



## **MEDIA RELEASE**

**9 December 2010**

### **Iconic radio duo Jono & Dano return in 2011**

*MCM Media and ARN back popular drive time radio show with renewed contract*

After two years in the competitive world of drive time radio, The Jono & Dano Show on the Classic Hits network has garnered loyal fans nationwide. In recognition of its success, MCM Media and Australian Radio Network (ARN) have renewed contracts, officially confirming the show for 2011, as the duo celebrate 30 years on air together.

Jonathan 'Jono' Coleman and Ian 'Dano' Rogerson reunited on the Australian airwaves in early 2009 and have been delighting audiences with their unique blend of musical memories from the 70s and 80s, celebrity guests from music, movies and beyond, and a fun, fresh perspective on the things that matter most to the over 35s.

Over the past 12 months, audience share in Melbourne has jumped from 8.4 to 10.9 for all people 35-54, while in Sydney, share has increased from 7.3 to 9.3 for the same key demographic\*. The show attracts around 685,000\*\* listeners every week.

"It has been a fantastic year and the guys are going from strength to strength – we will continue to keep the content dynamic and engaging with strong focus on the core audience," said MCM Media Group Programming Director Jay Walkerden.

According to Dano, it's been an action-packed year; "We've interviewed (and in some cases borrowed money from) Slash, Michael Parkinson, Meatloaf, Phil Collins, Jeremy Clarkson, Stephen Fry and Tom Jones, and chatted backstage with Peter Frampton, Chicago and Brian Wilson," he said.

"One of our favourite campaigns this year was 'Bring Back The Schnitz' (one of my favourite snacks of many) - it was a huge success with celebrities like Kylie Minogue and Richard Branson pledging their support. We even had Peter Garrett come by the studio to 'officially' launch the campaign," said Jono.

ARN National Content Director Duncan Campbell, said, "In what will be a year of change for radio, having Jono and Dano back on our Classic Hits brands for 2011 will give us the consistency we need to ensure the stations have every chance of even greater success next year."

The Jono & Dano Show is on-air Monday to Friday, 4pm to 7pm on WFSM (Sydney) and GOLD 104 (Melbourne), 5pm to 8pm on 4KQ (Brisbane) as well as on 25 regional stations.



\*Survey #7 2009 to Survey #7 2010 NMR Radio Advisor

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**About MCM Media**

MCM Media produces entertainment and lifestyle related radio, online, TV and mobile content for broadcasters. Utilising this content, MCM Media delivers innovative marketing solutions to their advertising clients. MCM Media is renowned for its nationally syndicated radio brands including Take 40 Australia®, The Hot Hits® Live from LA, My Generation®, The Jono & Dano Show and Better Homes and Gardens® Radio Show. MCM Media also publishes some of the nation's top rating music entertainment websites, including [take40.com](http://take40.com) and [thehothits.com](http://thehothits.com). The Company has developed and produced several television series, including Live at The Chapel® and Take 40 Live Lounge® and is a growing supplier of online audio and audio visual entertainment content.  
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