



Market

Radio 101 is one of the three most listened to radio stations in the capital of Croatia, Zagreb (with average daily coverage of 30%), and among five most listened to radio stations at country level (even though it can't be heard in the entire country). 75 % of the radio station is owned by former and current employees, while 25% is owned by the city of Zagreb.

Current trend of the average daily coverage of the radio stations in the world, as well as in Croatia, shows that local or regional radio stations have the greatest number of listeners because they can speak more directly to their listeners through local information in their programme and to their target group in the marketing part of their programme.

Achievements

At the very beginning of its broadcast, the market was surprised by its provocative nature and dynamism, as well as by the uncharacteristic advertising language in which localisms, dialectalisms and sometimes even functional swear words were used. This surprise resulted in a true revolution in other media as well, and Radio 101 influenced an increase of quality of commercials in this geographical area.

Radio 101 wasn't just a medium which started changes in all other media but it also changed the listener's conscience. At the beginning of the 80s, using the comparative advantages of radio medium - a shorter path for information broadcasting than in other media (technically much simpler), greater possibilities of improvisation (flexibility of programme scheme), meant that information could be broadcasted at the very moment in which it happened, more "intimate" relation between the studio, editing crew and journalists than, for example on TV, coordination between editing crew and host (the possibility of using jingles as comments) - Radio 101 strongly influenced a change of dynamics as well as form and contents which appear on TV, and it was also very often the source of information which appeared in newspapers only the day after. Radio 101 programme features also a number of dramas and played forms, serials, which quickly reach their cult status and popularity that exceeds the radio framework. Furthermore, dramatised funny radio commercials,



which became essential and much listened to programme segments are also pioneers in a completely new advertising approach and they continuously win a great number of awards and recognitions at festivals of market communication.

History

After a short experimental period, Radio 101 started to broadcast officially in May 1984, joining the established radio stations in the city of Zagreb.

In the turbulent period of the communism implosion, it was Radio 101 who played a crucial role in the democratic changes in Croatian society. With its provocative shows (round tables, radio duals, interviews...) and news, which, by their conception and form, differed from all state information organs, Radio 101 was the herald of the new period. It was the first radio which actively followed first multiparty elections, giving space to all new democratic parties. Radio 101 is extremely proud of the fact that, after the political prosecutions of the 70s and after almost 20 years of silence, all banned Croatian politicians had their first public appearances on the waves of Radio 101.

But the popularity of Radio 101, especially the critical reviews of social and political reality, became a thorn in the flesh of the government. In 1996, the Telecommunications council (institution which issues broadcasting licences) three times refused to grant

Radio 101 permanent frequency. The culmination of the fight for broadcasting permission took place on November 20th, 1996, when the Council, which included eight members (of whom six were highly positioned members of the governing party), decided to deny frequency to Radio 101. That decision resulted in strong discontent among the people from all walks of life, who sent thousands and thousands of letters and faxes of support.

The first demonstrations, which saw the participation of 10,000 people, were held in the centre of Zagreb (Cvjetni square) just a couple of hours after Telecommunications Council decision. The clearest demonstration of the listener's (and not only) disagreement with the decision took place on November 21st, 1996, when 120,000 people gathered on Ban Josip Jelačić square to show their absolute support to Radio 101 in an hour-long peaceful protest (with candles).

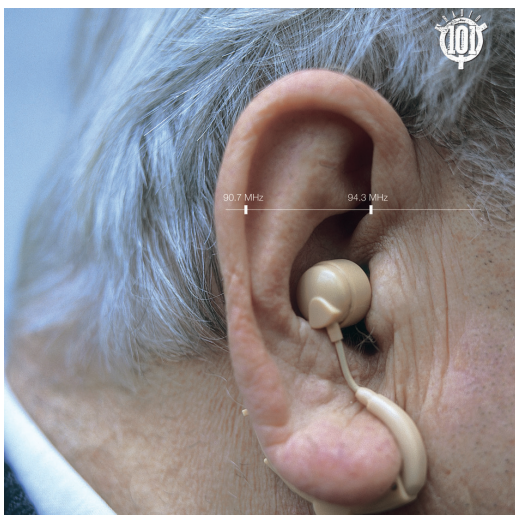
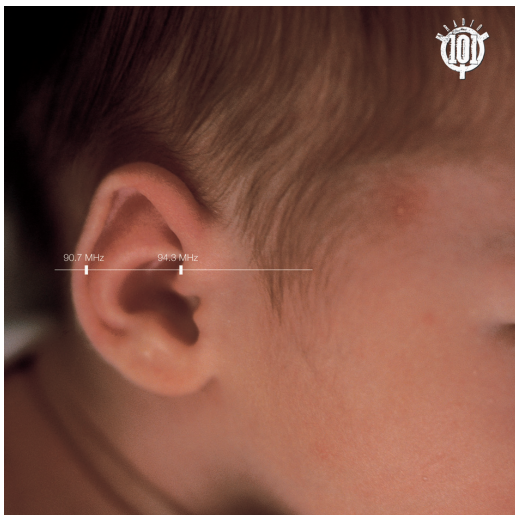
It took more time till Radio 101 was granted the concession and in 2003 Radio 101 was given back its frequency 101 MHz and its level of audibility was increased.

