

PRESS
PACKAGE
FOR
RADIO FM4



AUSTRIAN BROADCASTING CORPORATION'S
YOUTH-ORIENTED RADIO STATION

FM4-HOMEPAGE: **FM4.ORF.AT**

MAIL: **FM4@ORF.AT**

LISTENER SERVICE: **0800 226 996**

(OUTSIDE OF AUSTRIA: 0043 1 503 63 18)

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radio
FM4

- ▷▷ **radio FM4** is: definitely within all German-speaking regions, possibly within all of Europe, a unique, one-of-a-kind radio station

- ▷▷ **radio FM4** is: a culture-based station with a young progressive audience

- ▷▷ **radio FM4** is: the most prolific youth culture medium in Austria

- ▷▷ **radio FM4** is: the most important and best source for information on alternative music

- ▷▷ **radio FM4** is: bilingual

- ▷▷ **radio FM4** is: considered a competent, reliable source of trustworthy information by its listeners

- ▷▷ **radio FM4** is: operated under the realm of the Austrian Broadcasting Corporation's (ORF) television and radio, follows the ORF's legally binding broadcast rules, and is not required to meet ratings quotas

- ▷▷ **radio FM4** is: regarded as a window to the world, cosmopolitan

- ▷▷ **radio FM4** is: able to offer 24-hour programming akin to what other stations would offer on as focused ›special‹ programming—with reflective insights into present-day culture but with the forward-thinking angle that constitutes the only alternative to Austria's commercial radio

- ▷▷ **radio FM4** is: on all levels, a source of innovation within the ORF

▷▷ STATION

It is not some wild-eyed exaggeration to define FM4 as the best of what's on offer as far as alternative/youth culture radio within German speaking territories in Europe goes. That's what FM4's devout community of listeners have to say - as do all participants on the culturally relevant scene not just in Austria but across our Alpine borders too.

The fourth station in the stable of the Austrian Broadcasting Corporation's radio broadcast output, FM4, represents the diversity of an ever-expanding European youth culture including the obvious avenues of music and political analysis, but also general technology developments, fashion, design, film, art and literature. FM4's dedication to diversity and all things youth-oriented has resulted in a strong following in Austria and cult status in buzzing cities such as Berlin or Hamburg and is reflected in the bilingual nature of its content (English and German with French news thrown in for good measure!).

▷▷ MUSIC

The broad range of music covered by FM4 defies all categorization. While FM4 clearly favors alternative over mainstream music, what is referred to as "alternative" nowadays is often every bit as successful as traditional mainstream music, which leads to a somewhat unclear definition. Still, the progressive nature of this type of music is often at odds with the type of music conventional mainstream stations play in Austria. Within the alternative genre, FM4 offers a wide variety of sub-genres including but not limited to Rock, Electronic, Dub, Britpop, Hip Hop, House, Soul, Drum'n'Bass, Reggae, Punk and Metal.

▷▷ LANGUAGE

FM4 divides its broadcasting schedule straight down the middle, 50/50, English/German. The programming is divided by each respective language (ie. English from early morning until mid-afternoon, German from mid-afternoon until early morning) but interview partners whose mother tongue is English being featured on German language shows are never dubbed and same goes for German word content the other way round. This ›Native Speaker Principle‹ makes for a seamless, natural flow in programming.

▷▷ FORMAT

Besides cutting edge-comedy, engaging talk-radio, top-notch youth-culture feature reporting, an hourly news service and a midday news magazine featuring correspondents from around the world, FM4 offers specialised music programming with weekly shows dedicated to such musical directions as Britpop & Indie, House & Soul, Metal & Crossover, Hip Hop, Techno, Drum'n'Bass, Ambient & Dub and even the Austrian ›Homegrown‹ Scene. On top of these specially focused shows, also on offer on FM4: DJ Mix shows featuring all dancefloor genres, live broadcasts of concerts taking place in Austria, exclusive live sessions, star portraits, and of course interviews. A regular part of FM4 programming consists of the Artist of the Week, highlighting a specific band or solo artist and their current output. Tracks of their latest album are played throughout a seven day period, across the entire range of our shows and programming. FM4 has also been known to dedicate a week's worth of word content to highlighted themes (ie. Global Warming, Gender Issues) or highlight one particular subject (be it a political theme or a band) for the course of an entire day.

At outdoor events such as music festivals or big sporting events, FM4 broadcasts directly from the event (as it has done at the world-famous snowboarding competition Air & Style or at music festivals like FM4 Frequency and Southside).

