

Writing Effective and Efficient Proposals

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Show and Tell: Writing Fast, Effective Sponsorship Proposals

Whether you are part of a large underwriting team, or a one-person shop, writing effective proposals can be a drag on your time.

We all know that proposals should be customized to fit client needs and show how our stations can solve client problems, but how do you find the time to do this for every client?

Today we'll see what your colleagues are using for three areas:

- The major presentation template
- Renewals
- Small clients and non-profits



Gina Dragutinovich: Presentation template

Proposal template which we modify depending on the need:

- Short (renewal),
- Medium (change in objectives, added products, upsell, etc...)
- Long (new business)

Can be easily customized by removing some pages, or adding content specific to the client.





**Title for your proposal
goes here in this text
box**

*Proposal For:
Name, Title
Company*

November 10, 2017

*Proposal By:
Name, Title
Contact*

Marketing Goals or Challenges

1. Create and sustain awareness...
2. Stand out from the competition...
3. Reach this type of target client or consumer...

The Right Target Builds the Right Clientele

Evidence that our listeners are your target client

WUWM 89.7 FM – Milwaukee Public Radio provides a connection with an audience more likely to be:

EDUCATED

They value education, making higher education and lifelong learning a priority

INFLUENTIAL

They drive trends through word of mouth and impact corporate and social networks

AFFLUENT

With discretionary income they have immense purchasing power

CULTURAL

Passionate about the arts, they flock to cultural events

COMMUNITY-MINDED

They participate in local initiatives and are highly active in the community

- Supporting stat about the audience, based on qualitative data
- Supporting stat about the audience, based on qualitative data
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Source:

The Right Target Builds the Right Clientele

WUWM.com engages an educated and influential audience

Custom research

- Supporting Custom Research Statistic
- Supporting Custom Research Statistic

Source:

WUWM.com Awards 2016

- Gold Award for Best Writing for Online Platform, Milwaukee Press Club
- First Place for Best Website News/Talk, Wisconsin Broadcasters Association

Digital Reach

Monthly Website Page Views
157,000 Average

Monthly Unique Website Visitors
76,000 Average

Monthly Audio Streaming Sessions
706,000 Average

Monthly Unique Streamers
29,000 Average

WUWM E-Newsletter Subscribers
10,400 with a 28% Open Rate

Averages based on past metrics

Public Radio: Leaders in Goodwill

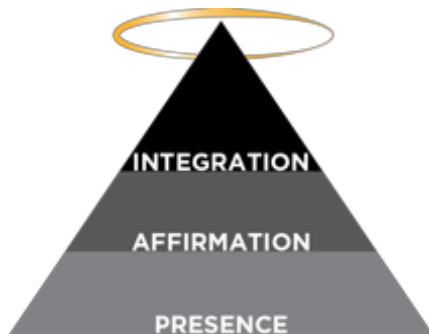
Promoting Cause-Related Marketing for Corporate Supporters

By virtue of supporting nonprofit public radio station WUWM, your company demonstrates its good corporate citizenship and strong brand.

- 90% of consumers are likely **to switch brands** to one that is associated with a good cause, given similar price and quality.

Your organization will automatically reap a positive response from public radio listeners:

- **High Esteem:** 71% of NPR® listeners have a more positive opinion of a company that supports public radio.
- **Consumer Preference:** 70% of NPR listeners prefer to purchase products and services from companies that support public radio.



How Public Radio's Halo Effect works for you:

Presence: Basic linkage with public radio – you will see benefits merely through your presence on-air

Affirmation: Emphasizes support for public radio versus just product information

Integration: In-line support with stations' core values – these messages highlight your community involvement.

Sources: Cone Communications/Ebiquity Global CSR Study, 2015. Lightspeed Research, NPR State of Sponsorship Survey, 2017. Jacobs Media Research, Public Radio's Halo Effect.

