

Marketing Policy

Black Country Radio seeks to promote its products brand and services, to not only attract listeners, but also to investors, advertisers and to raise its profile and the local radio and media of the Black Country.

The station has numerous challenges not just from local public and commercial radio broadcasters, but in a converging media industry from other local news outlets. There are also challenges from the accessibility of media and audio content that digital platforms have given us all. As a community organisation we 'compete' with numerous other voluntary and not-for-profit organisations across the area. So the need for Black Country Radio to stand out from the crowd is vitally important to the station.

Black Country Radio's uniqueness is in its local content. From local interviews, supporting local initiatives, local sport, reporting local news, interviewing local councillors and dignitaries, plus linking in to stories and content from national and international sources that are of interest to our listeners, we seek to provide a great product for the Black Country.

We should always remember that our content and profile is valuable.

Branding

Black Country Radio has a 'logo' and house style that should be used wherever possible to raise the profile of the station. This is not only visual content, but our audio content, through jingles we play, to branded roadshows.

Our branding is important and must be used within the brand guidelines. For any use of Black Country Radio's brand (including logo or brand imaging) please contact the Head of Marketing.

Website - blackcountryradio.co.uk

Black Country Radio's website is the online portal to our services. Audio is not a physical product you can see, so the website is the visual front end. Our website not only is fully integrated with our technical systems, allowing for online listening through the national Radioplayer service and our 'Play It Again' service, it also features our show schedules, provides direct links to the station via email and messaging, takes the tracks we play right through to publishing and purchase of songs we get paid commission on.

These are just a few of the features we use, plus a range of promotional content to shout about the services we do.

The website is managed by an editorial team - the Head of Marketing and Head of Online - and is complimented by a range of contributors; including news, sport and specialist blogs and reviews.

The editorial team may contact volunteers for information or promotions for the website and beyond, including social media. In addition, volunteers can contact the team with feedback and opportunities to expand on current information and services provided through our website.

Social Media

Social media provides another digital platform for the station to shout about its services, and encourage listeners to engage with the station. See our **Social Media Policy** for further information.

External Promotions

Black Country Radio seeks to use any opportunities to raise its profile; from press releases to adverts; from representations at events and meetings; through to major promotional and a range of PR (Public Relations) opportunities.

These are a range of opportunities that Black Country Radio utilises and seeks to develop. Invariably any external promotions are also complimented by our On Air and online reach as a multi-platform media organisation.

If you are offered any promotional opportunities you must contact and agree with the Head of Marketing prior to proceeding.

If you have any queries or opportunities concerning marketing or promotions for Black Country Radio please contact the Head of Marketing.