



**HITS  
RADIO**

**PRIDE**

**LOUD & PROUD!**



[WWW.HITSRADIO.CO.UK](http://WWW.HITSRADIO.CO.UK)



RADIO



ONLINE



HITS RADIO APP



"PLAY HITS RADIO PRIDE"



# THE BACKGROUND

- There were no major broadcasters with a dedicated LGBTQ+ radio station.
- Our stations already had a diverse mix of presenters who took part in pride events across the country. We were perfectly placed to create a fresh and unique radio station for this community.
- We worked with our teams across England, Wales, Scotland and Northern Ireland to create a truly national station.





LGBT+ people are  
**twice** as likely  
to experience  
long-term mental health  
problems

Combined meta-analysis of  
12 population health surveys


Just **1 in 5** LGBT+  
Londoners feels  
comfortable showing  
affection to  
their partner

YouGov/UM - A way to go  
presentation by  
Michael Brown

**5** of  
18-34 year-olds  
don't identify as 100%  
heterosexual

YouGov/UM - A way to go  
presentation by Michael Brown





**We're committed to  
championing the  
LGBTQ+ community,  
advocates and allies.**

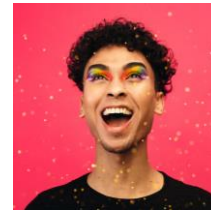
Our goal is to play our  
part in making the UK a  
more accepting place for  
our LGBTQ+ community.





# THE AUDIENCE

- Aimed at the 25–44-year-olds, Hits Radio Pride is built for the LGBTQ+ community, advocates and allies.
- A place where everyone should feel empowered to celebrate who they are.





# THE PRESENTERS



# THE MUSIC

- Hits Radio Pride is built on an uplifting, vibrant playlist of hits and throwbacks by some of the worlds' biggest artists who are loved by the LGBTQ+ community.





# ARTIST TAKEOVERS: MIXTAPE





# TOUGH TALKS

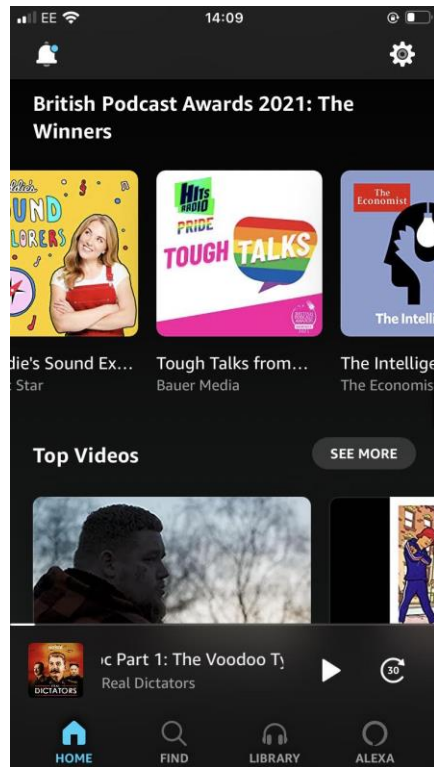
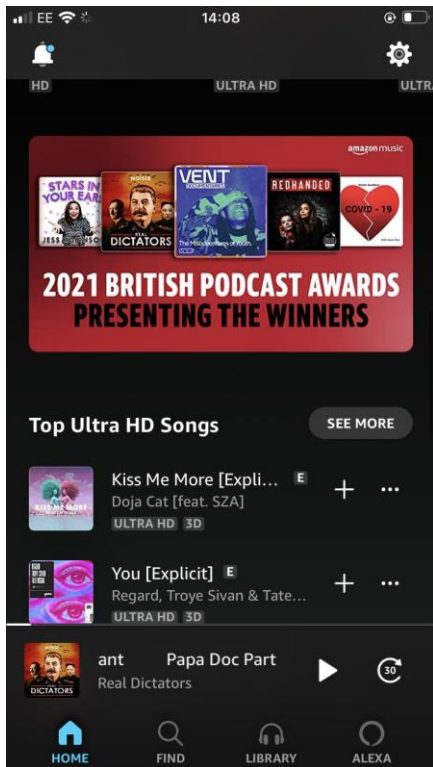
- Capturing and broadcasting some of the difficult conversations that people from the LGBTQ+ community have for simply being their true selves.
- Supported by the Audio Content Fund, these uniquely poignant features are a reminder that the LGBTQ+ community face a very different experience growing up.





