



Shout! Digital Radio

Programme Schedule: Broadcasting Friday 12th April, 2019

TIME	PROGRAMME	PRESENTER	CONTENT
1100	The changing radio landscape	Arthur Perkins, Broadcast Consultant, Shout! Communications	Interviews with RAJAR – the body that measures who is listening to which stations; Radio Today, who will be covering latest developments from Global, Bauer and Wireless.
1130	Who says research is dead?	Keren Haynes, Co-Managing Director, Shout! Communications	Featuring Direct Line Group Brand PR Manager, Lucy Davies 72 point Founder and Head of Strategy, Jay Williams.
1200	The Big Talk	Cait Fitzsimons, Editor, Channel 5 News Liz Gibbons, Editor, Victoria Derbyshire programme Peter Knowles, Controller, BBC Parliament Jonathan Wall, Controller, BBC Radio 5 Live	A recording of an event which took place in March 2019 featuring a stellar panel of high profile speakers from the world of broadcast.
1300	The Art of PR	Keren Haynes speaks to: Francis Ingham, Director General of the PRCA Emma Leech, President of the CIPR Danny Rogers, Editor of PR Week	Following on from Radio 4's The Media Show episode with the same title. The programme created a Twitter storm with PR professionals complaining the show didn't represent our industry properly.
1330	Who cares about Brexit?	Catherine Bayfield, Co-Managing Director, Shout! Communications speaks to:	Catherine asks the big B questions to a panel of speakers representing different areas of PR. Are their agencies in or out, or sitting on the fence?

		<p>Gordon Beattie , Founder and Chairman, Beattie Communications</p> <p>Jim Hawker, Co-founder, Threepipe</p> <p>Steve Marinker , Director Head of Corporate, Powerscourt</p> <p>Laura O’Connell, Managing Partner, Instinctif Partners</p>	<p>What sort of challenges has Brexit posed to the industry?</p> <p>How would our panel advise the government if it wanted to restore the country’s reputation?</p>
1400	Celebrities: Can’t work with them, can’t work without them.	Kate Fallis	Kate asks industry experts for their tips in dealing with celebrities as part of a PR campaign.
1415	Broadcast PR techniques	<p>Catherine Bayfield talks about different vehicles to enhance your next broadcast campaign.</p> <p>Interviewees include Rob Andrews from Ordnance Survey and Lewis Crofts from newswire MLex.</p>	Catherine takes broadcast PR to the next level to talk about news hi-jacking, Outside Broadcasts – and running your own radio station as part of a PR campaign!
1440	Ask the PR Doctor	Dr Catherine	The Doctor takes a light hearted look at some common broadcast PR problems.
1445	Broadcast PR: What’s it all about?	Keren Haynes	Four back to back tutorials, focusing on Radio PR, Television PR, Video Production and what makes The Perfect Spokesperson.
1550	Broadcast PR case studies	Keren Haynes	Featuring case studies with MSD Animal Health, P&O Cruises, the National Lottery and the Asphalt Industry Alliance.
1600	Five at Four	One to one interviews with some senior figures in the industry:	Catherine speaks one on one with some of the PR industries best known names. It was going to be four at four, then

		<p>Andrew Bloch, Founder and Managing Partner, Frank</p> <p>Sarah Ogden , Head of Corporate Brand, 3 Monkeys Zeno</p> <p>Claire Walker, Founder Firefly Communications Group</p> <p>Gary Wheeldon and Steve Strickland, Co-founders of Talker Tailor.</p>	<p>one of them brought a colleague!</p>
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Broadcasting live from 1100-1700 on Friday, 12th April, 2019. The content will be available immediately afterwards for Listen Again.