



**PHIL DOWSE MEDIA**

**STAND OUT OR DIE**

**June 2013**

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## WHO IS PHIL DOWSE AND WHY PDM??

- I'm a Radio Programmer who happens to enjoy sharing my expertise and experience
- I'm not a typical radio consultant –I am very operational.
- I've worked in radio since 1985
- I've been the C.E.O. of an international radio consultancy based in the UK.
- I've gained experience in many markets including Australia, Malaysia, UK, Ireland, Germany, the USA, Finland, Hungary and the Czech Republic.
- I was a duopoly Program Director and a Program Director for over a decade.
- I have also been a Music Director, Promotions Director and a Group Marketing and Promotions Manager.
- I've programmed many different formats including; CHR, Hot AC, AC, Modern Rock, Adult Rock, Classic Rock and Oldies.
- My approach to radio is unique – so is your station.
- I'm into rolling up the sleeves and getting into the heart of the station.
- I believe in teaching and passing on knowledge drawn from experience on a global scale.
- My particular areas of expertise include:
  - Strategy and marketing warfare
  - Breakfast radio
  - Promotions and marketing
  - Building great radio stations, off air as well as on
  - Winning with gut feel – not just research

## **PHIL DOWSE – BACKGROUND**

Phil Dowse is the CEO of Phil Dowse Media.

Prior to this, he held the position of CEO of ESPi – the international division of the Australian owned ESP radio consulting organization and was Austereo (Australia's premier radio network) Adelaide Programme Director – overseeing the duopoly comprising SAFM and Triple M.

A highly respected programmer within Australia, he has been awarded both 'Strategist of the Year' and 'Australian Programme Director of the Year'.

In addition to programming, Phil has radio experience as a Promotions Director, Music Director and National Promotions and Marketing Director.

His enthusiasm for generating street talk, standing out from the crowd, and producing great radio and listener loyalty has seen him create many innovative promotions and take his duopoly to the #1 and 2 positions in the market. Many of these innovations and promotional concepts have been utilized internationally.

Phil's ability to spot and nurture talent has resulted in him 'training' some of the biggest off and on air names in Australian radio. His opinion is also sought after by record companies with respect to new artists and the selection of singles.

Prior to radio, Phil was employed as Promotions and Marketing Director for Sony Music.

## WHAT WE PROVIDE – AN OVERVIEW

- On-going advice re the station's Programming Strategy and targeting.
- Advice on general programming matters in relation to the day-to-day operation of the station.
- Advice in relation to on and off air Marketing, Branding and Promotional Tactics with the premise being "Good for the station, good for the client and good for the listener".
- Ongoing advice with respect to the development of the station's breakfast show.
- Advice with respect to the station's Music Policies.
- Cutting edge information in relation to Radio Trends across the industry.
- Strategic Training Sessions for the relevant staff of the Radio Station on agreed topics during market visits.
- Marketing Warfare – Positioning and repositioning the opposition.
- Advice in relation to station imaging.
- The 25<sup>th</sup> hour of the day.....facebook.
- NTR/Sales Opportunities and trends.
- Training.
- Phil Dowse Media weekly Programming Updates and Radio Roundups comprising the best promotions from around the world.

## **OTHER AREAS OF FOCUS**

### **Breakfast Show Development**

Monitoring the 'Breakfast Landscape' and identifying opportunities. This includes looking at;

- The Current Reality, where you are now.
- Where do you want to be, and how do we get there.

### **An analysis of the traits of winning Breakfast Shows.**

Leadership

Clear Roles

Primal Themes

Making people talk about you

One large benchmark

Theatre of the mind

Reflecting the listeners world

Never above the audience

Displays emotion & empathy

Playful with affectionate kidding

Longevity with continued commitment

- Establishment of a Breakfast 'Black Book', a definitive step by step approach to Breakfast Radio. This will become the cornerstone of the station's strategy.
- Identifying the Personality and Role Definitions within the breakfast team.
- Building Primal Characteristics in breakfast and beyond.
- Breakfast "Benchmark" Features assessment and development.
- Working to get the most out of The PD/ Breakfast Team Relationship
- Presentation skills, show preparation, making that emotional connection with the audience, maximizing on-air opportunities and how to seize the moment.

