

# HITS RADIO IRELAND



Your Music Station

## HITS RADIO IRELAND

**ON-BOARDING PROCEDURES AND STANDARD PRACTICES**

GUIDE BOOKLET



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## *Table of Content :*

1. *Welcome Message, Vision and Mission*
2. *Station Etiquette*
3. *Music Library and Jingles Policy*
4. *On-Air Station Branding*
5. *Show Structure Format*
6. *Digital Formats and Social Media*
7. *Website Listings*





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## Welcome Message.

Welcome to Hits Radio Ireland!

We are thrilled to have you as part of our team.

Our station is dedicated to delivering the best music and entertainment to our listeners, and we believe that your unique skills and talents will help us achieve this mission. Let's make some amazing memories and great radio together!

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## Our Vision

Our vision is to create a radio station with music and chat that bridges the gap between generations and provides a wide range of musical memories from our listeners past and also introduces other generations to quality music from yesterday and today. Songs that you have not heard in a long time and timeless classic's that have lasted the test of time.

## Our Mission

Our mission is to provide a music station that is available 24 hours a day, 7 days a week. All of our presenters create a professional approach to their shows and showcase their experience with their musical knowledge while maintaining a high standard of production within the shows. We want our audience to be able to keep our station on all the time and be guaranteed they will hear their favourite music and enjoy our presenter flow of their show and tell their friends how easily accessible Hits Radio is across a wide range of platforms.

## About Us

Hits Radio Ireland was bought over in January of 2024 and currently has a listenership of over 12.1 thousand follows on the TuneIn App. Over the past number of months we have been in the process of re-branding the radio station with a fresh look and feel moving away from the original format of dance music and streamlining the music that will appeal to a wider audience while still engaging with current listener base.

Our New branded station was officially launched on the 1st of August 2024. We look forward to building our audiences both young and old and bridging the gap of generations with quality music from across the decades.

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# HITS RADIO IRELAND




Your Music Station

## Station Etiquette

- 1. Punctuality:** Always ensure your show is recorded at least three days prior to broadcast.
- 2. Professionalism:** Maintain a professional demeanor while on-air and interacting with listeners or guests.
- 3. Communication:** Keep an open line of communication with fellow team members and management.
- 4. Respect:** Be respectful to your colleagues, listeners, and guests. Treat everyone with courtesy.



*Global Audiences*  
*12.1k Listeners Every Month*

Find us on the TuneIn App 



### Punctuality

- Always ensure your show is recorded at least three days prior to broadcast. This allows adequate time for any necessary editing or adjustments and ensures that the schedule runs smoothly without last-minute disruptions.

### Professionalism

- Maintain a professional demeanor while on-air and when interacting with listeners or guests. This includes being prepared and punctual, when representing the station. Remember to keep your language clean and appropriate for all audiences.

### Communication

- Keep an open line of communication with fellow team members and management. Regularly update your show's status, share any issues or challenges, and collaborate effectively with the team. This helps in creating a cohesive working atmosphere and ensures everyone is on the same page.

### Respect

- Be respectful to your colleagues, listeners, and guests. Treat everyone with courtesy regardless of their role or status. A positive and respectful attitude contributes to a harmonious work environment and enhances the experience for your audience and any guests you may have on your show.



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Your Music Station



## Head of Programming and Music Coordination:

### *John Troy*

Hi there,  
We are delighted you have joined the team at Hits Radio Ireland

My name is John Troy and my role at Hits Radio is “Head of Programming and Music Coordination”.

With over 35 years of experience in broadcasting and having worked on National and Local stations throughout Ireland, including Today FM, Classic Hits 4FM, KFM and Christmas FM, I am thrilled to have you on board as one of our presenter/radio show hosts.

We have put together some guidelines which must be followed by all presenters on the station.

The key to success on Hits Radio Ireland is to have fun and be professional when you are “on air”.