WUWM Offers Unique Messaging:

- **Elegant and concise :20 second messages** promote your company. Your message is recorded by the station so there are not additional creative or production costs to get you on the air.
- In addition to these benefits, your company will reach our audience without competing against the clutter of commercial radio. On WUWM local messages span a maximum of 3 minutes in any given hour, whereas 9-15 minutes of every hour on commercial radio are devoted to commercials.
- All spots **stand-alone**, so your company's message will air in a clean environment that keeps the listener's attention.

Recommended Message:

YOUR COMPANY. YOUR MESSAGE.

Scheduling for Success

Branding Campaign

The goal of a **branding campaign** is to establish a consistent presence in public radio listeners' minds by introducing your business as one that steadfastly supports quality educational and cultural offerings. Hallmarks of a branding campaign include:

- Frequency - creates familiarity, awareness, understanding, ultimately trust
- Lower overall frequency – a few messages per week
- Long-term period of sponsorship – six months to one year
- Consistency - message may air every week, every other week, two on/two off, etc.
- Reasonable budget - \$300 to \$600 per week

Scheduling for Success

Special Event Campaign

Education is the primary factor that links all public radio listeners, and many organizations use sponsorship to promote special events from concerts to workshops. These **high-frequency campaigns** create a sense of urgency to prompt a specific response from the listener.

- High frequency – **numerous daily announcements** create a sense of urgency
- **Concentrated time period** – from one to three weeks
- Goal of **reaching at least 50 percent** of the stations' audience in a week
- Budget depends on **venue size** – larger budget for larger venues
- Investment - \$1,000 to \$4,000 per week

Proposed Schedule

WUWM 89.7 FM – Milwaukee Public Radio

Recommended Weekly Schedule

| Days | Daypart | | Messages |
|-----------------------------|---------|--------|----------|
| M-Su | AM | 5A-10A | X |
| M-Su | Mid | 10A-3P | X |
| M-Su | PM | 3P-8P | X |
| M-Su | Eve | 8P-MID | X |
| M-Su | ROS | 5A-MID | X |
| X TOTAL MESSAGES/ WK | | | X |

Air Dates:

| Total Weekly Messages | Total Campaign Messages | Total Weekly Investment | Total Campaign Investment | Total Impressions |
|-----------------------|-------------------------|-------------------------|---------------------------|-------------------|
|-----------------------|-------------------------|-------------------------|---------------------------|-------------------|

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| M-Su | ROS 5A-MID | X |
| X TOTAL MESSAGES/ WK | | X |

Air Dates:

Impact Summary

This chart shows the audience impact of the proposed schedule. Definitions follow:

- **Net Reach** – The minimum number of individual listeners that will hear your message at least once during the schedule run
- **Percentage of Station Reached** – Percentage of the public radio audience that will hear at least one of your messages during the schedule run
- **Percentage of Market Reached** – Percentage of the total market captured
- **Frequency** – Average number of times that your “reach” will hear your message

| IMPACT SUMMARY | SCHEDULE |
|-------------------------------|----------|
| Total Messages | |
| Net Reach | |
| Percentage of Station Reached | |
| Percentage of Market Reached | |
| Frequency | |
| Total Cost | |

Recommended Digital Campaign

WUWM.com display banners | ROS = Run-Of-Site

| Ad Unit | Dates | CPM | Impressions | Total \$ |
|----------------------------------|-------|---------|-------------|----------|
| 970x50 Expanding to 970x300 ROS* | | \$25.00 | | \$ |
| 300x250 ROS | | \$17.00 | | \$ |
| 320x50 ROS Smartphone | | \$8.00 | | \$ |

* Minimum order 50,000 impressions (\$1,250)

WUWM.com Media Player 24/7 Streaming

| Ad Unit | Dates | CPM | Impressions | Total \$ |
|--------------------------|-------|---------|-------------|----------|
| 15-Second Audio Pre-roll | | \$20.00 | | \$ |
| 728x90 | | \$12.50 | | \$ |
| 320x50 on Smartphone | | \$12.50 | | \$ |