## **Promotions and Marketing .**

A hands on approach to Promotions and Marketing which includes the formulating of a Strategic Marketing Plan.

This is step one in the development of a tactical plan that works for your station and its listeners.

We can talk you through the best promotions and marketing plans available and assist in the selection of tactics. We can also assist in the on air execution of tactics. Picking the right tactic is one thing - making it sound great and getting the credit for it is certainly another.

We will also work side by side with your Promotional and Programming team to develop new ideas developed specifically and exclusively for your station.

Many world famous promotional campaigns such as Two Strangers and A Wedding, The Love Triangle, the Lie Detector, The Fugitive and Workplace Mole were developed at Phil's stations in Australia.

## OTHER SERVICES AVAILABLE

- Assistance with gaining an understanding of the powerful Product Team Concept and the subsequent formulation and operation of the Product Team.
- Market Monitoring Reports to analyze opportunities and to report on opposition Strengths and Weaknesses.
- Hands on training in the running of Listener Advisory Boards and other Research tactics.
- Access to the world of “Non Traditional Revenue”. See how massive amounts of revenue are being generated by great stations around the world.
- Access to Training Sessions, which can be made available during all market visits.

Sessions available include;

- When Music alone is not enough - how to bullet proof your station.
- How to form a Product Team
- A Day in the Life of the PD
- The Master Programmer
- Listener Advisory Boards - how to get the best out of them
- Promo Ideas - Use them or Lose Them - 100 new ideas for development
- How to construct an On Air Music Campaign.
- Brainstorming.

In addition, seminars can be especially prepared based on your ongoing needs.



## **MARKET VISITS - WHAT HAPPENS?**

Market visits are a critical part of this type of relationship. They should be planned as far ahead as is possible so the resulting work can impact on the air at critical Rajar/Survey periods.

A written agenda will be formulated by the Station's Management in consultation with PDM at least two weeks prior to the visit. This will allow preparation, where required.

Time should be allocated in all Market Visits for station and opposition monitoring, particularly with respect to the 5 M's;

**M**ornings (Breakfast), our and theirs

**M**usic....Is it spot on?

**M**essages...what's happening between the songs?

**M**arketing...Is the plan strategically sound?

**M**emorability....do we cut through?

A written Market Visit Summary Report will be provided within one week of the visit.

## **CONTACTING PHIL DOWSE MEDIA.**

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**NAMED BEST INTERNATIONAL RADIO CONSULTANT (ABSOLUTE DOWSE) - 2011 & 2012  
WORLD WIDE RADIO SUMMIT AWARDS**

## **UK / EUROPE / USA REFERENCES**

- Peter Gordon, Program Director, The Eagle, Guildford, Surrey, UK.
- Duncan Campbell, Group Content Director, ARN, Australia.
- John Simons, Group Programme Director, Guardian Media Group, UK.
- Dan Healy, Founder, iRadio, Ireland.
- Phil Angell, Group Program Director, UKRD, UK.
- Naveen Singh, Program Director, East Coast Radio, Durban, South Africa.
- Irene Hulme, Program Director, DMG, Australia.
- Rüdiger Landgraf, GPD, Kronehit, Vienna, Austria
- Rita Wilde, PD, KLOS, Los Angeles, USA.
- David Lloyd, Group Program Director, Orion Media, UK.
- Kieran McGeary, CEO, 96FM, Cork, Ireland.
- David Treasurer, PD, Real Radio, Scotland.
- Michael Tsaousopoulos, CEO, Dee Jay 95.2, Athens, Greece.
- Tom Cuddy, CEO, WPLJ, NYC, USA.
- Fiona Darcy CEO, Red FM, Cork, Ireland.
- Rob Mise, PD Energy 1015, Calgary, Canada.
- Kevin Fine, CEO, Jacaranda FM, South Africa.
- Andrew Manderstam, Lagardere, France.
- Paul Kaye, PD, AMP Radio, Canada
- Clive Dickens, COO, Absolute Radio, London. UK.

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