Please feel free to contact me with any questions Email: [john@hitsradioireland.com](mailto:john@hitsradioireland.com)



*Seven Decades, One Soundtrack.  
Your Kinda Music for Every Day.*



## Music Policy

- 1. Playlist Adherence:** Follow the station's playlist to ensure a cohesive sound.
- 2. Content Restrictions:** Avoid playing songs with explicit content unless pre-approved.
- 3. Requests:** While listener requests are encouraged, ensure they align with the station's genre and theme.
- 4. Diversity:** Strive to include a mix of both popular hits and emerging artists to keep the playlist fresh.



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Your Music Station



## Music Library Format and Show Set-Up

We have meticulously built our music library with some of the biggest hits of all time plus also including classic and forgotten songs spanning over seven decades plus some specialised music categories (Motown, Disco and Irish Contemporary music.)

Every hour we have included two classic tracks that are to be played during each hour (one at the top of the hour and one at forty minutes past the hour). The music library is broken down into decade from the 1960's to the 2020's plus a category for Chart and Recent Hits.

Each of the categories have been broken down into three sub-folders which are "Slow" "Mid" and "Fast" is ensures the right type of music is programmed to play out through Station Playlist.

All of our hours have been schedule with the correct rotations of music with jingles included and Voice Track Markers. From our presenters point of view, we want to give you as much freedom as possible for your show, but we have one Major Rule you must abide by is, if any of the tracks do not suit your show, you may change them but only for a similar song within that category (Example: Mid range song swapped out for another Mid Range Song) .

*You must not change the musical format of any hour unless given the authority by John Troy or Alan Hennessy.*

If you try to make these change you are breach of station rules and these actions will be dealt with appropriately by the Programme Controller and Head of Music.

Our current music library host over **4000 different tracks** available for your shows across seven decades. If you know of songs or artist not include in the library please make John or Alan aware of them.

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## Hits Radio Jingles

We proud to say that we have a huge bank of Hits Radio jingles available to play on your shows. There is a wide selection from general jingles, Hit Radio Sweeper, Two-Liner Stings and Oldies jingles, Audience Stings, Listeners Choice Jingles and so many more.

We are in the great position to have an in-house production team that can create your personalised jingle or feature jingles if required. Every Presenter when on-boarded will receive a personalised named jingle plus a show ID for your programme. This gives us a great opportunity to stay current with up-to-the-minute jingles.

### Golden Rules:

***Our Top of the Hour Jingle must be play at the beginning of every hour, follow by your Personalised Name & Show Jingle.***

***Only ONE Jingle is allowed to played before or after a song in your show. DO NOT PLAY TWO JINGLES BACK TO BACK***

A full list of our jingles are available in the spot groups and track list in the Station Playlist System.  
Total Quantity of Jingles available: **286**





## On-Air Station Branding

### *Incorporate Branding Phrases in Your Links:*

- Start or end with "Hits Radio Ireland" or "Hits Radio Ireland - Your Music Station."
- "This is Hits Radio, Ireland's Premier Online Radio Station."
- "Hits Radio Ireland - Bridging the Gap Between Generations."
- "Hits Radio Ireland - Your Music Station."

### *Points to Consider Before Your Link:*

#### **1. Song Information:**

- Share some interesting facts about the song you're about to play.
- Mention any special features or upcoming shows on the station.

#### **2. Promotion of Platforms:**

- Take every opportunity to promote our social media channels and website.

#### **3. Scripting:**

- If you need to script your link, do so naturally without sounding rehearsed.

#### **4. Clarity:**

- Focus on one main idea per link.
- Keep your messages brief and to the point.

#### **5. Transitions:**

- Smoothly transition between songs, avoiding abrupt genre changes.
- Use ad packs or voice-overs to bridge different musical styles.

#### **6. Music Choices:**

- Choose your music carefully, ensuring it aligns with our station's vision and mission.





## Structuring Your Show

### 1. Opening:

- Introduce yourself and your show right after the first song to set the tone.

### 2. Song Segments:

- Play no more than 2 to 3 songs in succession; remember, our listeners tune in for more than just music playlists like Spotify.