▷▷ MISSION

Within the infrastructure of the Austrian Broadcasting Corporation, FM4 is regarded as the cooler, younger sibling of the long-established Ö1, a station with an enduring and well-respected history in the broadcasting of traditional cultural features and music.

Because of its one-of-a-kind status in Austria, FM4 is well respected by its listeners. This makes the seemingly impossible, possible: FM4 fulfils the standards and legal obligations a public radio station has to without compromising its dedication to the promotion of subcultures and its integrity as a bilingual station. In fact, a healthy balance of these principles has become FM4's integrally unique selling point.

▷▷ LISTENERS

The FM4 audience regards itself as part of an intelligent, forward-thinking social group that has high intellectually challenging needs. To meet these needs, the FM4 audience relies on its medium to lift it from mainstream ideas and to give its own community a definition. That's why the somewhat outdated term ›Alternative-mainstream‹ has been discarded and replaced by the catch-all phrase ›FM4-Music‹ for a subculture of young people to refer to and instantly recognise a communal identity. The catch-phrase ›FM4-Musik‹ has successfully been implemented in FM4 image campaigns since 2003.

FM4's core audience is aged 14 to 29 and isn't just open to travel and exposure to new cultures, FM4 listeners are open-minded and ready for what's new, innovative, and what some might even consider risky.

▷▷ PARTNERS

FM4 works intricately with such organisations (and events) as »Ars Electronica«, the spring festival in Graz and the annual film festival »Viennale«. This type of co-operation is of obvious mutual benefit.

Not only does FM4 work closely with the annual Viennese International Film Festival, it also works with the national film festival »Diagonale«, which features cinema made in Austria. FM4 has also partnered a series of FM4 Film Premieres, events at which lucky FM4 listeners can win the chance to be the first to see the best of national and international cinema has to offer.

▶▶ RADIO FM4 ONLINE

fm4.ORF.at has been conceived in keeping with all online websites representing ORF output endeavours, to provide information from around the world. The main focus on fm4.ORF.at is certainly the global alternative music scene but it also features articles and even artistic expressions on international trends with regards to fashion and design, social issues, entertainment news, and political developments.

fm4.ORF.at is aimed at an audience which is open-minded and actively seeking an intelligent discourse on the latest cultural and technological developments from the perspective of the young movers and shakers involved in creating them.

The basic concept of the website is built on the principle of regularly featured columnists. These authors can contribute their articles by easily accessing the website and are then subject to user comments as visitors to the FM4 website are encouraged to contribute their feedback by posting their opinions directly below whichever article that provokes them to do so. The articles as well as the comments are then stored in archives indefinitely and are easily accessed for future reference.

FM4 has integrated local leading figures within the alternative music scene to contribute their impressions of youth culture as they experience it, trends as they see them evolving. This results in a constant flow of information in so-called »real time«. FM4 features authors from New York City, Amsterdam, London, and Berlin and many cities around the world. Their contributions are subjective and an expression of their perspectives but are subject to the guidelines set forth by media laws in Austria.

fm4.ORF.at has been an overwhelming success since it was launched in June of 2000 and its popularity continues to grow. Meanwhile, the FM4 website counts up to 1.100.000 visits per month respectively 36.000 visits per day.

fm4.ORF.at is regarded as one of the best music and youth-oriented websites in the entire German-speaking realm winning a gold medal at the Austrian Internet Awards (at.awards) in the category »News and Media«.

Regular updates and new services have also been responsible for the increase in popularity of the FM4 website. The FM4 Soundpark, the »homegrown« upload music page which allows the FM4 community to share self-made music, was added in 2001 and in 2006 a website relaunch included an easier accessibility for visually impaired people.

The feature „7 Tage FM4“ (FM4 for 7 days), introduced in 2014, gives access to nearly all of the programs to listen to on demand for a week after their first broadcasting date. In addition to that, the FM4 comedy, music and interview podcasts are still widely popular.

▷▷ THE FM4 SOUNDPARK

Taking the limited possibilities for Austrian alternative musicians into account, FM4 decided to open the gates to the virtual, musical, and audio world of the FM4 Soundpark in October of 2001. It's an internet and on-air platform for musicians to share their original work and also an opportunity for their work to be re-mixed by other musicians both wildly famous and virtually unknown. The FM4 community has the opportunity to send in demos, raw material, CDs, mp3's and in turn receive feedback from professionals and listeners, and ultimately the opportunity to ›release‹ their tracks on FM4 Soundpark Compilation Albums. The ›FM4 Soundpark Band of the Month‹ is prominently featured on air and on [fm4.ORF.at](http://fm4.orf.at) over the period of a whole month. This is FM4's way of supporting local talent and promoting the concept that isolation need not exist whether you are a shooting star or an established artist.