Rewind Newsletter

| Ad Unit | Dates | Rate per Send | Total \$ |
|---------|-------|---------------|----------|
| 300x250 | | \$300.00 | \$ |

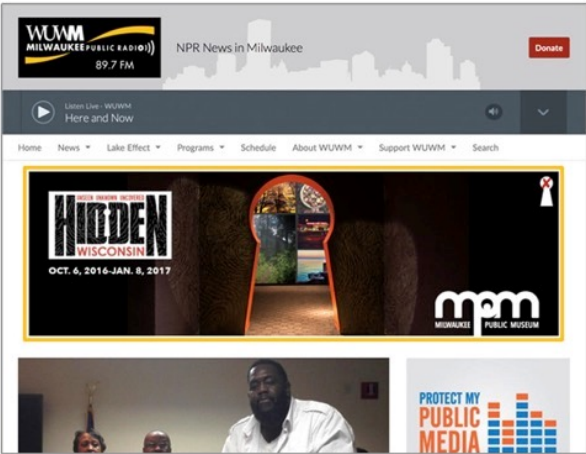
Mobile App

| Ad Unit | Dates | Rate | Total \$ |
|---|-------|------|----------|
| <ul style="list-style-type: none"> Synchronized 15-Second Audio Pre-roll and FullScreen Display 320x50 and 768x50 Banner Ads* | | \$ | \$ |

* See Ad Specs for all sizes

Sample 970x50 Expanding Ad

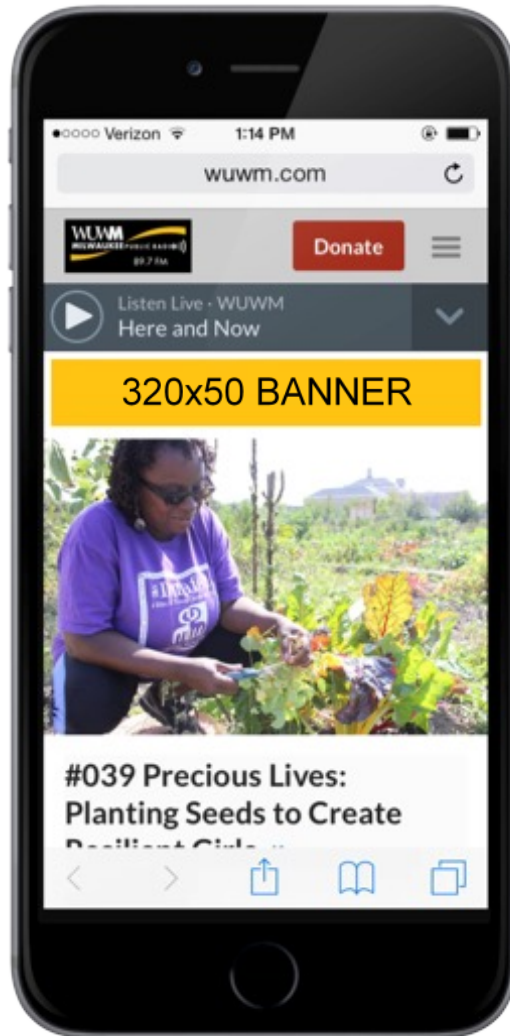
When clicked the ad expands from 970x50 to 970x300



