



What You Should Know about Consulting and Lynen Media.

- The only job of a company consultant is to strengthen the client competitiveness. For this reason, consultant fees are an investment for the client, which, like every other investment, need to bring in a quick return for the money.
- The decisive factor for a successful cooperation is that the client's top management must be convinced that the consultant can strengthen their company's competitive position in a major way and must be determined to actually improve their current situation.
- In general, a consultant can only be successful in strengthening the client's competitive position in a long-term working relationship. This is necessary because noticeable improvements in competitive positions just do not happen overnight.

Success is a result of team work.

We bring your crew to the next level. The last survey showed that **all** our radio clients have won listeners. Two stations were able to maintain their market share.

Research and show format are an important building block in this connection, but may block neither unique personalities nor ideas. Our strategies aren't prefabricated solutions that some consultant colleagues like to sell "off-the-rack" to any radio station.

Our coaches take part in conferences, teach "on the job", "live" radio with heart and soul. And they come from **THE** top radio stations in Germany, Belgium and The Netherlands. Practically-minded, they are the top professionals who have never lost touch to their grass roots. Coaching your radio personalities and management is one of our great strengths.

Together with your managers, we plan the next strategic steps. On a typical day, our consultants...

- coach the morning show, making a competitive analysis at the same time
- give important impulses at the morning conference
- develop ideas for new campaigns with your program planners, and
- coach your moderators in the afternoon.

It's the general strategy that helps a station achieve a prominent image and with that, higher image values, market shares and permanence. Almost all broadcasters receive the same news, weather reports and traffic information. They have similarly talented DJs and moderators.

Their suppliers of contributions and the station staff have approximately the same educational background.

Skillfully combined building blocks (major promotions, music rotation, moderation, on-the-air-promotion, contributions, packaging, campaigns, promotions) produce an emotional sensitivity, recognized subliminally as such by the listener, which define the all-decisive emotional product benefit in the market.

The station becomes home. And that is independent of the music format's targets. In this case, individual factors make a large difference. However, the main message comes through in the general statement. Great moderators, special ideas and unique campaigns, planned in detail, define modern and finely tuned programs.

The current financial situation of private radio stations actually defines the challenge. Those who, in spite of low budgets, captivate audiences through impressive, inspiring and sophisticated contents will lead their station to success. We are only too happy to repeat it - almost all of our client stations have won.

Sometimes a little, a medium amount or very much. We are only too happy to give detailed references in a personal discussion.

Simply put, the coach has got to speak the same language as his client and be able to score at all levels. Only someone who has held a top position as the broadcasting star of a station and/or has coached the national broadcasting league possesses the necessary insider know-how to effectively coach the top stars. A coach needs to know the game rules of the business at the shareholder level. However, he also needs to know and master the simplest processes in the editorial locker room, the station and the organizational structures.

The makers, practicing professionals and strategists of the international radio league supply you with up-to-date know-how, come up with ideas and work to create a brand product together with you on the basis of market research.

On-Air Design and Jingles.

Are you looking for a new on-air design? Are you interested in objective consulting without any additional interests?

We know who the “doctors” among the jingle companies are, the “one size fits all” suppliers as well as the less reliable studios. We can offer you a full range of services in choosing the right jingle producers anywhere in Europe. This way, prices, performance, quality and reliability are more transparent.

In the past years, Lynen Media have had over 60 audio designs produced for the widest range of formats. This means everything from simple station identifications to complete on-air designs.

In a radio show, jingles and packaging elements fulfill very central tasks. They guarantee the general flow, position the music, popularize slogans and the station’s identification, convey moods, project the intended image, and draw attention. The same is true of TV stations. Due to the amount of “noise” in all areas of our lives, the importance of positioning through music increases. Besides a visual logo, modern companies increasingly require a “memorable melody” to be recognized and remembered by.

This audio logo is a necessary pre-requisite for an effective audio appearance and guarantees quick acoustic recognition of a company or broadcaster. This also applies to advertising, a telephone waiting line or the internet.

Lynen Media GmbH - we guarantee the best jingles for the best price, check out the most inexpensive offer for you, can have free or inexpensive demos produced for you, manage the whole production process starting with the briefing and ending with a final presentation.

At Lynen Media and our partners the emphasis is always productions that match the task perfectly.

Contact us to receive demo material containing some of our audio designs or promos for TV and radio stations around Europe.

References.

"Die Fantastischen Vier" (The Fantastic Four), one of Germany's most popular pop groups of all times, have mentioned radio consultant Patrick Lynen in one their legendary rhymes in their current autobiography.

For over twenty years, General Manager Patrick Lynen has worked for media companies as a moderator, on-air designer, producer, coach and consultant.

Help for Self-Help.

Each concept is tailor-made based on the market situation, internal and external factors, client needs and goals. Based on numerous analyses, a strategy is developed mutually, which serves as a "help for self-help kit". Only in this way can a client learn and grow by solving problems.

The Strategy.

No pre-fabricated packages off the rack. A strategy on paper is the key to success. Lynen Media starts by taking into consideration each broadcasting station's situation. Long-term, individual concepts concentrating on strengths are developed.

We go even a step further. Targeted coaching by experienced and recognized professionals guarantee that gained insights are put into practice into every aspect of the business - the programming, the music - down to the smallest corner, from marketing and sales to on-air promotion.

The Goal To Your Success.

- High level of acceptance in the market
- Solid economic basis
- Competitiveness.