Not only is the FM4 Soundpark page on the FM4 website (<http://fm4.orf.at/soundpark>) available to keep up with the very latest in the ›homegrown‹ alternative music scene, a weekly round-up of the best on Soundpark offer is aired during the afternoon show ›Connected‹ and an entire show is dedicated to what's happening at the Park every Sunday 'round about midnight. The music found at the Park isn't just designated for these two timeslots however, they can be sprinkled throughout regular programming too of course!

As productive (literally) as it is fun, the FM4 Soundpark contests have harvested many creative musical crops. A few examples: Canadian band The Hidden Cameras were looking for a few musicians in the Soundpark to form an orchestra for one of their Austrian shows. What they got topped their highest expectations and consequentially, they took the musicians on tour with them throughout Europe. Also, the remix contests that are launched regularly at the Park always bring forth an incredible amount of creative output. The FM4 community is encouraged to truly make the radio station their own and that is precisely what they can do at the Park.

The FM4 Soundpark isn't just a cool place to be, it's a prize-winning place to be. The Park won an Austrian Radio Award for Adult Education in the category ›Interactive/Experimental‹ in 2004. The FM4 Soundpark was especially chuffed to receive the reknown Prix Italia (European TV/Radio/Internet Awards) in the category ›Cross Media‹ in 2004 as well.

The producers in charge of the Park are Clemens Fantur (aka Manuva) and Stefan Trischler (aka Trishes). Before joining the FM4 team, Trishes made a name for himself as a Drum'n'Bass and Hip Hop artist, he continues to produce diverse projects and is therefore competent with advice when it comes to anything musical and/or technical. Manuva's got your back too if you need a hand, his experience as MC for the wildly popular Hip Hop formation ›Total Chaos‹ has given him the insight up-and-coming artists may lack and need. Word!

Current number of soundpark artists is 6.700 (as of May 2014).

▶▶ RADIO FM4 OFF AIR

FM4 isn't just a force of youthful energy on the airwaves and on the net, it is a force that can be touched, seen, it can even be tasted! Aside from the annual tossing of the cake at the **FM4 Birthday Bash** in Vienna (an enormous open-air concert which has featured acts such as **Franz Ferdinand**, Moby, Feist, Jarvis Cocker and many, many more), there's the **FM4 Soundpark Studio2 Sessions** (where Austrian bands out of the FM4 Soundpark are invited to record their music before a live audience in the beautiful old Studio 2), the **FM4 Surprise Concerts** (registered participants are informed of surprise gigs per text message), and the station's trips abroad (ie. The FM4 Munich Party). The idea is to bring the vibe directly to the people and involved in that endeavour are countless live acts (as much ›homegrown‹ talent as we can gather together in one place as well as international artists), FM4 hosts and DJs, and the tireless FM4 Marketing Team.

If your radio doesn't work and your computer can't manage the livestream, you need not be without FM4. The **FM4 Soundselection** is a hand-picked compilation that comes out twice a year and on which you can find choice songs that are currently popular on the station's airwaves. There's also an on-going series of chilled-out-tune-compilations called **FM4 Sunny Side Up** put together by FM4 presenter John Megill and FM4's Head of Music, Makossa.

Within the ORF, FM4 is considered the naughty stepchild of its culture-based grown-up station Ö1. Just like all naughty stepchildren, FM4 benefits from the long-established mark of quality and that's why it historically seemed a natural step to take over Ö1's forum for broadcasting classical music orchestras, the Große Sendesaal (which literally means Big Broadcast Room) for the **FM4 Radio Sessions**. The beautiful venue was designed by the legendary architect Clemens Holzmeister and is an ideal setting for recording projects along the lines of the classic BBC1 Radio Sessions with John Peel with the added bonus of a beautiful historic Austrian touch.

Many prominent bands and a few noteworthy events have taken place at the Große Sendesaal under the FM4 flag the past few years. Featured artists include Tori Amos, Patti Smith, Calexico, Placebo, Feist, Nick Cave, The Kaiser Chiefs and many more. All these sessions (plus an array of concerts given by bands from Austria's home-grown music scene) are recorded with state of the art precision to be broadcast with such clarity that the music has a CD quality without losing any of the live vibe. Patti Smith and Calexico have already used the recordings for commercial releases.

Regular trips to the movies (about four times a year) have proven to be a further off-air highlight. The **FM4 Film Premiere** is an event organised by the FM4 Film Review Team and we're not talking Hollywood run-of-the-mill blockbusters here but the type of films that are so-called sleepers—quietly popular and engaging. A more regular event **Kino Unter Freunden** (literally: A Film Between Friends) involves listeners having the chance to win a package complete with free movie tickets for 5 of their closest friends! These films tend to be the Hollywood blockbuster sort, perfect for a ready-made and completely free party.