Product

Since its foundation in 1984, Radio 101 has been committed to the development of a market economy and independent media in society, as well as in its own business. That is why, the radio organised its business so that it could be completely financed by the marketing income. Thus the sale of advertising space within the programme became the main and the only way of financing and maintaining its independence.

Radio 101 broadcasts the most up-to-date informative-political programme and informs listeners on all significant cultural and sports events - reporters are present live at the most important sports events (skiing, football, basketball, handball), while our journalists are always at the centre of international politics. Radio 101 follows international recent music trends and through its specialised shows and it follows the history of different music genres. With a wide range of specialised thematic shows in its programme, Radio 101 offers its advertisers target advertising within





single shows intended for users of their products or services. Radio 101 is heard in the wider area of Zagreb and in the centres of central Croatia such as Varaždin, Čakovec, Koprivnica, Bjelovar and Karlovac. In these areas, the number of listeners is constantly increasing. Naturally, leading positions are held by local or regional

radio stations of the mentioned areas.

Radio 101 is also committed to the development and promotion of radio as the quickest and most accessible medium. That is why it considers competition on the radio stations market as an integral part of its activities and of improvement of cooperation with others. The radio makes promotional materials for advertisers (radio spots, sketches, surveys, shows, services) which their clients use also in the programmes of other most listened to radio stations. Radio 101 is dedicated to the best and top quality development of radio stations with different profiles on the market, which cooperate in the marketing part of the programme. Its goal is to maintain and develop its own urban-oriented programme in music as well as in radio shows. Radio 101 is proud of the fact that it was able to create a programme with a high marketing presence because it considers marketing activities as important as programme ones. This approach gives the advertisers the possibility of addressing directly their target groups. Advertisers are aware that listeners are opinion makers who express clearly their opinions on current political and social situation and events, so the commercial they are going to hear in the programme will play its role. Commercials in the Radio 101 programme are not only temporary; they are also part of a target programme followed by listeners who also have the need to react to its content. Commercials sketches have great impact on listeners as well as on advertisers. For example, Radio 101 broadcasts morning shows in which hosts, during the show, describe the product in a discreet and simple way in order to bring it closer to the listener.

Recent developments

Following market requirements in production, Radio 101 recently modernised its recording studio for video synchronisation of commercial spots. Apart from regular programme production, Radio 101 founded its daughter companies with the objective of improving its activities in organisation of different events and business presentations for its business partners, as well as its concert projects. Radio 101 is currently working on the foundation of Academy 101, where radio journalists, technicians, music producers, marketing employees and commercial authors would share their knowledge and experience with students.

Promotion

Radio 101 at the media level covers the most important concert and cultural events in Zagreb. Besides from the media aspect used for the promotion of its image, in the past couple of years the radio had organised a number of important national and international musicians concerts. With guest appearances of musicians in clubs in 2006, within the regular summer marketing activities the radio also organised a summer tour of Edo Maačka, one of the



most famous national musicians, with the significant support of the sponsor: Radio 101 regularly organises New Year parties for members of its fan club and for its loyal listeners in clubs and theatres in the city.

Brand values

When Radio 101 started organising humanitarian actions, soon it became aware of the true power of its medium and of the real possibility of helping people. One of their biggest actions was raising funds for the purchase of incubators for the newborn with less than 1,000 grams birth weight intensive care for four Zagreb maternity hospitals and the Rebroy Hospital Neonatology. The Radio 101 logo is its most well-known visual identity and it was designed by the famous Croatian duo Greiner&Kropilak in the 80s.

www.radio101.hr



THINGS YOU DIDN'T KNOW ABOUT...

Radio 101

- Radio 101 was founded by the Young Socialist League of Croatia.
- Zločesta djeca (Bad Boys) won the award of the 7th secretary of the Young Communist League of Yugoslavia.
- The Radio 101 team won the first beach handball tournament in Croatia.
- Radio 101 produces more than 170 shows every week.