All steps in the project are directly managed and changes kept under constant control. The consultant's relationship with the station staff is defined as a cooperative partnership. While accompanying the project, your consultant is integrated as a temporary employee into your company. In line with the scope of the project, the coach gains insights into all areas of the project.

Some references.

MDR, 91!4 Berliner Rundfunk, Deutschlandfunk/Deutschlandradio Kultur, SWF3/SWR3, SFB/RBB, Hessischer Rundfunk (HR), NDR, Radio Contact in Belgium, 1Live, WDR2, WDR3, WDR4, WDR5, Deutsche Welle (DW), Belgian Radio Broadcasting (BRF), Radio Luxemburg, RTL Radio, RTL Television, RTL NEWMEDIA, Traumpartner.TV, NRJ, Radio Center in Slovenia, radio NRW, Radio Salü, SAT1, Radio Köln, Inselradio in Spain, News 89.4, Radio Erft, Brainpool AG, Radio Regenbogen, Radio 101, Antenne AC, hr1, hr3, big fm, Radio Benelux, Radio RTI, DPA/AFX, NDR1 Welle Nord, N-JOY, RPR.1, VIVA Media AG, German Broadcasting Academy, FM Radio Networks, Radio Fantasy in Belgium, Radio Telstar International (RTI), 3FM (The Netherlands), MDR INFO, Radio RSG, Radio 91.2, Klassik Radio AG, Energy Vienna.

What do other media professionals have to say about Patrick Lynen and Lynen Media.

Stefan Scheurer - SWR3.

“He knows the game. Lynen conveys every announcement, every stop-set and even every interview perfectly to the listener. He can create excitement where you wouldn't imagine it - always. It's so easy as long as you know the mechanisms... Nowadays, he belongs to the few, really intelligent radio professionals in Germany - and that's without shouting it from the hilltops. Lynen's recipe for success: He thinks - and doesn't sell any dogma. Lynen's team at Lynen Media is the only one in Germany that analyzes each problem separately, takes the sixth sense into account and offers creative solutions on the basis of market research. He is convinced that only maximizing profits and trusting numbers blindly are counter-productive in the long term.”

Stefan Halfpap - ORF (Austrian Public Broadcaster).

“As a creative person, Patrick's team has a remarkable sense for handling the species 'radio person'. That's why he's a very special trainer and consultant.”

Hermann Stümpert - founder of RSH, later radio consultant and station owner, deceased 2006.

“Patrick is one of the great men of German radio - competent, business-minded, visionary, logical.”

Holger Richter, director, RTL RADIO, Luxemburg.

“He brings modern radio to the point and knows what he's talking about. You should follow his advice.”

Oliver Laven, general manager and program director, RegioMedien AG, 100,5 The Hitradio (Belgium).

“Creative and analytic, spontaneous, courageous and honest. A true personality. And that's why he's our coach.”

Oliver Peral, program director, 107.8 Antenne AC.

“During the course of their careers, many radio-makers have made themselves comfortable in their little (format)room or were even locked in against their will. A room, which often doesn’t even have a window to see what is happening outside. “Patrick is someone, who opens up this stuffy little room and lets the light and air come in. He lets the proverbial fresh breeze in to the team. From my own experience, I can say that each and every one of his consultant days took me and the station a big step forward. In short: Patrick Lynen - anytime again!”

André Frédéric Goebels, director, Radio Contact, Belgium.

“Patrick is a true visionary radio mind. And, he and his company have made us successful.”

Elmar Hörig, german radio legend

“Give me three more people with a big radio heart like that and we’ll run over any other radio station. Greetings, ELM!”

BJ Barry - Hot 105 - Miami, 99 Jamz - Miami, Majic 108 - St. Louis, KBLX - San Francisco, SWR3, BIG FM - Stuttgart.

“Let it be said that radio people are a different breed of people. Having met radio people from all over the world, there are a few things that are universal when it comes to great radio talent, regardless of where they are from. A good consultant can make you feel ‘sunshine’, when it is clearly raining outside. Patrick Lynen knows how to create ‘sunshine’ in your team. And by the way: He is a genius.”

David Irgolic, program director, 103.7/ 102.4 Radio Center, Slovenia.

“He knows radio like the palm of his hand. Patrick has helped us a lot by dramatically increasing Radio Center’s market share within three years. As a consultant, he always gave us a reasonable and goal-oriented answer to every question. I truly appreciate him as a colleague, friend and radio professional.”

Christian Gramsch, program director, Deutsche Welle.

“Lynen Media stands for radio passion and broadcasting know-how. They helped us immensely with relaunching HR1 and has contributed to Welle’s success. For me, Patrick’s team will always be a competent and laid-back business partner.”

Costs / Prices.

The consulting costs involved in hiring Lynen Media vary according to the project. Every project is unique. The effort in launching a radio station is of course large. The work involved in fine-tuning a radio station, which has been successful over the years, is of course lower.

Based on an individual contract, we are happy to prepare an offer for you. Our daily rates of Euro 900 to 1,800 per day vary according to the country, market, client and project. Business expenses and travel costs are charged extra. Monthly or quarterly rates are possible on long-term projects.

The market prices for developing a tailor-made jingle package by a professional are in the area of Euro 9,000 to 100,000 for an on-air design with 30 to 120 single cuts - naturally depending on the amount of work, quality and uniqueness.

If the on-air design is based on an existing and tested package, the prices based on the nature of the matter are lower, since only new song takes would need to be made.



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