Market Your Business or Organization
With
Montana Public Radio

Dave Dennis
Director of Sponsor Support
and Media Marketing
Dave.Dennis@umontana.edu
406-243-4219
Create Action
How do you achieve A.I.D.A.?

The Success Equation ("The Four R’s"):

1. Reach the **Right People**
2. With the **Right Message**
3. The **Right Number of Times** ("Frequency")
4. **Track Results**

= SUCCESS!

Any promotional campaign that did not succeed was missing one or more of these elements.
Tracking: Know where your people are coming from.

1) Track page views on your website (analytics).
2) Survey your customers – radio example:
   • “Where did you hear about us?” (less reliable)
   • “What is your favorite radio station?” (more reliable)
3) Keep track –
   • Use Survey Monkey or a paper survey and enter answers in a spreadsheet.
   • Look at the difference in answers to the two questions.
Return on Investment
About Montana Public Radio

- MTPR is western and central Montana’s NPR affiliate station
- Licensed to the University of Montana
- 76,000+ weekly listeners in western and central Montana
- Over two million page visits per year at MTPR.org ... and growing!
- Over 10,000 subscribers to the MTPR weekly e-Newsletter
Your Support Makes a Difference!

MTPR FY 2020 REVENUE

- Listener Support: $1,350,300.00
- Sponsor Support: $550,000.00
- State Funds: $400,000.00
- Federal Funds: $249,893.00
Your Sponsorship:

Helps keep your favorite Montana Public Radio programming alive and thriving.

“News you can trust and hand-picked music.”

But...

Sponsorship is not just a donation. It is a very effective and cost-efficient marketing tool.
Your message airs on all 13 transmitters in 11 regions

**FM Radio**

**West**
- 89.1 Missoula
- 91.5 Missoula (city)
- 91.9 Hamilton

**Northwest**
- 89.5 Polson
- 90.1 Kalispell & Whitefish & North Valley
- 90.5 Libby
- 91.7 Kalispell (city)
- 101.3 Swan Lake

**Southwest**
- 91.3 Butte
- 91.7 Helena
- 91.7 Dillon

**Central**
- 89.9 Great Falls
- 98.3 White Sulphur Springs

[Map showing transmitter locations and coverage areas]
Content is Why People Love MTPR

MTPR provides 52 to 58 minutes per hour of content (90%). Providing news, information and entertainment to the public is our mission.

We take only a couple of minutes per hour to thank MTPR sponsors who assist in our delivery of “News you can trust and hand-picked music”.

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- Commercial Radio provides about 45 minutes of content per hour.
- Commercial Television provides about 44 minutes per hour.
- Print provides 50% content.
Total weekly listeners: Adults age 18+
Missoula-Bitterroot Valley
September-2020

Rank Report: MoSu 6a-12a  Weekly Cume  Top-20

Market: Missoula/Hamilton, MT  Demo: A18+
Pop: 133,700  Sample: 932

MTPR is shown as “KUFM-FM”

<table>
<thead>
<tr>
<th>Station</th>
<th>Weekly Cume</th>
</tr>
</thead>
<tbody>
<tr>
<td>KUFM FM</td>
<td>36,650</td>
</tr>
<tr>
<td>KGVO AM</td>
<td>14,770</td>
</tr>
<tr>
<td>KZOQ FM</td>
<td>14,110</td>
</tr>
<tr>
<td>KBAZ FM</td>
<td>13,430</td>
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<tr>
<td>KYSS FM</td>
<td>12,770</td>
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<tr>
<td>KGGL FM</td>
<td>11,930</td>
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<tr>
<td>KDXT FM</td>
<td>11,670</td>
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<tr>
<td>KKVU FM</td>
<td>11,470</td>
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<tr>
<td>KDTR FM</td>
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<tr>
<td>KMSO FM</td>
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<tr>
<td>KBGA FM</td>
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<tr>
<td>KENR FM</td>
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<td>KHDV FM</td>
<td>9,930</td>
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<td>KDXT F3</td>
<td>9,780</td>
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<tr>
<td>KXDR FM</td>
<td>9,770</td>
</tr>
<tr>
<td>KMPT AM</td>
<td>9,610</td>
</tr>
</tbody>
</table>
Total weekly listeners: Adults age 18+
Kalispell-Columbia Falls-Whitefish
September-2020