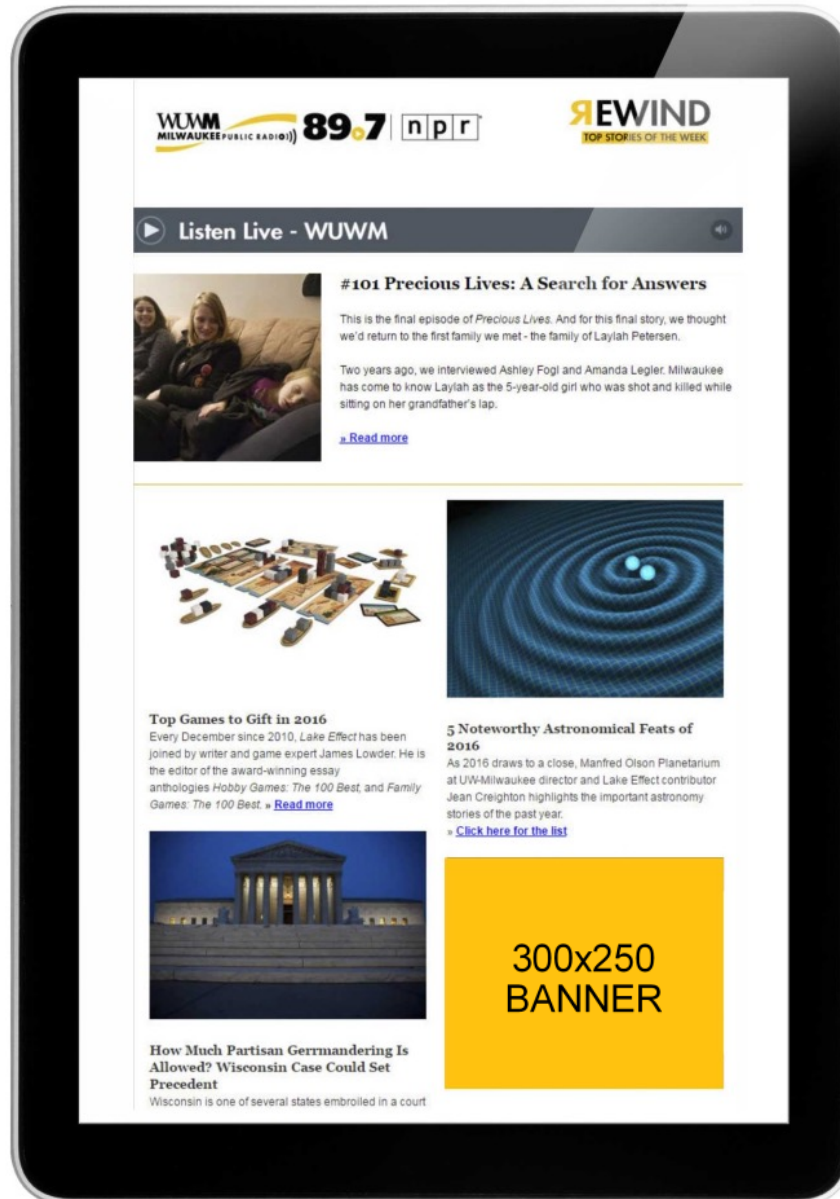
Sample 300x250 Banner



