

# Radio Broadcasting at WTM London



# 4mediarelations®

*Specialists in Broadcast*

4mediarelations is one of the UK's leading broadcast PR consultancies, working with direct clients and PR agencies alike to produce creative, innovative and impactful campaigns which gain significant coverage across TV, radio and online platforms.



# 4mediarelations – Media News Division

News Data Network is a trusted source of lifestyle news content. Broadcast presenters, producers, journalists and editors rely on NDN to provide entertaining content which has a specific appeal to their audiences. With years of combined experience.

News Data Network knows how to inform and engage audiences with topical news stories, celebrity guests and industry experts who can bring a schedule to life.

News Data Network is a trusted source that provide newsworthy editorial content to TV, radio and online media.



## On this Day: 6th May

### Birthday >

- 1961 George Clooney - Actor (E.R.)
- 1953 Tony Blair - Former GB Prime minister
- 1915 Orson Welles (Deceased) - Film Director (Citizen Kane)
- 1856 Sigmund Freud - Founding father of psychoanalysis

### Death >

- 1910 King Edward VII. King of England

### History >

- 1851 A 'refrigeration machine' is patented by a Dr. John Gorrie
- 1628 Dutch settler Peter Minuit bought the island of Manhattan

### Entertainment >

- 1957 JFK wins the Pulitzer Prize for his book, 'Profiles in Courage'. At this time he is a Massachusetts senator.
- 1997 X-Files star David Duchovny marries Tea Leoni
- 1959 A Picasso painting sells for £55,000. At the time this is a world record for a living artist.
- 1940 'The Grapes of Wrath' wins the Pulitzer Prize.

### News >

- 2004 'Boy With A Pipe' by Picasso, becomes the world's most expensive painting after it sells for £58m to an anonymous bidder at Sotheby's in New York.

- 1994 The channel tunnel is officially opened by the Queen and France's President Francois Mitterrand.
- 2003 The Earl and Countess of Wessex announce they are expecting a child.
- 2000 It is reported that Patsy Kensit and Liam Gallagher's marriage is over
- 2001 Chris Evans marries Billie Piper
- 1950 Elizabeth Taylor marries her first husband, Conrad Hilton Junior
- 2006 The last American survivor of the Titanic disaster passes away
- 1986 Moors murderers Ian Brady and Myra Hindley are sentenced to life imprisonment
- 1974 West German Chancellor Willy Brandt resigns over the discovery of a spy in his office. He had kept the employee on despite warnings that he was a security risk.
- 2002 More than 30,000 people gather in Trafalgar Square, London. They call for peace in the Middle East and pledge support to Israel.

### Sport >

- 2000 Manchester United takes the Premiership Trophy at Old Trafford
- 1954 Roger Bannister becomes the first man to run a mile in under 4 minutes
- 1915 Babe Ruth hits his first Major League home run.



# Why Radio?

Latest RAJAR figures (Q1 2016) show radio is the most listened-to form of media before 5pm with a bigger reach than press or TV

89% of the UK population tune in to the radio every week

47.8 million adults tuned in to their selected radio stations each week in the first quarter of 2016.

On average a listener tunes into 21 hours of live radio per week

30 million adults claim to own a DAB Radio - up 14% year-on-year

25% of adults listen to radio via mobile phones or tablets - up 14% year-on-year



# Why Radio Interviews?



Strength of radio as methods of communication and reaching an audience of millions in a small timeframe

Ability to control the conversation and influence the news agenda

Trusted presenter lead brand endorsement

Key national and regional coverage

Editorial radio interviews provide an effective way to 'PR' a client's company, product or service

Radio interviews are not adverts - presenters and their listeners want to hear conversations that are interesting and relevant



# WTM 2016 Exhibitor Opportunities



# Exhibitor Opportunities

To maximize the media outreach opportunity during the three day event, 4mediarelations will be on site to facilitate radio interviews FREE for exhibitors from dedicated on-site studios.

Each day working alongside WTM, 4mediarelations will aim to secure radio PR opportunities with exhibitors key spokespeople, celebrity brand ambassadors and any high profile names attending the event.

All proposed activity will be tailored towards sufficiently increasing awareness and engagement levels for exhibitors during WTM 2016 and beyond.



# What We Need From You?

**An interesting theme** – a story angle that presenters and in turn radio listeners will find enjoyable and memorable.

**A good spokesperson/celebrity** – like all media journalists, radio presenters are more accommodating if we have access to celebrities, brand ambassadors or independent travel experts.

**A time hook** – an anniversary or a birthday always appeals to radio presenters as it provides a reason why the topic/subject is being covered at that particular time. i.e. the 500th anniversary of the Sistine Chapel.





# Creative Treatment – Radio Cue Sheet

## Interview Cue Sheet

Ref: 16012

30 June 2015 From 08:30 hours to 12:30 hours.

### How to throw an Independence Day Party, Dallas Style

- > •On the Fourth of July Americans all across the world, including the almost 200,000 living in the UK, will be celebrating Independence Day
- > •Those in or from Dallas will be celebrating with their world famous Texan barbeques
- > •What else goes into making a classic Dallas celebration?

Come the Fourth of July Americans all across the globe will be celebrating their country's Independence. A true American Independence Day party is filled with patriotism, fanfare and a lot of food, but what will each of the states be doing for their celebrations and what are the classic dishes you can make at home to ensure your Independence Day goes off with a bang?

A perfect way to enjoy Independence Day in the UK is to throw a Texan style barbeque. The Lone Star State is famous for its barbequed meats but many people may not also know that the pecan pie is the official state pie and the delicious frozen margarita was invented in Dallas.

For those looking for a more authentic American experience, Dallas is the ideal city to visit and it's not only food the city is famous for. Historically, the city's prominence arose from its importance as a centre for the oil and cotton industries, and its position along numerous railroad lines, now it's the ninth largest city in the United States of America.

Visitors to the city can enjoy a host of attractions including panoramic views from the Geo-Deck at Reunion Tower, the Perot Museum of Nature and Science to the Sixth Floor Museum at Dealey Plaza, which chronicles the life and legacy of President John F. Kennedy. All can be accessed with the CityPass which allows visitors entrance to four attractions across the city and for the shopaholics amongst us, Dallas also offers tax-free shopping to international visitors.

To talk more about Dallas and how to throw the Independence Day party to impress your friends we have Phillip Jones from The Dallas Convention Visitors Bureau (Dallas CVB) and father of South Western cuisine, Dean Fearing, who's restaurant at the Ritz-Carlton Dallas hotel in Uptown Dallas was named the best hotel restaurant in the US in 2009 by the Zagat Survey.

With me in the studio is Phillip Jones from Dallas CVB and Dean Fearing from USA Celebrity Chef.



# Interview Example

# DALLAS

BIG THINGS HAPPEN HERE



BBC  
RADIO NORFOLK



# Example of Radio Editorial Coverage Secured - WTM 2015



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**Thank You For Listening!**