# TOUGH TALKS PODCAST

- Tough Talks featured in Amazon and Spotify's British Podcast Awards Collections. It was Bauer's first award for podcast content. Here's what the judges said about the podcast...



## Best Sex & Relationships Podcast

The judges said... *"This series exemplified creativity through a fresh format and diverse guests to deliver a compelling, inclusive podcast with emotional and human connection at its heart"*



# CONVERSION THERAPY

- As part of our “Can’t Think Straight” series.
- We are campaigning to change the law which is designed to stop people offering services that claim to convert people away from their natural sexual or gender identity. This campaign is already award winning.





# CHAMPIONING LGBTQ+ TALENT

**NEW TO THE PLAYLIST**

REGARD  
TROVE SIVAN  
TATE MCRAE  
*Topic Remix*

**HITS  
RADIO  
PRIDE**

"PLAY HITS RADIO PRIDE" ONLINE DAB HITS RADIO APP



**HITS  
RADIO  
PRIDE**

**PRIORITY  
PLAY**  
FRI 13TH - THU 19TH

**TIA KOFI**  
LOVING ME  
**LIKE  
THAT**

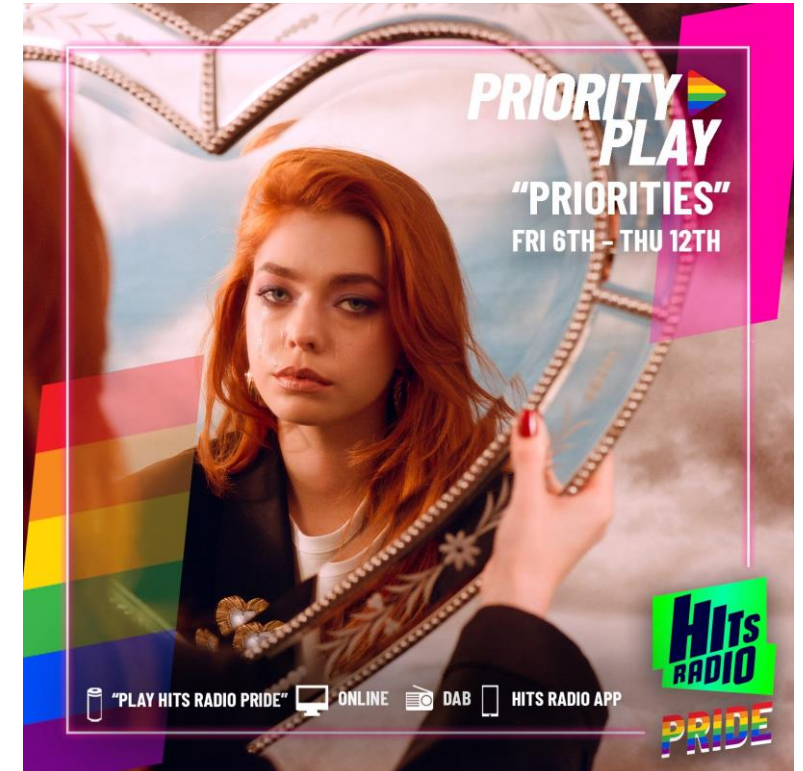
"PLAY HITS RADIO PRIDE" ONLINE DAB HITS RADIO APP



**PRIORITY  
PLAY**  
"PRIORITIES"  
FRI 6TH - THU 12TH

**HITS  
RADIO  
PRIDE**

"PLAY HITS RADIO PRIDE" ONLINE DAB HITS RADIO APP







# CONTACT US

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