

athena media



Portfolio

Athena Media Ltd
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Irish Company registration No. 375217
Irish VAT registration No. IE 6395217L
UK Company No. FC031809
UK Establishment No. BR01687

Who we are:

Athena Media is a multi-award winning transmedia production and consultancy company based in **The Digital Hub** enterprise zone in Dublin's Liberties district and now in **MediaCityUK**, Manchester. The company is ten years old and led by founder Helen Shaw, a former senior executive with both the BBC and RTE. Helen was previously MD of RTE Radio and launched Ireland's fifth FM station RTE Lyric fm in 1999.

Athena Media is a one-stop content creation shop developing multimedia solutions to storytelling for both broadcast and corporate clients. The company produces audio, video, photography, text and graphics content and then designs websites and mobile applications as publishing platforms. Athena Media employs ten multi-talented people and has in-house audio and video recording and editing units. Audio is headed by Amy Millar and Video by Barry MacNeill.

Athena Media runs **Podcasting Ireland**, a podcasting portal. In Spring 2009 we launched Athena Media Training providing digital/social media training and consultancy to industry. In March 2014 we opened our branch in MediaCityUK and we are currently developing a base in Berlin.

What we do:

Athena Media thrives on factual storytelling and loves helping other people tell their story well.

1.

Broadcasting

We make TV and radio documentaries for broadcasters including BBC, RTE, Setanta Sports and Newstalk 106fm. We are a multi-award winning radio production company with a list of credits including the New York Gold 2012 for a history series on the collapse of the Soviet Union '**Death of an Empire**' (RTE Radio 1) and the Celtic Media Torc 2013 for a sports documentary on London 2012 '**Winning Women**' (Newstalk/BAI).

As producer Helen Shaw has a Gold Sony for her work with the BBC as well as a long list of PPI Irish Radio Awards credits including Gold for an arts documentary **Tower Songs** (RTE Lyric fm, 2009). Our most recent work includes a 6 part TV human interest/outdoors series for Setanta/BAI called '**Get Off the Couch!**' (2013) and the single documentary '**Beyond Limits: the Next Generation**' presented by Mark Pollock. Our latest radio includes the 8 part science series '**Science is Everywhere**' (2014 Newstalk/BAI) and the history series '**Citizens: Lockout 1913-2013**' (2013 RTE Radio 1/BAI).

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Corporate Content:

We produce audio podcasts and video channels for corporate clients. Clients over the years include the Irish Times, Vhi, 02, The Pharmaceutical Society of Ireland, Irish Business and Employers Confederation, Bord Bia and Women Mean Business Publishing.

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3.

Digital

Athena Media's digital work includes running online weekly corporate audio podcast channels (**02Making Waves** 2006-2009 and **Vhi Health Club** 2006-2008) via Podcasting Ireland and developing content and microsites including **www.joycesdublin.ie** for University College Dublin. In Jan 2014 we created the content for the iPad application **James Joyce; The Dead** which was also commissioned by UCD as part of its Joyce educational outreach. Our latest project, a transmedia advocacy campaign, **www.itsyourright.ie** for the Children's Ombudsman in Ireland was launched on April 25th. In this project, which we won through public tender, we are using every element of the digital content box, working with children and young people on the theme of human rights, and we have created multiple audio and video channels with an extensive use of photography, graphics, music.

We devised all aspects of the project from concept to design template, microsite, audio output, video output and the project will be wrapped into an iPad application by September for use in schools. This project has been seeded across social media from facebook to pinterest as part of an extensive out-reach campaign to promote children's rights.

4.

Training

Athena Media Training runs high value workshops around digital and social media strategy for businesses. We have trained over 1,000 companies and we are a social media training provider for the **Dublin City Enterprise Board**. We run monthly public half-day courses in The Digital Hub for businesses and provide bespoke solutions for clients including The Irish Times (Twitter for Journalism) and corporate clients. We have developed a range of tools and workshops from the core Social Media Strategy event to half-day tutorials in twitter, facebook and linkedin. We are also providing one to one mentoring and business coaching in online business for some clients.

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Consultancy & Research

Athena Media has built a reputation for strategic consultancy based on our work on several key public tenders from the **Ox Report** (2004) for the Irish Dept of Communications to the **Economic Landscape of Broadcasting** (2010) for the Broadcasting Authority of Ireland. We provide research and consultancy services across media topics and work as industry partners on international academic research teams. Helen Shaw is a member of **DRACE** - Digital Radio Cultures in Europe since 2004 and has published extensively with this network.

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Public Presentation

The company, through Helen Shaw's reputation, is often asked to facilitate or present events. We have facilitated the annual **Women Mean Business Conference & Awards** since its launch in Ireland in 2007 and at last year's event Helen Shaw hosted an hour-long public interview with Cherie Blair. This year Helen was asked by **Dochas** - the Irish development sector group - to address the challenge of communicating development stories at an event while in May the Irish food and catering sector has invited Helen to do a master class on handling clients online.

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Audiobooks

One of our new ventures under digital publishing is audiobook production and publishing. Our first audiobook **The Summit** read by author **Pat Falvey** will be released via Audible and iTunes shortly and is now being published in collaboration with AudioAlways a new partner we have found in The Greenhouse, MediaCityUk. Part of our strategy around the MediaCityUK base is to grow our audiobook production business and target the significant UK publishing market, which is just moving into audiobooks. We have a range of audio publications in line and see this as one of the first outcomes of the extension of our company to Salford.

This is a flavour of some of the things we do and produce – check out our website www.athenamedia.ie for more information and follow our [blog](#).

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