### 3. Previewing Content:

- Give listeners a sneak peek of what's coming up next and highlight any special segments or features.

### 4. Engagement:

- Don't just fill time between songs — actively present and engage with your audience.

### 5. Promotion:

- Mention our social media channels and website at least two to three times throughout your show for increased interaction.

### 6. Passion:

- Most importantly, enjoy what you're doing and let your passion shine through.

### 7. Placement:

- Ensure jingles and advert packs are played at their designated spots during your show.

### 8. Speech Awareness:

- Be mindful of verbal “ticks” such as “uh,” “um,” and repetitive phrases that may creep into your speech.

### 9. Positive Energy:

- Maintain a positive attitude throughout your show; avoid any negativity.

### 10. Audience Connection:

- Visualise speaking to a single listener to create a more intimate and natural conversation flow.

### 11. Show Flow:

- Maintain a smooth and consistent flow from your first to your last song.

### 12. Target Audience:

- Understand who your show is targeted at and tailor your content to engage that specific audience.

### 13. Authenticity and Fun:

- Be yourself and keep the atmosphere fun. Project confidence without crossing into arrogance.



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## SOCIAL MEDIA AND WEBSITE CONTACTS

We have a very strong presence across all of digital platforms. Please ensure to promote these channels in your radio show ask invite our listeners to engage with us across our social media networks. The more visibility we create for the radio station the better listenership we can build.

Our Digital Marketing partner (Kompass Media) will ensure we stay current online and create content that will help us achieve our brand awareness and visibility for all shows and radio promotions

### Social Media Platforms:



<https://www.facebook.com/Yourhitsradioireland>



<https://www.instagram.com/hitsradioireland/>



<https://x.com/HitsIreland>



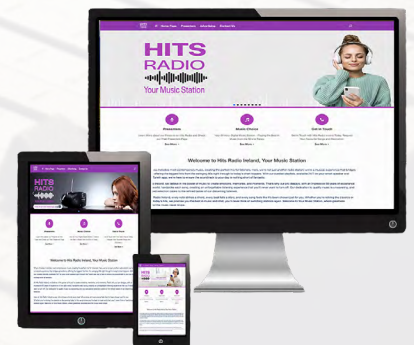
### Hits Radio Ireland Website:

As our radio station starts to grow we will update our website. We currently have details of how to get in contact with us. We also have listings for Advertisers and as new presenters are added to the team we will create their dedicated Presenters page with their show details. This will include a short bio and their top five songs of all time and any additional features they may want to add to their page.

The website is available across all different device: Desktop - Laptop - I Pad & Mobile

Please promote the website at least once an hour within your show and showcase some of the features of the website.

The website address is [www.hitsradioireland.com](http://www.hitsradioireland.com)



### Listen Live and Station Email Address



We are listed on The TuneIn App at <https://tunein.com/radio/Hits-Radio-Ireland-943-s172788/>



All contact with the station on air should be directed to the Email Address: [studio@hitsradioireland.com](mailto:studio@hitsradioireland.com)

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## HITS RADIO IRELAND MANAGEMENT TEAM

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Meet the management team at Hits Radio Ireland, please contact the relevant person if you have any questions. All of the key areas are covered under the management team and have delegated the appropriate members of staff to work on different projects within the radio station.



**Alan Hennessy**  
Hits Radio CEO



**Brian Kelly**  
Station Manager & COO



**John Troy**  
Programme Director & HOM



**Emmet Baldwin**  
Sales & Marketing Director



**Wendy Stunt**  
Advertising Sales  
Executive



**Trevor Lorking**  
Digital Marketing &  
Web Development

### Please Note

All on the procedures in this guidebook must be complied with at all time anyone not follow these guidelines will be removed from on-air broadcasting and management will have the final word and outcome.

Hit Radio Ireland is a professional Station and we want you to play a collaborative part in the Radio Station



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Hits Radio Ireland  
Bridging The Gap Between Generations

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[www.hitsradioireland.com](http://www.hitsradioireland.com)