Rank Report: MoSu 6a-Mdnt  Weekly Cume

Market: Kalispell/Columbia Falls/Whitefish, MT  Demo: A18+
Pop: 84,600  Sample: 557

MTPR is shown as “KUKL-FM”

Weekly Cume

KJJR AM
KDBR FM
KUKL FM
KBBZ FM
KGEZ AM
KZMN FM
KOFI AM
KRVO FM
KWOL FM
KIBG FM
KERR AM
KLKM FM
KHNK FM
KALS FM
KOLK FM
KKMT FM

0 10,000 20,000 30,000
Why Public Radio Sponsorship Works

Montana Public Radio sponsorship messages are about a business that cares enough to support their public radio station.

Public Radio listeners appreciate that our sponsors are members of the MTPR family like they are. Over 90 percent of survey respondents say they have done business with one or more of our sponsors.
The Public Radio Halo Effect

MTPR listeners consider sponsor announcements to be informative, not interruptions... the thing listeners care most about your announcement is that you support public radio.

- *Only one sponsor announcement at a time*
- *Only two to seven announcements per hour*
- *No political advertising (yay!)*
- *No political preemptions*
The Halo Effect: Listeners Appreciate MTPR Sponsors

72%

Say their opinion of a business is more positive when they find out it supports public radio

Source: NPR Audience Insight Research
The Halo Effect:
Listeners **Patronize** MTPR Sponsors

75%

*Have taken action specifically because of a sponsorship announcement*

Source: NPR Audience Insight Research
The Halo Effect:
Listeners **Patronize** MTPR Sponsors

When price and quality are the same

68%

Prefer to buy products from businesses that support Public Radio

Source: NPR Audience Insight Research
Results

“I wanted to mention that I get lots of nice comments from people who hear me on MTPR... it's GREAT top of mind awareness advertising!“

Beth Morgenstern –
Edward Jones Financial Advisor Bigfork, MT
Credibility

Trustworthiness, Reliability, Integrity

“The best ads today are non-ads, which clearly communicate the benefits of a product in a style that does not seem like advertising.”

Source: Roy Williams – the Wizard of Ads
The Right Message:
MTPR Sponsor Announcements

Example:
MTPR is supported by Masterpiece Carpet One and Lighting One in Kalispell. Helping transform homes and businesses in the Flathead valley since 1976. Online at Masterpiece Carpet One Kalispell dot com.

(31 words)
Sponsor Announcements

- 15 seconds long (maximum 32 total words including your website as spoken in words)
- Follow FCC guidelines
- Recorded at the station by our staff
- Updated as needed
- We help you create the scripts
### MTPR Listeners
- 50.4% Women
- 49.6% Men
- 46% Age 25 to 54: “Accumulators”
- 51% Age 50+: “Boomers with disposable income”

### NPR Listeners:
- 70% College degree or beyond
- 226% more likely to have advanced degree.
- 93% Involved in public activities
- 67% Vote
- 24% Fundraising
- 23% Donated $500+ to charity
- 73% more likely to have household income of over $150,000

### Business to Business:
- Over twice as likely to be “Top management”
- Over twice as likely to be involved in one or more purchase decisions at $1000+
- 66% more likely to be a business owner or partner.
- 87% more likely to influence business purchase of property and group insurance
- 104% more likely to be responsible for legal aspects of a business

Source: Eastlan Ratings – Spring 2019  GfK MRI Doublebase 2018
Listener Profile:

Lifestyles:
In the past year:
- 54% more likely to attend any concert.
- 65% Dine out
- 47% Read books
- 29% Went to a museum
- 70% Domestic travel in past 12 months
- 41% Foreign travel over past three years
- 52% Regular fitness program

Purchases: Products and Services:
- Nearly twice as likely to have a financial planner
- 63% more likely to buy food labeled as Natural or Organic
- 52% more likely to have hired a contractor for home remodeling in the past year.

Source: GfK MRI Doublebase 2018
Halo effect: Your message is heard and appreciated. Are Montana Public Radio listeners the Right People for you to reach?

We can help you reach them with the Right Message – one that gets their attention and helps them take action.

We can help you reach them with an effective schedule – the Right Number of Times (frequency).
Let’s get started today!

Contact:

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