Licht ins Dunkel (translation-A Light In the Dark) is an annual charity drive as instigated by the entire ORF community at Christmas time. FM4 is proud of its extensive participation and has been able to raise thousands of Euros for diverse charitable goals over the years. With the donated proceeds from events such as The FM4 Skating Rink Disco, the FM4 Christmas Punch Hut, live on-air auctioning of DJ skills or even exhibition soccer matches involving the totally competent FM4 Soccer

Team, FM4 has been able to contribute to projects as diverse as battered women's shelters and child-asylum-seekers' homes.

It's not all about music, film and charity when it comes to FM4's outreach programs. The FM4 Literary Contest **Wortlaut** (translation: wording as well as a composite of word and loud) gives up-and-coming writers the opportunity to have their work published. A jury of established authors review entries and choose the words which have been most electric. The winning entries are then published in an annual volume.

▶▶ FM4 IN DETAIL

◀◀ MONDAY

| | |
|------------------|---|
| 6 til 10: | FM4 Morning Show |
| FM4 News | 6, 9 (English 3 minute news bulletin) |
| FM4 Newslines | 7, 8 (English 5–6 minute news bulletin) |
| FM4 Headlines at | 6.30, 7.30, 8.30 (German) 9.30 (French) |
| 10 til 12: | FM4 Update |
| FM4 News at | 10 and 11 (English) |
| 12 til 14: | FM4 Reality Check |
| FM4 Newslines at | 12 (English) |
| FM4 Headlines at | 12.30 (French) |
| FM4 News at | 13 (English) |
| 14 til 15: | FM4 Unlimited |
| 15 til 19: | FM4 Connected |
| FM4 News at | 14, 15 und 16 (English) |
| FM4 Newslines | 17 (English) |
| FM4 News | 18 (English) |
| 19 til 22: | FM4 Homebase |
| FM4 News | 19 (English) |
| 22 til 0: | FM4 Heartbeat |
| 0 til 1: | Fiva's Ponyhof |
| 1 til 6: | FM4 Sleepless |

▷▷ TUESDAY

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|------------------|---|
| 6 til 10: | FM4 Morning Show |
| FM4 News | 6, 9 (English 3 minute news bulletin) |
| FM4 Newsline | 7, 8 (English 5–6 minute news bulletin) |
| FM4 Headlines at | 6.30, 7.30, 8.30 (German) 9.30 (French) |
| 10 til 12: | FM4 Update |
| FM4 News at | 10 and 11 (English) |
| 12 til 14: | FM4 Reality Check |
| FM4 Newsline at | 12 (English) |
| FM4 Headlines at | 12.30 (French) |
| FM4 News at | 13 (English) |
| 14 til 15: | FM4 Unlimited |
| 15 til 19: | FM4 Connected |
| FM4 News at | 14, 15 und 16 (English) |
| FM4 Newsline | 17 (English) |
| FM4 News | 18 (English) |
| 19 til 22: | FM4 Homebase |
| FM4 News | 19 (English) |
| 22 til 0: | FM4 High Spirits |
| 0 til 1: | FM4 Chez Hermes |
| 1 til 6: | FM4 Sleepless |

▶▶ WEDNESDAY

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|------------------|---|
| 6 til 10: | FM4 Morning Show |
| FM4 News | 6, 9 (English 3 minute news bulletin) |
| FM4 Newsline | 7, 8 (English 5–6 minute news bulletin) |
| FM4 Headlines at | 6.30, 7.30, 8.30 (German) 9.30 (French) |
| 10 til 12: | FM4 Update |
| FM4 News at | 10 and 11 (English) |
| 12 til 14: | FM4 Reality Check |
| FM4 Newsline at | 12 (English) |
| FM4 Headlines at | 12.30 (French) |
| FM4 News at | 13 (English) |
| 14 til 15: | FM4 Unlimited |
| 15 til 19: | FM4 Connected |
| FM4 News at | 14, 15 und 16 (English) |
| FM4 Newsline | 17 (English) |
| FM4 News | 18 (English) |
| 19 til 22: | FM4 Homebase |
| FM4 News | 19 (English) |
| 22 til 0: | FM4 House of Pain |
| 0 til 1: | FM4 Bonustrack |
| 1 til 6: | FM4 Sleepless |

