



## It Happened Today

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### Daily Feature

**It Happened Today** is a 3 minute daily feature that fits any format. It Happened Today chronicles major events, celebrity birthdays, interesting information, and sporting triumphs.

It Happened Today is much more than nostalgia. It presents a kaleidoscopic collection of events and people from the distant past, the not-so-distant past and the present; and thereby brings us and the present, even if only momentarily, into headlong confrontation with the cultural, political and historic past.

The voices, music and surrounding sounds of the past, mixed with those of the present are sourced from more than 3,000 radio tapes.

### Broadcast Benefits

- 5 x 3 minute segments per week.
- Segments are fully produced.
- National content.
- Fits any format.

### Logistical Benefits

- Delivered via Digital Courier – no additional costs.

### Sales Benefits

- Local sponsorship availability
- Market exclusive.

### Booking Application

- **Availability** 5 x 3 minute segments per week.
- **Price** 1 x published zone 1, grid 1 30 second rate per week
- **Delivery** Digital Courier
- **Demonstration** Please call (02) 9930 9853
- **Apply via phone** (02) 9930 9802
- **Apply via email** [operations@fxrs.com.au](mailto:operations@fxrs.com.au)
- **Apply Online** [www.fxrs.com.au](http://www.fxrs.com.au)