

# NewsRadio

Radio Show for organizations and closed User Groups



Inform – Inspire – Motivate

**NewsRadio turns communication within organizations and closed networks into a compact, radio-style podcast. Short episodes combine company updates, interviews and inspiring stories in an accessible and engaging format. People can tune in whenever it suits them — while commuting, during a break or at home — allowing organizations to inform, inspire and motivate their audience without adding extra screen time or interrupting the workday.**

## From broadcast to connection

Many organizations still rely on one-way communication through newsletters, intranet posts or videos that are easily overlooked in the daily flow of information. Presenting important updates through a podcast creates a different dynamic. The combination of voice, rhythm and storytelling makes information easier to absorb and helps messages resonate more strongly. Listening also fits naturally into the rhythm of the day, allowing people to engage with information at moments that suit them best.

## How NewsRadio Works

Based on topics, updates or conversation themes provided by the organization, we structure and produce each episode. Drawing on our journalistic and radio production experience, we shape the content into a clear and engaging listening experience in which interviews, updates and stories flow naturally together. The organization remains responsible for the content and final editorial approval, while we take care of recording, editing and the professional production of the podcast.

## Who is NewsRadio for?

NewsRadio is often used for communication within organizations, but works equally well in closed networks where information is shared between members, partners or teams. Franchise organizations, healthcare networks, professional associations and international partnerships are all environments in which this format proves highly effective. Episodes are distributed via familiar platforms or secure channels, allowing people to tune in easily — while commuting, at home or whenever the moment suits them.



## What is NewsRadio

NewsRadio is an internal communication format that sounds like a short radio show. Each episode combines company news, interviews and stories in a recognisable podcast of approximately twelve to twenty minutes. The result feels familiar — like listening to the radio — yet is fully tailored to the organisation and the topics that matter most. This creates an accessible channel in which information is not only shared, but also given context and meaning.

## What is NewsRadio is used for

NewsRadio can be used for a wide range of communication purposes, such as company updates, interviews with employees or management, introductions of new projects, knowledge sharing between teams and announcements of internal events. Inspirational stories from within the organization or conversations with colleagues in different locations can also be included, helping employees stay informed about what is happening across the organization.



## Who we are

NewsRadio is a product of Booster Media Productions, an organisation that uses the spoken word as a powerful complement to written communication — especially where attention and understanding are essential. We work with experienced radio news presenters and ensure a recognisable and trusted voice within every production, tailored to the organisation we work with.