▶▶ THURSDAY

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|------------------|---|
| 6 til 10: | FM4 Morning Show |
| FM4 News | 6, 9 (English 3 minute news bulletin) |
| FM4 Newsline | 7, 8 (English 5–6 minute news bulletin) |
| FM4 Headlines at | 6.30, 7.30, 8.30 (German) 9.30 (French) |
| 10 til 12: | FM4 Update |
| FM4 News at | 10 and 11 (English) |
| 12 til 14: | FM4 Reality Check |
| FM4 Newsline at | 12 (English) |
| FM4 Headlines at | 12.30 (French) |
| FM4 News at | 13 (English) |
| 14 til 15: | FM4 Unlimited |
| 15 til 19: | FM4 Connected |
| FM4 News at | 14, 15 und 16 (English) |
| FM4 Newsline | 17 (English) |
| FM4 News | 18 (English) |
| 19 til 22: | FM4 Homebase |
| FM4 News | 19 (English) |
| 22 til 0: | FM4 Tribe Vibes |
| 0 til 1: | FM4 ProjektX |
| 1 til 6: | FM4 Sleepless |

▷▷ FRIDAY

| | |
|------------------|---|
| 6 til 10: | FM4 Morning Show |
| FM4 News | 6, 9 (English 3 minute news bulletin) |
| FM4 Newsline | 7, 8 (English 5–6 minute news bulletin) |
| FM4 Headlines at | 6.30, 7.30, 8.30 (German) 9.30 (French) |
| 10 til 12: | FM4 Update |
| FM4 News at | 10 and 11 (English) |
| 12 til 14: | FM4 Reality Check |
| FM4 Newsline at | 12 (English) |
| FM4 Headlines at | 12.30 (French) |
| FM4 News at | 13 (English) |
| 14 til 17: | FM4 Connected |
| FM4 News at | 14, 15 und 16 (English) |
| 17 til 19: | FM4 Update |
| FM4 Newsline | 17 (English) |
| FM4 News | 18 (English) |
| 19 til 20.15: | FM4 Jugendzimmer |
| FM4 News | 19 (English) |
| 20.15 til 21.30: | FM4 Salon Helga |
| 21.30 til 6: | FM4 La Boum de Luxe |

▷▷ SATURDAY

| | |
|-------------------|---|
| 6 til 10: | FM4 Morning Show |
| FM4 News | 6, 9 (English 3 minute news bulletin) |
| FM4 Newsline | 7, 8 (English 5-6 minute news bulletin) |
| FM4 Headlines at | 6.30, 7.30, 8.30 (German) |
| 10 til 12: | FM4 Update |
| FM4 News at | 10 and 11 (English) |
| 12 til 13: | FM4 Reality Check Special |
| FM4 News Bulletin | 12 (English) |
| FM4 News at | 13 (English) |
| 13 til 17: | FM4 Connected |
| FM4 News at | 14, 15 und 16 (English) |
| 17 til 19: | FM4 Charts |
| FM4 Newsline | 17 (English) |
| FM4 News | 18 (English) |
| 19 til 21: | FM4 Davidecks |
| FM4 News | 19 (English) |
| 21 til 22: | FM4 Solid Steel Radio Show |
| 22 til 0: | FM4 Swound Sound System |
| 0 til 1: | FM4 Spielzimmer |
| 1 til 6: | FM4 Sleepless |

▶▶ SUNDAY

| | |
|-----------------------|---|
| 6 til 10: | FM4 Morning Show |
| FM4 News | 6, 9 (English 3 minute news bulletin) |
| FM4 Newsline | 7, 8 (English 5–6 minute news bulletin) |
| FM4 Headlines at | 6.30, 7.30, 8.30 (German) |
| 10 til 13: | FM4 Sunny Side Up |
| FM4 News | 10, 11, 12 (English) |
| FM4 News at | 13 and 14 Uhr (English) |
| 13 til 17: | FM4 Connected |
| FM4 News at | 15 and 16 Uhr (English) |
| 17 til 19: | FM4 World Wide Show |
| FM4 News | 7 (English) |
| FM4 News 18 (English) | |
| 19 til 21: | FM4 Zimmerservice |
| FM4 News | 19 (English) |
| 21 til 0: | FM4 Im Sumpf |
| 0 til 1: | FM4 Liquid Radio |
| 1 til 6: | FM4 Soundpark |

▶▶ PROGRAM DESCRIPTIONS

FM4 NEWS: The news bulletin in English (3–4 minutes)

FM4 NEWSLINE: The news bulletin in English (5–6 minutes)

FM4 HEADLINES: Headlines in German or French

FM4 MORNING SHOW: The most amusing and informative way to wake up. Waking up in the figurative arms of Stuart Freeman, John Megill, Dave Dempsey and their team of witty and warm sidekicks (producers), is a guaranteed refreshing way to start the day ... even if it takes you a while to roll out of bed, the FM4 Morning Show lets you take your time from 6 til 10.

