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

AWARENESS
INTEREST
DESIRE
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). Start now!

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
Making it Work

- Give it enough time and number of exposures to work.
- Maximize your exposure in media that is working the best for you.
- Don’t be tempted to dilute your budget into too many things.
Building Brand Awareness with Frequency:

*How many times does the listener need to hear your message to make it effective?*

- Ad agencies often use **3 exposures per listener** per week as a minimum.
- 3 announcements does not equal 3 exposures per person (we don’t all listen all day long, (but public radio listeners are far more loyal and listen more hours per week than most other radio station listeners!)
- More frequency = more awareness and better response.
MTPR "REACH" Listeners age 12+:
If you run THIS many announcements in one week
You will reach THIS many listeners
MTPR "FREQUENCY" Listeners age 12+:
If you run THIS many announcements in one week, the average listener will hear it THIS many times.
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 11,000 subscribers to the MTPR weekly e-Newsletter
Your Support Makes a Difference!

MTPR FY 2020 REVENUE

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

**Your Support Makes a Difference!**
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 in Montana]
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”.

---------

- Commercial Radio provides about 45 minutes of content per hour.
- Commercial Television provides about 44 minutes per hour.
- Print provides 50% content.
MTPR listeners consider sponsor announcements to be informative, not interruptions...

- Only one sponsor per break
- 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
Why Public Radio Sponsorship Works

Traditional advertising continues to lose people’s willingness to consume and believe the message. (Anyone can say: “We have the BEST prices, quality and service!!”)

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

Public Radio listeners appreciate that.
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

Examples:

“MTPR is supported by Montana State Fund, making sure safety works in jobs all over the state. Examples of how safety shows up in real Montana workplaces at safe MT dot com.”
(32 words)

“MTPR is supported by Rick's Auto Body, serving the Missoula community for over 35 years. Rick’s Auto Body Missoula dot com”
(18 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
Weekly listeners: adults age 25+
Missoula-Bitterroot Valley
Top 15 stations

Eastlan Ratings Spring 2019

1. KUFM FM
2. KZOQ FM
3. KYSS FM
4. KGVO AM
5. KBAZ FM
6. KDTR FM
7. KGGL FM
8. KMSO FM
9. KDXT FM
10. KYJK FM
11. KKVU FM
12. KLOV FM
13. KBGA FM
14. KMSO F3
15. KGRZ AM

Montana Public Radio 89.1 - 91.5
Weekly listeners adults age 25+
Kalispell-North Valley

Eastlan Ratings Spring 2019

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

The Bear - Country 106.3
Montana Public Radio 90.1 91.7
NewsTalk 880 am
The Monster - Classic Rock 103.9
B98 Classic Rock 98.5
KOOL - Oldies 105.1
News Talk - Oldies 1180 am
The River - Hot Adult Contemporary 103.1
News Talk Sports Oldies 600 am
K-Love - Christian 88.7
Network of Praise - Christian 97.1
Hank - Country 95.9
Montana’s Country Original - Country 750 am
The Lake 94.3 Country
Star 92 - CHR (Top 40) 92.3 / 95.3
The Big 100 - 70’s 80’s 90’s hits 100.7
Sports -1240 am
Listener Profile:

Listeners are choice consumers, savvy business leaders, and influencers who are active in their communities.

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
### 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*
NPR Listener Profile sheets available:

- Arts
- Auto
- Charity
- Education
- Financial
- Grocery
- Home Improvement
- Insurance
- Jewelry

- Lawn & Garden
- Legal Services
- Medical Services
- Real Estate
- Retail
- Travel
- And many more!
We make it easy!

- Affordable packages
- One easy contract
- Reach all of western & central Montana plus online listeners
Customized for you with hand-picked scheduling

- Packages with efficient pricing
- On-air announcements
- Website Banners
- E-Newsletter
Private Subs Dive Flathead Lake For Local Researchers

There was something odd bubbling beneath the surface of Flathead Lake earlier this summer, but it wasn’t a lake monster. It was a submarine. Two, in fact. The subs’ pilots were there to help cash-strapped researchers physically see the mostly unexplored depths of Flathead Lake for the unforgettable price of free.

Can A Woman Win In 2020? Former Clinton Comms Director Weighs-In
3 Hunters Injured In 2 Montana Grizzly Attacks

The first attack occurred Monday about 7:30 a.m. when two elk hunters were charged by a bear west of Black Butte, the highest peak in the Gravelly range. At 6:30 p.m. and less than a mile away from the first attack, two other hunters encountered a grizzly and one hunter was injured.

Learn more
Public radio advantages:

✓ 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:
Dave Dennis
Director of Sponsor Support
Dave.Dennis@umontana.edu
406-243-4219