

**RADIO PROGRAMMING SERVICE**



# About us - Interactive Media & Marketing

Interactive Media and Marketing is a small niche business made up of award winning producers, media presenters and business professionals.

We focus on growing audience for business, individuals and events,

Our experience has been active in media for the the last 20 years.

We use all conventional and new media channels to promote our creations.

Customer value is key to everything we do and always a continuous conversation.

Objectivity and an open mind runs through our creative process.

We provide tailored bespoke solutions for all clients and products, whether heritage or new.

We support all with an innovative approach

We specialise in innovation and creativity



Gold Winners  
**SONY RADIO AWARDS**



the ppi radio awards

Gold Winners  
**PPI Radio Awards**

# Introduction - Irish Radio

**IMM offers a bespoke radio service focussing on individual shows and elements, also broader station aspects as required. We have multi-award winning experience both on and off air giving us a detailed and unique perspective firmly placed in the Irish media market.**

**THIS SERVICE IS MARKET EXCLUSIVE**

Local and National competition has increased making it more difficult to make an impact in each individual area.

Within each schedule it is important to develop presenters/producers and shows with a defined target audience firmly in focus

## The Radio 'Challenge'

Competitive and new platforms means audience churn is inevitable - mechanics must be consistent to build audience measures faster

Creativity and originality must be cultivated and translated to radio events both on and off air to maintain a strong point of difference.

# The Radio Service for the Radio Challenge

Focussing on individual shows IMM offers a service under 4 key headings

**CORE OBJECTIVE**

**RECRUIT NEW AUDIENCE & GROW SHARE WITH EXISTING**

**4 Key Headings**

**Content**

**Mechanics**

**Promotion**

**Extension**

**IMPLEMENTED  
THROUGH:**

Air checking,  
Content Plan,  
Show Sessions

Screening and  
Pre-production

Audience input  
and content plan

Multi-channel  
content  
approach

**UNDERPINNED  
WITH:**

**General Station Growth Map**



## SHOW PROGRAMMING

Objective screening of shows on the schedule

1

***Content  
assessment***

2

***Mechanics*** screening of  
each individual show  
plotted against JNLR  
results

3

***Promotion of the  
show*** on-air and  
online

4

***Extension***  
of content online  
and in the market

*Regular show monitoring and creative sessions with the shows will help support and develop the teams*

# Programming Priorities - General Station Growth Map



**An effective strategic programming template that delivers audience growth and new revenue opportunities**

# Programming Priorities - Other Key Elements

3 Key station elements that will be referenced in support and integrated as part of the overall service...

**1**

**Music**

**2**

**Imaging & Creative**

**3**

**Competition  
Analysis**  
(Local and National)

Music Rotation  
Cat Strategy  
Competition  
The Market  
Events  
Promotion

Creative Plan  
Innovation  
Event led  
Planning  
'Moment' Image

Monitoring  
Listener surveys  
Online surveys  
Interactive

# Target Audience Theme Filter

Consistently serve the core  
as defined by content plan

Create trust and authenticity with  
audience in all aspects of shows



Develop content for the edges

\*20% each side of target...



# Summary - What we will do...

## ***IMM Programming Focus***

- Work with programming teams, building confidence in presenters and producers about choosing and executing the 'right' material.
- Targeted approach to content and original ideas through innovative modelling
- Scheduled regular meets with each individual shows
- Mechanics and content focus to convert and grow share.
- All information fed through Programme Directors and programming teams to support existing structures.
- Proven track record with some of the best and most successful talent in Ireland
- IMM has multi PPI and SONY award winning programme makers bringing the highest level of innovation.

contact

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