FM4 UPDATE: Know what's happening in the world of cinema, music, on stage, and on the net with a daily overview of which gigs and movies are worth seeing and which websites are worth clicking on to. Hal Rock, Riem Higazi, Julie McCarthy, Dave Dempsey und Chris Cummins will let you know what's hot ... not all at once, one host per 2 hour show!

FM4 REALITY CHECK: FM4's flagship news programme with interviews and analyses of stories from around the world. Go behind the headlines with in-depth coverage examining how stories develop and why they are relevant. From Tokyo to Washington, Cape Town to London, issues such as human rights, new discoveries, orange revolutions, every imaginable topic making the news today can appear on this two hour news magazine. Hosted by Riem Higazi, Hal Rock and Steve Crilley.

FM4 UNLIMITED: DJs Functionist and Beware provide the daily DJ mix live from the FM4 studio – fresh records and special guests guarantee an exciting lunch break hour...

FM4 CONNECTED: If a radio show was a property, this one would be a constantly Open House. This 4 hour radio zone kicks off the day's German programming with hosts Natalie Brunner, Esther Csapo, Andreas Gstettner, Gerlinde Lang, Marianne Lang, Heinz Reich, Claudia Unterweger and Robert Zikmund.

FM4 HOMEBASE: The ultimate three-hour platform for features on all strains of youth culture. Hosts include: Natalie Brunner, Kristian Davidek, Andreas Gstettner, Nina Hofer, Gerlinde Lang, Marianne Lang and Heinz Reich.

FM4 HEARTBEAT: For two hours on Monday nights, lovers of Indie, Britpop, Alternative Rock & Songwriter music will definitely feel their hearts beat. The hosts with training in cardiac matters: Eva Umbauer and Robert Rotifer.

FM4 HIGH SPIRITS: If Soul, Funk, Reggae & House make you swoon, don't miss Tuesday nights on FM4. You'll be accompanied for two spiritual hours by none other than BTO Spider.

FM4 HOUSE OF PAIN: Like it a bit rougher? Metal, Industrial, Crossover & Punk with the volume turned up is what awaits you for two head banging hours on Wednesday nights. Owners of the House? Christian Fuchs, Paul Kraker, Christian Holzmann, Nina Hofer and Dr. Nachtstrom. And let's not forget the basement show by Rainer Springenschmid, the movie dungeon by Markus Keuschnigg and Christian Holzmann's monthly gig guide We Are Legion.

FM4 TRIBE VIBES: It's two hours of pure Hip Hop Hurray on Thursday nights with DJs Phekt and Trishes!

FM4 JUGENDZIMMER: Got a problem? Need to talk? Want to tell the world how you feel? Jugendzimmer-hosts Elisabeth Scharang (award winning film director and radio veteran) and Claus Pirschner want to listen every Friday night.

FM4 SALON HELGA: You never know what's going to happen at the Salon. The show that made comedy duo Christoph Grissemann and Dirk Stermann wildly popular (in ALL European German-speaking regions) will keep you guessing while making you laugh your socks off every Friday night.

FM4 LA BOUM DE LUXE: getting ready to go clubbing? Why don't you warm up that disco booty with House and Techno as provided by diverse guest DJ's all under the critically cool eye of Heinz Reich, Natalie Brunner and Sebastian Schlachter. Friday ALL NIGHT LONG.

Once a month, international shooting stars Camo & Krooked take possession of the studio to serve up a special order of bass music with lots of rare and unreleased tracks.

FIVAS PONYHOF: Fiva aka Nina Sonnenberg commutes from Munich to Vienna every Monday; her luggage consists of her favourite records of the genres HipHop, Spoken Word, Funk and Soul. From old school to new school. Music for listeners.

FM4 CHEZ HERMES: Despite high society's diverse embarrassments, he's stylish, he's sophisticated, he just never loses his cool. He's Hermes and he cordially invites you to have a laugh at the Upper Crust.

FM4 BONUSTRACK: If Martin Blumenau opened his mouth just to draw a silent breath, it may be interpreted as controversial. He likes a good debate and invites listeners to match him argument for argument on this engaging and inspired alternative version to the usual mind-numbingly boring talk-radio format.

FM4 PROJEKT X: Project foremen Clemens Haipl & Herbert Knötzl have consistently taken listeners on a comedic ride and have never ceased to surprise and astound with their limitless imagination and beautifully smooth comedy team work. They have been successful in their attempt to transfer their radio show on to television screens but hearing them every Thursday night lets you concentrate on how sophisticated their silliness really is.

