Broadcast Media Management: Radio, TV and Electronic Media Programming and Revenue

22 – 26 February 2027
London - Central London four-star



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Introduction:

Broadcast media management has changed as radio stations, TV channels and online outlets compete for the same audience across linear schedules, streaming apps, social feeds and podcasts, while advertising income fragments and trust in editorial output is tested daily. This Core Concept course gives channel, programming, newsroom and commercial managers a working method to position a channel, build a schedule, run production and playout, measure audiences, sell airtime and digital inventory, and protect editorial standards in crises. Participants produce a Programming and Multiplatform Distribution Plan for a case media outlet.

Course Objectives:

- Assess an electronic media outlet's business model, revenue mix and competitive position across linear and on-demand platforms
- Define a channel positioning statement and on-air brand identity that guide programme commissioning and acquisition decisions
- Build a weekly broadcast schedule using dayparting, stripping, hammocking, tentpoling and counterprogramming strategies
- Organise newsroom, production and playout workflows so content moves from commissioning to transmission and digital release on time
- Interpret ratings, share, reach and digital analytics to adjust programming, distribution and advertising sales decisions
- Prepare editorial standards, crisis coverage protocols and a Programming and Multiplatform Distribution Plan for a media outlet

Target Audience:

- Managers responsible for running a radio station, TV channel or online media outlet and its results
- Programming and scheduling managers responsible for the weekly grid, commissioning and acquired content
- Newsroom and production managers responsible for editorial workflow, crews and output quality
- Digital and distribution managers responsible for streaming, social, podcast and website channels
- Commercial and advertising sales managers responsible for airtime and digital inventory revenue
- Senior producers responsible for programme strands, formats and on-air talent teams

Course Outline:

Day 1: Electronic Media Landscape, Business Models and Channel Strategy

- Linear, On-Demand and Social Platform Landscape Map for Radio, TV and Online Outlets
- Media Business Model Canvas: Advertising, Subscription, Licensing and Public Funding Streams
- Channel Positioning Statement and Target Audience Segment Profiles
- On-Air Brand Identity Toolkit: Idents, Station Sound, Promos and Tone of Voice
- Outlet Health Check Scorecard: Audience, Revenue, Output and Reputation Baseline

Day 2: Programming Strategy, Scheduling Models and Content Rights

- Dayparting Grid: Breakfast, Daytime, Prime Time and Late-Night Audience Needs
- Stripping, Block Programming and Themed Programming Patterns for Weekly Grids
- Lead-In, Lead-Out, Tentpoling and Hammocking for Audience Flow
- Counterprogramming Analysis Against Competing Channel Schedules
- Content Acquisition and Rights Windows: Licence Terms, Territories, Exclusivity and Repeat Runs

Day 3: Newsroom Operations, Playout and Multiplatform Distribution

- Commissioning-to-Transmission Workflow: Rundown, Production Schedule and Delivery Specifications
- Newsroom Desk Structure, Editorial Meeting Cycle and Story Assignment Board
- Master Control and Playout Automation: Playlist, Channel-in-a-Box and Traffic System
- BXF Schedule Exchange Between Traffic, Scheduling and Playout Systems
- Multiplatform Release Matrix: Broadcast, Streaming, Social Clips and Podcast Feeds

Day 4: Audience Measurement, Advertising Revenue, Editorial Trust and Crisis Coverage

- Audience Currencies: People Meters, Diaries, Rating, Share, Reach and GRPs
- Digital Analytics Dashboard: Streams, Completion Rate, Downloads and Social Engagement
- Airtime and Digital Inventory Sales: Rate Card, Spot Packages and Sponsorship Formats
- Editorial Standards Code, Corrections Log and Complaints Handling Procedure
- Crisis Coverage Protocol: Breaking-Event Escalation, Verification Gate and Schedule Override

Day 5: Case Study: Programming and Multiplatform Distribution Plan

- Case Outlet Brief: Audience Data, Revenue Figures and Competitor Schedules
- Team and Talent Plan: Roles, Rota, Presenter Roster and Freelance Pool
- Draft Weekly Schedule Grid with Strand Objectives and Acquired Content Slots
- Platform Release Calendar and Audience Measurement Targets per Channel
- Programming and Multiplatform Distribution Plan Presentation and Peer Board Review

Skills You Will Gain:

- Channel Positioning
- Broadcast Schedule Design
- Content Rights Management
- Production Workflow Control
- Playout Operations Oversight
- Audience Ratings Interpretation
- Airtime Revenue Planning
- Crisis Coverage Leadership

Why Attend This Course:

- Return with a Programming and Multiplatform Distribution Plan built on a case outlet's audience and revenue data
- Make scheduling and commissioning decisions from ratings, share and streaming data rather than instinct
- Move content from commissioning to air and to digital platforms with fewer missed slots and late deliveries
- Compare outlet management practice with peers from radio, TV, online publishers and institutional media units

Conclusion:

Radio, TV and online outlets hold their audience when strategy, schedule, workflow and revenue are managed as one system. The week moves from the electronic media landscape, business models and channel positioning, through programming strategies and content rights, to newsroom, playout and multiplatform release, then to audience measurement, airtime sales, editorial trust and crisis coverage. The final day applies these methods to a case outlet, where each participant builds and defends a Programming and Multiplatform Distribution Plan.