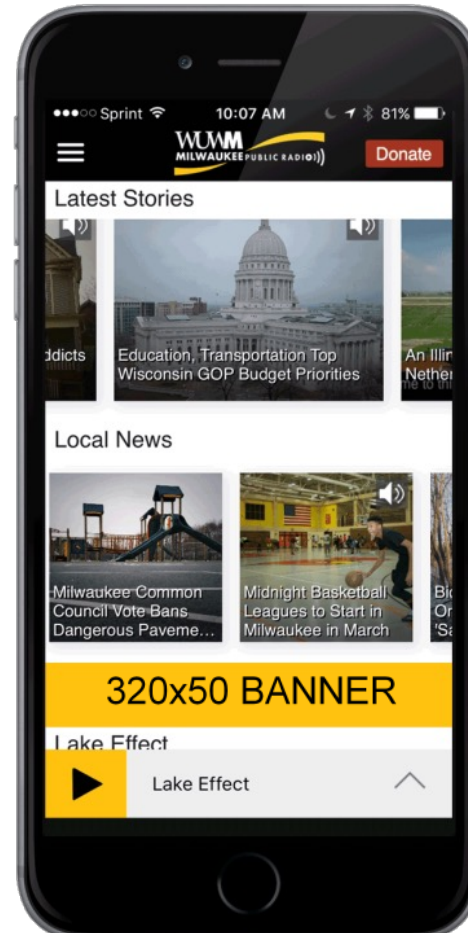
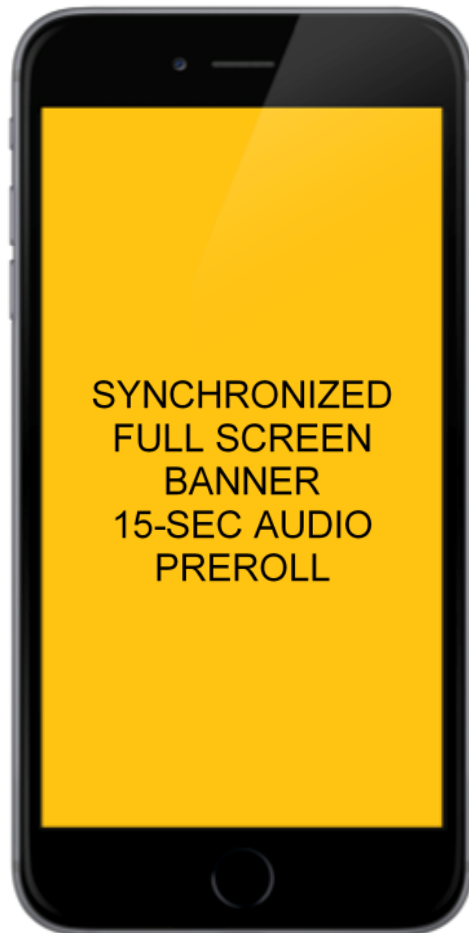
Smartphone Site