FM4 SLEEPLESS: Sleepless in Salzburg? An insomniac or on a night shift? Whether you're just getting in after a night out or you need a little company during the wee hours, Robin Lee, Johnny Bliss and Joe Bailey will be there for you.

FM4 CHARTS: The top 25 songs on Planet FM4 presented weekly.

FM4 SOLID STEEL RADIO SHOW: London DJ Duo Coldcut whips up a mix that'll have you saying, »I shoulda pressed PLAY/RECORD!!«

FM4 SWOUND SOUND SYSTEM: The legendary party-Mix with Sugar B. und DJ Makossa.

FM4 SUNNY SIDE UP: A chilled-out way to spend Sunday brunch time. With John Megill.

FM4 ZIMMERSERVICE: Martin Blumenau takes listener requests.

FM4 IM SUMPF: Stimulating talk about literature and social issues with Thomas Edlinger and Fritz Ostermayer.

FM4 LIQUID RADIO: An hour of Dub and Ambient music in da mix.

FM4 SOUNDPARK: Purely home grown music – freshly plucked from the FM4 Soundpark.

▶▶ PROMOTION & COOPERATION

Aside from the obligatory commercial block (usually played either at the top of the hour or somewhere around the half-hour mark), FM4 has a creative team charged with producing not only FM4's own promotion but the trailers and the listener-participation phone-in games that promote the products and services of FM4's commercial partners. This way, FM4 can maintain its on-air direction and vibe and cooperation partners can expose their products and services in a manner that would not be considered a nuisance to the listener. FM4 listeners have been so positively responsive to certain promotional endeavours that these ideas have evolved into regular integrated programming content. Long-term relationships with its partners (over the course of many years) is proof positive that everyone can be content with this type of commercial content.

▷▷ MARKETING

MERCHANDISING

Innovation, quality, and a good dose of tongue-in-cheek sensibilities is what's on offer at the FM4 Shop (fm4.ORF.at/shop). Love a radio station and want the world to know? Get the T-shirt!! Or in FM4's case, choose a T-shirt. From the classic ›effemvier‹ print to the very latest design, there's something for everyone. Shop til you drop: articles distinctly particular to FM4 shows (the sophisticated Hermes ›Man-Purse‹); every day articles like coffee mugs, pens, toothbrushes; FM4 long johns for those cold winter nights; FM4 listeners even have the opportunity to brown their morning bread the FM4 way-with a toaster that leaves the FM4 logo on your breakfast!

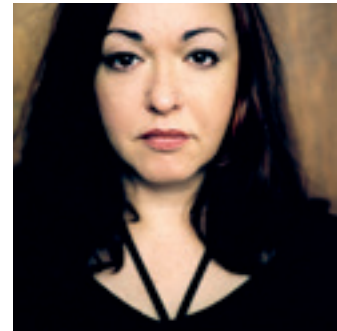
CAMPAIGNS

FM4's distinct marketing campaigns are truly the result of well-co-ordinated team work. To convey the FM4 philosophy, FM4 producers as well as its up-for-anything marketing team band together during the development phase of campaign-planning and then award-winning graphic artists and conceptualists (such as Sabine Brauner from Dynamowien) turn the ideas into eye-catching, provocative advertising. FM4 has taken public transport (streetcars, buses, subway cars) and made it hip with all-encompassing facade coverage that turns an everyday commute into performance art. Posters available at schools and universities have spurred a private collector's movement. Orders placed on FM4's diverse marketing campaign posters, postcards, and billboards come fast and furious since owning a piece of FM4's marketing portfolio, is akin to investing (for free!) in a piece of contemporary art.

▶▶ FM4 TEAM

▷▷ THE BOSS

EIGENSPERGER MONIKA has been the lady in charge of all things FM4 since 1996. Her work experience runs the gamut of radio and television expertise: reporter, host, producer, programmer, Ö3 Chief Producer, Ö3 Programming Chief, Ö3 Vice-General Director, and since 1996, General Director at FM4.



▷▷ NEWS-TEAM

Responsible for the news headlines at the top of every hour from 6 til 19 (in English) and for the longer, more detailed news bulletin at 7, 8, 12 and 17 o'clock. Head of the FM4 News Team: Paul Brennan.

