Making The Most of On-Air Promotion

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• **Nielsen Audio** – Consumer research company that collects broadcast audience data.

• **Cume** – **Cumulative weekly audience**: The total number of different persons who tune to a radio station for at least five minutes during a survey period.

• **TSL** – **Time Spent Listening**: An estimate of the amount of time the average listener spent with a station during a particular daypart. This estimate, expressed in hours and minutes.

• **AQH** – **Average Quarter Hour**: The average number of persons listening to a particular station for at least five minutes during a 15-minute period.

• **SHARE** - The percentage of those listening to radio in the Metro who are listening to a particular radio station.

• **P1 Composition** – P1 means “first preference”, we call them “core listeners” as they chose your station more than any others.
**OES - Optimum effective scheduling:** A technique for scheduling for radio that translates to half your Cume audience hearing a specific message AT LEAST 3 times per week.

**OES formula:** Cume divided by AQH multiplied by 3.29

<table>
<thead>
<tr>
<th>CUME</th>
<th>AQH</th>
<th>OES</th>
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<tbody>
<tr>
<td>114,600</td>
<td>4,700</td>
<td>80 (11 times per day)</td>
</tr>
<tr>
<td>74,000</td>
<td>2,100</td>
<td>115 (16 times per day)</td>
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• 1 - Define your promotional priorities: Across the entire station, define the most important behaviors and habits you want to reinforce/grow and why

• 2 - Assess your inventory: Assess how many promotional messages your station has available in a typical week/day/hour.

• 3 - Assign significant inventory to your three biggest priorities.
4 - STOP scheduling promos for things that aren’t priorities

5 - Repeat steps 1 & 3 every month or so. Continue to refine and discuss with the management team.

BONUS - Forward promote to the next 15-20 minutes in every single break, and make sure every break includes one more mentions of call letters and dial position.
Possible Promotional Needs

Programming:
- National shows
- Local shows
- Editorial series
- Special programming
- Specific dayparts

Revenue:
- Individual giving
- Major giving
- Sustainer program
- Vehicle donation
- Planned giving
- Car donation
- Underwriting/Sponsorship

Digital and Social:
- Social media
- Smart speaker
- Station website
- Station app

Marketing:
- Events
- Engagement projects
- Imaging campaigns
Types of promotional inventory

:15 produced spots

:30 produced spots

Live copy

- Liners
- Live tags
- Forward promotion/continuity
WBEZ – Izzi Smith
A Unique Approach

• Who is WFDD?

• Structured differently – GM and AGM oversee staff of 18

• We swing above our weight
Key elements of promotions plan

• Annual planning – recurring events, activities and benchmarks

• We prioritize revenue
  • Year round promotion of all revenue streams, adjusted as the year goes along
  • Refreshed regularly
  • Underwriting promotions

• Strategy for programming promotions
  • Driving audience for key day-parts

• On-air support for station initiatives

• The use of live copy
  • Supports produced spots
How our plan is administered

• Marketing and traffic are combined

• Marketing and promo requests

• Copy shared on google drive
What makes WFDD Different?

• Organic planning process

• No silos

• Live copy provides flexibility

• Everyone is involved and learns these skills
Questions?

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