bigger than the latest news, <STATION NAME>  
Fuelling active minds everyday... <STATION NAME>  
Great minds don't think alike, let's hear your thoughts.  
If it is important to you, it is important to us!  
Indigenous talk and music <STATION NAME>  
Informative and entertaining programming  
Informed, enjoyable, and talkative, that's our promise to you on <STATION NAME>  
Intelligent speech, <STATION NAME>  
Join the conversation...  
Know the story <STATION NAME>  
Leading <LOCATIONS> conversation <STATION NAME>  
Less music and more that matters on <STATION NAME>  
Let's talk about what's behind the news on <STATION NAME>  
Life is more interesting, listening to <STATION NAME>  
Listen up, <LOCATIONS> talking!  
Makes you think... doesn't it?  
Media for the people, by the people  
Now for more of the story... <STATION NAME>

Now we're talking!

Radio that you can join in with

Real people, real radio <STATION NAME>

Societies mirror

Speak your mind on <STATION NAME>

Talking <LOCATION>, <STATION NAME>

Tell your story.

Telling it like it is... <STATION NAME>

Tells the world.

The <LOCATIONS> home for information for more than <NUMBER OF> years.

The thinking person's station

True stories, constant inspiration

Trusted. Credible. Complete <STATION NAME>

Unbiased opinions, every time

We're the connectors, making you see the global picture.

We've got the nation talking.

We are storytellers, expanding your audience and your message.

We connect, we engage.

What's your story?

What happens in <LOCATION> stays in <LOCATION>, but no-one knows about it until we talk about it on <STATION NAME>

When <JOCK> speaks, people listen, and talk back!

Where all is said and done!

Where there's a story, we're in it.

You talk, we listen on <STATION NAME>

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# YOU ARE LISTENING TO...

Update your stations imaging and branding by following the simple step-by-step guide designed to help create something new that will:

- APPEAL TO YOUR LISTENERS
- CAPTURE YOUR LISTENERS IMAGINATION
- MAKE YOUR BRANDING MESSAGE 'SHAREABLE'
- AND KEEP PEOPLE LISTENING

*(Normally you would pay consultants major \$\$\$\$ to do this for you)*

Save time – and spark your search for innovative and fresh new radio station positioning statements, tag lines, slogans, and imaging by discovering what other radio stations have done before, with this list of over 1,300 ideas.



Earl Pilkington is a radio copywriter with almost 40 years' traditional media experience.

See:  
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