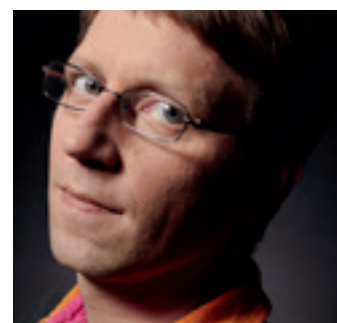


BOSTOCK JOANNA, Head of Reality Check, the midday news magazine. Originally from Scotland, has been at the ORF since 1990. In 1995 she joined the English language news team as a writer, reporter and presenter after working as a producer on magazine programmes. In 2008-2009 Joanna took a year off to study, obtaining an MSc in International and European Politics from the University of Edinburgh, and took over Reality Check in January 2011.



▷▷ EDITOR IN CHIEF

PIEPER MARTIN, in charge of word content, Chief Editor at FM4. Producer at the ORF since 1990, mover and shaker at award-winning youth programming shows ›Zick-Zack‹ and ›Music Box‹ at Ö3 before the FM4 platform was available for 24-hour youth programming. Founding member of FM4, much-loved host, and innovative producer.



PRODUCTION

- ▷▷ **SCHÖNAUER MATTHIAS** (alias DJ Functionist), internationally recognised Hip Hop DJ, Inventor of Sound and producer of countless tracks, used to work at the pre-FM4 youth programming show Ö3 Music Box (he was in fact a minor at the time!), heads the Production Team who make listeners go, »That is the coolest sound effect/mix/tone I have EVER heard!«. Functionist also hosts a number of shows at FM4 but is best known for his mix show (co-hosted with DJ Beware) FM4 Unlimited.



CREATIVE DEPARTMENT

- ▷▷ **DUSCHER HANNES** wrote his Bachelor of Arts thesis on youth programming within the Austrian Broadcasting Corporation but spent the better part of his youth in diverse bands. He heads up the FM4 Creative Team as they plow bravely forward to explore programming ideas never heard before except perhaps on a galaxy far, far away.



MUSIC DEPARTMENT

- ▷▷ **WAGNER-LAPIERRE MARCUS** (alias DJ Makossa), internationally reknown DJ, founding member of FM4 and Head of Music from Day 1, compiles FM4 Sampler »FM4 Sound Selection« plus the »FM4 Sunny Side Up« Sampler. His team is made up of people who have very very very extensive record collections.



T&C (TRAFFIC & CONTINUITY)

- ▷▷ **BLUMENAU MARTIN**, Host and Producer, founding member of FM4, ORF veteran, regular and popular (and polarising!) columnist on the FM4 website, has done every possible thing that has anything to do with radio in any possible way, on-stage MC at film premieres, concerts, all FM4 events, much-respected and loved institution at FM4 for his honest talk-radio presence, not getting more easily agitated with age — he was always like that.



MARKETING

▷▷ **OLIVER LINGENS**

Head of Marketing since August 2007, leads his team in a venture to secure marketing and promotional sponsors, rocking concert and exhibition events that will live forever in the memories of the young people participating in them, in charge of maintaining FM4's street cred whilst polishing its business smarts.

**INTERNET**▷▷ **HÖLZL UTE**

<http://fm4.orf.at>

The Internet Team as headed by Ms. Hölzl, works together closely with all on-air FM4 departments to provide a window into the Austrian home grown youth culture while providing another one for checking out what young people across the globe are up to.



▶▶ **FREQUENCY PLAN FM4 MHZ**

WIEN

Wien 1 – Kahlenberg 103,8

Wien 2 – Himmelhof 91,0

NIEDERÖSTERREICH

St.Pölten – Jauerling 98,8

Semmering – Sonnwendstein 92,4

Weitra – Wachberg 101,4

BURGENLAND

Rechnitz – Hirschenstein 97,4

OBERÖSTERREICH

Linz 1 – Lichtenberg 104,0

Linz 2 – Freinberg 102,0

Bad Ischl – Katrin 105,1

SALZBURG

Salzburg – Gaisberg 104,6

Lend – Luxkogel 97,7

TIROL

Innsbruck 1 – Patscherkofel 101,4

Innsbruck 2 – Seegrube 102,5

Lienz – Rauchkofel 101,0

Kufstein – Kitzbühler Horn 99,9

VORARLBERG

Bregenz – Pfänder 102,1

Feldkirch – Vorderälpele 102,8

STEIERMARK

Graz – Schöckl 101,7

Schladming – Hauser Kaibling 103,3

Bruck an der Mur – Mugel 102,1

KÄRNTEN

Klagenfurt – Dobratsch 102,9

Wolfsberg – Koralpe 102,3

Spittal an der Drau – Goldeck 103,6



▷▷ **FM4 VIA SATELLIT**

ASTRA 1G (19,2 Ost)
Transponder 117
Frequenz 12692.25MHz
Polarisation Hor.22.0
Symbolrate Msymbole/s
FEC 5/6