



Дедомразијада - 22.12.2011



### Market

City Radio is most listened local radio in Macedonia, that covers the airwaves in a 30 km radius from the centre of Skopje. Soon after its opening it became a popular urban brand and by introducing the possibility for digital transmission, the number of listeners rises significantly. Today, 100 thousand analogue listeners listen to the radio. This can be seen from the fact that 400 letters and 5,000 SMS messages are being received each month.

On the website, [www.cityradio.com.mk](http://www.cityradio.com.mk), listeners from all over the world are able to listen to selected, new and usually not promoted music, as well as up-to-date music and film information.

This is a music radio that provides 24 hours of music. City Radio today is a complete and recognizable brand, a symbol for a commercial radio in Macedonia.

### Achievements

In its nine years of remarkably successful work, City Radio has been awarded many plaques, recognitions and acknowledgements on local, national and world level. Radio shows have been awarded and earned the epithet of legendary ones.

- In 2003, "Zlatna Bubamara" for the most listened show was awarded to Groove

Relation – a show that has, since the opening of City Radio until today, been regularly aired every working day from 20 to 22hrs.

- In 2003, acknowledgement for assistance in implementation of the project "Spring Day in Europe-Macedonia Square"
- In 2005, acknowledgement from the Red Cross of the City of Skopje, for the humanitarian campaign "We are all their children – let's help the elderly".
- In 2005, acknowledgement for help and providing access to information and knowledge to handicapped persons – "Open the windows"
- In 2006, Recognition was awarded by the Inter-Municipality Centre for social services, for assistance and significant contribution for children without parental care.
- In 2006, "Zlatna Bubamara" for the most listened radio show "Balkanska-e-banka"
- In 2007, "Zlatna Bubamara" for the best radio show host was awarded to Petar Gosev.
- In 2007, the radio was awarded the certificate for membership in the European Business Association.
- In 2009/10 European Business Association, certificate of membership
- In 2010, special plaque from the President of R. Macedonia for exceptional contribution of the radio in the world of independent media
- In 2011, recognition for exceptional contribution in the campaign "What

kind of mark will we leave? Fair elections 2011"

- In 2011, acknowledgement from the fan club of Tose Proeski
- In 2011 acknowledgement from MASSUM - Youth Association of Secondary Schools in Macedonia, for the support of their activities.

### History

City Radio got its place in the airwaves on 25 September 2002, when the complete programme with five radio shows, as many hosts and technical personnel, at 8 in the morning, the theme song Love is in the Air by Steve Allen, started the commercial radio programme of 24 hours of music. Thanks to the quality of the team realising the programme and the high listener rating, the need emerged to expand the radio team. With two new hosts and a total of ten new technicians, journalists, creative workers, in 2003 City Radio conducted a wider range of engagements, including the following and organizing events in Macedonia and abroad.

What makes City Radio unique is the perfect set of recognisable hosts, carefully selected music and technical implementation and a creative team. The hosts lead the people through time, offer them what they have got used to, meet their demands and primarily treat current topics in order to cause a good mood.

City Radio has always been part of the major city or nation-wide events in the field of entertainment. During the warm and cold part of the year, the radio leaves its offices and the same team functions in the adapted on-site radios. Every summer City Radio has crew that airs partially from in Ohrid. In the winter, before and after New Year's Eve, the radio goes to the most frequently visited part of Skopje from where the hosts have frequent live calls.

Throughout the years, City Radio has imposed its ultimate feature, in its own manner and with its unique style, to successfully entertain and educate the listeners.



## Product

City Radio is a city and primarily urban radio. The music archive of the radio includes 15 thousand original CDs. The radio has its own DJ scene. It means almost all professionals in the music programme are professional DJs who regularly promote their mixes on the radio. Once a year, the radio issues a SC with authentic mix by each DJ. The CDs are stored in the radio archive and, in addition to being representation material of the radio, they are awarded to regular listeners or places that like to promote this music.

One of the legendary projects of City Radio is More Vitamins. This project, in its idea, includes an author mix of one author on whom the radio focuses for several months and gives maximum promotion through advertising and performances. The younger generation showed great interest for these disks, because as it can be seen from the title, it promotes new, fresh and unexploited music.