Rewind Weekly Newsletter

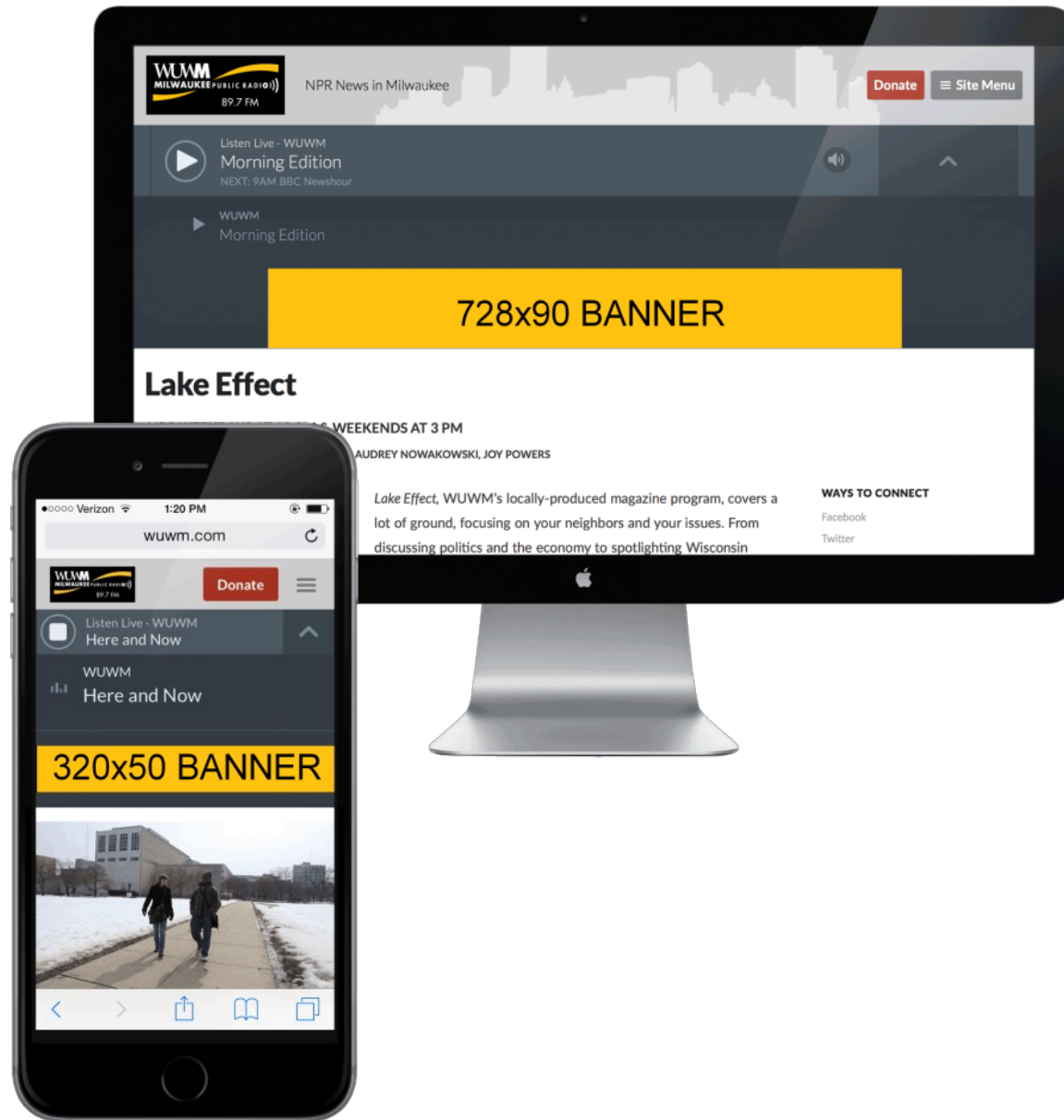


WUWM Mobile App



Media Player

15-second audio pre-roll



Thanks Gina and now,
here's Christine!

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WOSU public media

and WEILAND'S MARKET 2017-2018

WHAT'S NEW WITH WOSU IN 2018?

- Weiland's 2017 Performance of Program Support (Summary, Scheduler, other PPM/Scarborough Report Info, Nationally NPR/PBS, Locally WOSU, WOSA, TV)
- New Digital Offerings (Web, Streaming, Mobile App, & Podcasts)
- WOSA Classical (Audience, Baby Boomers)
- Engagement Opportunities: Victoria Screening 1.6.18, WWDTM 4.5.18
- Client Appreciation: Party in Spring 2018
- WOSU Kids Channel: 24/7, Prime Time, Sponsorships
- Ticketed Events: Find where interest is outside of marketing store
- Moving to Campus Gateway: Capital Campaign

WOSU 89.7
npr news

WOSU classical
101

WOSU digital

WOSU  TV



WOSU public media

Thanks Christine and
now,

here's Lesli!

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VPR.net

Creating Small Budget Proposals

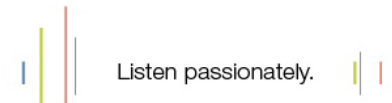
Lesli Blount
Director of Corporate Support
lblount@vpr.net
November 15, 2017

We'd like to give VPR a try but....

- We want to spend about \$1000 for a month to see how it goes.
- We're getting a package deal from the XYZ Radio Group. Not all the stations are our target demographic and the times are 5A-Midnight, but hey, it's a great deal.



