CLAIMS

1. An audience interaction system which interfaces with a radio station scheduling system which determines a radio station play schedule comprising means to gather audience selection votes, means to regulate the audience selection votes, means to receive information from the radio station scheduling system and an algorithm which processes the audience selection votes and the information from the radio station scheduling system and automatically manipulates the radio station play schedule through a secure means.

2. An audience interaction system as set forth in claim 1 which further includes the option of alerting the audience as to when a selection will be played and the alert is supplied by one or more of SMS texting, IM, E-mail, a mobile application and Social Media, which is cued by the radio station scheduling system and the means of gathering the audience votes includes one or more of internet, mobile, cellular, and social media.

3. An audience interaction system as set forth in claim 2 wherein the system allows the audience to determine a next radio selection in real-time, the system further allows the audience to play audio on demand through an audience interactive user interface and the system further allows the audience to upload audio selections.

4. An audience interaction system as set forth in claim 1 with a configurable audience interaction user interface in which the audience may prioritize selections to play sooner or later in the radio station play schedule.

5. An audience interaction system as set forth in claim 1 wherein the system performs the steps of:

a) gathering audience input wherein the audience input includes votes on a plurality of selections.as to a radio selection through the communication

network which includes one or more of the internet, telephone communication, television communication, and radio communication;

b) regulating the audience input; and

c) interfacing with the automated radio scheduling system by means of an audience interaction system to automatically affect the scheduling of on-air content and allowing the audience to determine a next radio selection in real-time.

6. An audience interaction system as set forth in claim 5 further including the step of alerting the audience as to an up-coming voting event using one or more of uses one or more of SMS texting, IM, E-mail, a mobile application, and Social Media, which is cued by the radio station scheduling system.

7. An audience interaction system as set forth in claim 5 with the play schedule of a radio station wherein the audience interaction system further allows the audience to play audio on demand through an audience interactive user interface or to upload audio selections.

8. An audience interaction system as set forth in claim 5 including a means of an audience interaction system to automatically affect the scheduling of on-air content so as to incorporate the winning selection into the play schedule of the radio station as a next selection in real time.

9. An audience interaction system as set forth in claim 1 further including a software link which interfaces with a broadcast station operating system of a broadcast station which is a radio station, the broadcast station operating system operating with a broadcast station play schedule having a file at a file location, and with an external data source which determines a selection based upon audience criteria, wherein the software link determines the existence of the file and places a placeholder at the file location in the broadcast station play schedule and exports a selection determined by the external data source into the

position of the placeholder to cause the broadcast station operating system to play the selection on-air and the external data source communicates with the broadcast station operating system by means of the internet.

10. An audience interaction system as set forth in claim 1 wherein the audience criteria comprises audience input which is a voting session or an open selection event and which allows the audience input determines a next selection in real-time.

11. An audience interaction system as set forth in claim 9 wherein the external data source is an audience input system and the file location of the broadcast station play schedule comprises a definable location for new log exports and the software link forwards the broadcast station play schedule to the audience input system which places a placeholder in the definable location.

12. A software system as set forth in claim 11 wherein the audience input system uses a voting session or an open selection event to determine a selection or selections to replace the placeholder and an order to play the selections.

13. A software program as set form in claim 9 wherein the broadcast station play schedule includes a preprogrammed playlist.

14. A software program as set forth in claim 13 wherein the software link includes a server web-based API provides XML data containing information about which selection in the voting session has the most votes and that selection is the next play when a placeholder file or reserved position is encountered in the preprogrammed playlist.

CLAIMS

1. An audience interaction system which interfaces with a broadcast station scheduling system which includes a broadcast station automation system and which determines a broadcast station play schedule the improvement comprising means to gather audience selection votes, an audience command automation system to regulate the audience selection votes by cueing the start and end of an audience voting session, means to receive information from the broadcast station scheduling system and an algorithm which processes the audience selection votes and the information from the radio station scheduling system and automatically manipulates the broadcast station play schedule through a secure means.

2. An audience interaction system as set forth in claim 1 which further includes the option of alerting the audience as to when a selection will be played and the alert is supplied by one or more of SMS texting, IM, E-mail, a mobile application and Social Media, which is cued by the broadcast station scheduling system and the means of gathering the audience votes includes one or more of internet, mobile, cellular, and social media.

3. An audience interaction system as set forth in claim 2 wherein the system allows the audience to determine a next broadcast selection in real-time, the system further allows the audience to play audio on demand through an audience interactive user interface and the system further allows the audience to upload audio selections.

4. An audience interaction system as set forth in claim 1 with a configurable audience interaction user interface in which the audience may prioritize selections to play sooner or later in the broadcast station play schedule.

5. An audience interaction system as set forth in claim 1 wherein the system performs the steps of:
a) gathering audience input wherein the audience input includes votes on a plurality of selections.as to a broadcast selection through the communication network which

includes one or more of the internet, telephone communication, television communication, and radio communication;
b) regulating the audience input; and
c) interfacing with the automated broadcast scheduling system by means of an audience interaction system to automatically affect the scheduling of on-air content and
allowing the audience to determine a next radio selection in real-time.

6. An audience interaction system as set forth in claim 5 further including the step of alerting the audience as to an up-coming voting event using one or more of uses one or more of SMS texting, IM, E-mail, a mobile application, and Social Media, which is cued by the radio station scheduling system.

7. An audience interaction system as set forth in claim 5 with the play schedule of a broadcast station wherein the audience interaction system further allows the audience to play audio on demand through an audience interactive user interface or to upload audio selections.

8. An audience interaction system as set forth in claim 5 including a means of an audience interaction system to automatically affect the scheduling of on-air content so as to incorporate the winning selection into the play schedule of the broadcast station as a next selection in real time.

9. An audience interaction system as set forth in claim 1 further including hardware and a software link which interfaces with a broadcast station operating system of a broadcast station which is a radio station, the broadcast station operating system operating with a broadcast station play schedule having a file at a file location, and with an external data source which determines a selection based upon audience criteria, wherein the software link determines the existence of the file and places a placeholder at the file location in the broadcast station play schedule and exports a selection determined by the external data source into the position of the placeholder to cause the broadcast station operating system to play the selection on-air and the external data source communicates with the broadcast station operating system by means of the internet.

10. An audience interaction system as set forth in claim 1 wherein the audience criteria comprises audience input which is a voting session or an open selection event and which allows the audience input determines a next selection in real-time.

11. An audience interaction system as set forth in claim 9 wherein the external data source is an audience input system and the file location of the broadcast station play schedule comprises a definable location for new log exports and the software link forwards the broadcast station play schedule to the audience input system which places a placeholder in the definable location.

12. An audience interaction system as set forth in claim 11 wherein the audience input system uses a voting session or an open selection event to determine a selection or selections to replace the placeholder and an order to play the selections.

13. An audience interaction system as set form in claim 9 wherein the broadcast station play schedule includes a preprogrammed playlist.

14. An audience interaction system as set forth in claim 13 wherein the software link includes a server web-based API provides XML data containing information about which selection in the voting session has the most votes and that selection is the next play when a placeholder file or reserved position is encountered in the preprogrammed playlist.