In 2004 it activated its own radio production that designs and completely realises the advertisements, marketing campaigns and jingles that reflect the image of the radio in general.

City Radio cooperates with many world-renowned radios such as BBC Radio 1, Capital FM, Ibiza Global, Star FM, Just FM, Radio 1 and others. The process of radio cooperation with world radio stations includes the broadcasts of significant radio shows such as: Essential Mix of Pete Tong, In Stereo of DJ Juice, Global of Carl Cox, Transition of John Digweed, Buzzing Fly of Ben Wath... The same DJs have been interviewed and have presented their sets in Skopje and in City Radio.

The principle of the radio to involve the listeners has been functioning flawlessly since the beginning. Listeners call in daily with their comments in almost all radio shows, which promotes interaction listener-medium, and the result is 1,000 calls each month.

One of the most important projects in 2011 for the radio was the audition for which 60 young unknown broadcasters showed up, and four of them were selected and are being trained to become City Radio hosts.

## Recent Developments

One host, who joined the host team of City Radio in 2010, significantly changed the afternoon profile of the programme schedule. Dimitar Atanasovski gave a new meaning to every working afternoon between 14 and 16.

His show is dynamical and mainly targets people who are part of the traffic, or more exactly, people leaving their jobs and heading home.

Both shows aim to incite positive mood to offset the weariness that usually accompanies people as a burden after work.

"Inciting action or bon-ton fraction" is a popular and controversial radio campaign that incites the citizens' conscience by glorifying bad behaviour. The campaign consists of 70 short sentences, in form of definitions with negative



connotation, in order to emphasize the meaning that is contrary to the message. Even graffiti have been spotted that are quotations of the campaign slogans in Skopje.

City Radio has demonstrated noteworthy engagement on its website. The constant updated and new materials with fresh information are product of a team from the radio that is active in this area.

The radio has the rights for direct covering and broadcasting of all major world-wide music manifestations. The most important festivals covered by City Radio include the following: The Grammys and Miami Winter Music Conference.

The constant collaboration of the radio with Avalon Production, has resulted in live coverage of big concerts of foreign performers in Macedonia, and exclusive interviews with the guests. Some of the most important live aired concerts on City Radio are: Moloko – 2003 and 2008, Faithless – 2004, Faithless and Thievery Corporation – 2006, Lenny Kravitz – 2008, Roisin Murphy – 2008, Santana – 2009, Billy Idol 2010, Bob Dylan 2010, Faithless – 2010, Thievery Corporation – 2010, Joe Cocker – 2011, and Jamiroquai – 2011, etc.

## Promotion

City Radio is a medium that is always present in all spheres of culture in Macedonia. Almost every manifestation is given complete media support to freely advertise and announce cultural events. The activity of this medium in all areas of entertainment and culture is the main factor that results in minimum 100,000 listeners a month.

## Brand Values

In Macedonia, City Radio is the pioneer in radio culture in the true meaning of the word. Finally, a radio emerged that has been brought to perfection in every segment. It is a radio that provoked and imposed the importance of radio jingle as a separate medium, and developed a culture of radio treatment and production of jingles, that parallel with the music - most actively

and directly communicate with the audience and depict the energy of individuality on the radio and in Skopje in general.

[www.cityradio.com.mk](http://www.cityradio.com.mk)



THINGS YOU DIDN'T KNOW ABOUT...

## City radio

- Every year, on its birthday, at 8 o'clock in the morning, City Radio plays the music theme that started its history – Love is in the air by Steve Allen.
- The first jingle to be broadcast and that has remained the most symbolic jingle of the radio is "Freshness in the air - City Radio".
- To this day, City Radio has produced 47 author mixes of the radio DJs
- At the party organised to celebrate the first birthday of City Radio, 4,000 guests were present
- In 2003, for the first time in Macedonia, a world renowned DJ was brought to Macedonia, when City Radio engaged Pete Tong.
- 60 young people wanted to become radio hosts, and 4 of them have been hired and are part of the team...