Vermont Public Radio



Our goal

- Provide an effective schedule so it works and they continue the relationship.
 - If they try us and don't get results, not only will we lose them as an underwriter but they'll tell their friends VPR doesn't work and is too expensive.
- Meet them at their price point
 - If \$1000 is worth a try, is \$3,600 worth the investment to become positioned in our audience's mind as a like-minded supporter of their public radio station?
- Grow and diversify VPR Classical underwriting
 - They see it as a multi-station package
 - We want them to try it and continue to include



VPR Introductory Broadcast Underwriting Package

First time underwriters, we offer a strong introduction of your business or organization to VPR and VPR Classical's approximately 208,000 weekly listeners.*

According to the NPR 2016 Listener Profile – Audience Insight and Research, in response to listening to their local NPR station, public radio listeners took the following actions:

- 48% considered** a new product or service
- 47% attended** a performance or exhibit
- 44% gathered** information on a company or product
- 39% shopped** at a particular store or location
- 31% recommended** a product or service to others



VPR Introductory Broadcast Underwriting Package

A 12-WEEK SCHEDULE TO REACH LISTENERS FREQUENTLY

| 108 MESSAGES TOTAL | DAY | TIME |
|--------------------------------------|-----------------|----------|
| 5 Messages per week on VPR | Monday–Friday | 6am–9pm |
| | Saturday/Sunday | 7am–9pm |
| 4 Messages per week on VPR Classical | Monday–Friday | 7am–7pm |
| | Saturday | 8am–10am |

A GENEROUS 25% DISCOUNT INCENTIVE

Value of the 12-week package = \$4,800

With 25% discount = \$3,600

*Nielsen Audio, Person 12+, Custom Survey Are, Mon-Sun, 24 hours, Fall 2015
Prices subject to change.



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Listen passionately.

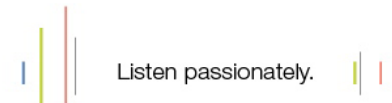


We'd like to give VPR a try but...

- We're a non-profit organization with a limited budget. We can't afford your intro package!



Vermont Public Radio



VPR Introductory Underwriting Special for Non-profit Organizations

Underwriting on VPR provides organizations the opportunity to reach a statewide audience of listeners, listeners who are actively engaged in their communities and the organizations that serve them.

- *Public radio listeners are 112% more likely than the average adult to be engaged with a charitable organization.*
- *They are 122 % more likely to serve on a committee and 118% more likely to be an officer on a non-profit board.*
- *Public radio listeners are 48% more likely to be engaged in fundraising and are 88% more likely to make a donation of \$500 or more.*

(2016 NPR Audience and Insight Report)



Vermont Public Radio



VPR.net



Listen passionately.



**Introduce your organization and its work to
VPR and VPR Classical's 208,800 weekly listeners*
with a special discounted underwriting package.**

**Nielson Audio, person 12+ custom survey area, Mon-Sun, 24 hours, Fall 2015*

8-week schedule

- 5 VPR Rotator messages per week
 - Mon-Fri 6AM-9PM, Sat/Sun 7AM- 9PM
- 5 VPR Classical messages per week
 - Mon-Fri 7AM-7PM, Sat 8-10AM
- 80 messages total Value: \$3,400

Cost with special 40% discount: \$2,040

Limited time offer. Rates subject to change.



Vermont Public Radio



VPR.net



Listen passionately.

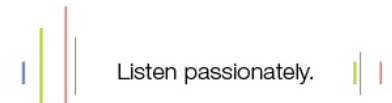


Our goal

- Help make it possible for the many non-profits that want to reach our audience to do so.
 - Increased revenue
 - Diversify our underwriting revenue sources
- Inform our listeners about the services offered and the work being done by organizations in our state.



Vermont Public Radio

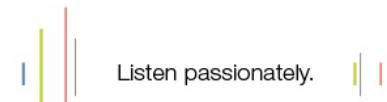


But we still don't have \$2,000

- Recommend bringing the idea to their board.
 - Seek donation to both support the organization and VPR
- Include in grant proposal as statewide outreach.



Vermont Public Radio



Benefits of the packages

- Continued relationships
 - Some immediately renew at regular rates or come back the next year as a seasonal underwriter.
- We allow non-profits to use the package once a year
 - Would we get this revenue if we didn't? Probably no.
- New underwriters beget new underwriters
 - Competitors
 - Referrals



Contact info

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