

Public Media Proposal



Prepared for Bill Cosby

WKAR Public Media
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Burcham Hills 2020 PROPOSAL**ANALYSIS**

Burcham Hills is a not-for-profit retirement community that has served East Lansing for over 40 years. The organization provides all levels of care including independent living, assisted living, outpatient therapy, and memory care. The pandemic has negatively affected retirement communities as families are anxious for loved ones that need additional assistance.

Construction is currently underway for new senior living apartments called StoneBriar, supplying modern amenities and Burcham's promise to aid residents in their health journey. The expansion is scheduled to complete in summer 2021.

CURRENT MARKETING

Burcham Hills currently has print ads, television and radio commercials, and utilizes social media to communicate value with future tenants and their families.

MARKETING OBJECTIVES

- Reach future tenants and patients including those for new StoneBriar facility
- Communicate to decision makers of family member's welfare, typically women from 45 or over

WKAR REACH

- Radio –51,500 listeners per week
- TV – 165,000 viewers per month
- 84,000 website users per month
- 60 mile radius

WKAR MARKETING SOLUTIONS**Radio**

NPR listeners are attentive to health and well-being. They are more likely than the average American to visit a doctor on a more frequent basis. This select group also seeks products and services that enhance the quality of life.

NPR is particularly popular among Baby Boomers, with the median age being 53. Of all NPR News listeners, 53% are age 45 and older and more than a third of the audience is 55 or more. Classical programming draws the largest share of female listeners at 52%. News programming, *Morning Edition* and *All Things Considered*, as well as classical reach the desired demographic.

Data Source NPR Profile 2020



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Television

PBS is the most trusted news and public affairs network. Year-over-year the TV population continues to grow among all age groups, with the largest percentage increase being with persons age 65+. For programs such as *PBS Newshour*, 85% of the audience is over age 50 and predominantly college educated with investable income.

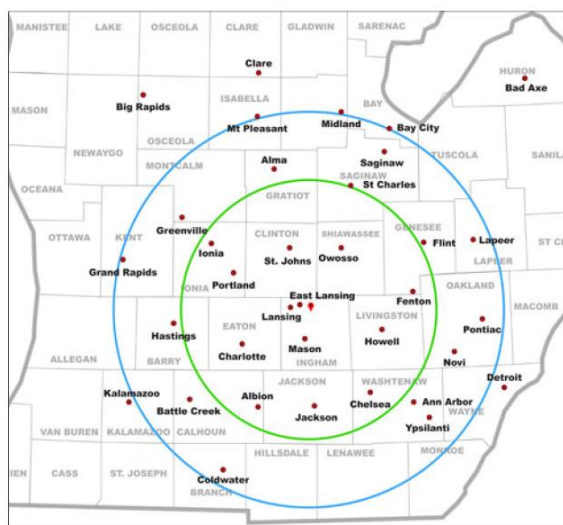
The *Masterpiece* audience is 71% female, comprising of “Gold Card” viewers who are engaged, visit often, and stay from opening to closing credits. This audience is in alignment with decision makers for health care.

Data source PBS Audience Insight 2019 Annual Report and Nielsen NPOWER 2018 and TRAC Media Services.

Digital

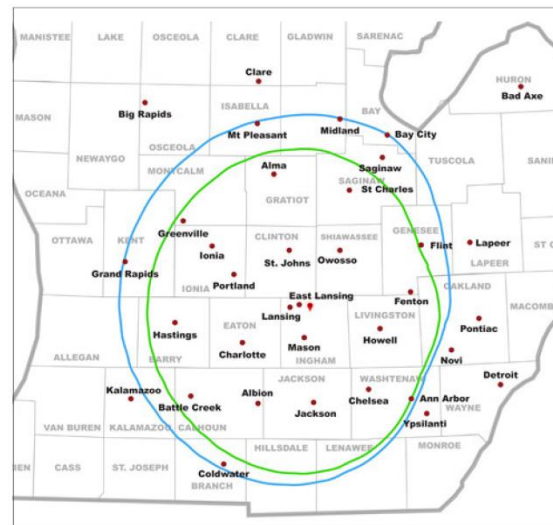
WKAR Update newsletter sent weekly to 49,000 WKAR audience members. Open rate average is 16% and can reach as high as 20%. Features news and programming highlights throughout the week.

The website receives 84,000 users per month. Live streaming of both radio and television provide as well as updated news provide our community with multiple ways to engage WKAR and our underwriters.



90.5 FM

— local coverage
— distant coverage



TV

— local coverage
— distant coverage

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Package 1: December 1st 2020- December 1st 2021

Platform	Placement	Schedule	Rate	Announcements	Total
Radio	News Pattern ATC/ME	Mon-Fri	45	260	11,700
	Classical	Mon-Fri	40	260	10,400
TV	PBS NewsHour	Mon- Fri	90	260	23,400
	Masterpiece Classic	Sunday	90	40	3,600
Digital	Update Newsletter	Friday	500	52	26,000
	Website Tile	Monthly	250	12	3,000
Total					78,100

Package 2: December 1st 2020- December 1st 2021

Platform	Placement	Schedule	Rate	Announcements	Total
Radio	News Pattern ATC/ME	Mon, Wed, Fri	45	156	7,020
	Classical	Tues, Thurs, Fri	40	156	6,240
TV	PBS NewsHour	Mon, Wed, Fri	90	156	14,040
	Masterpiece Classic	Sunday	90	40	3,600
Digital	Update Newsletter	Friday	500	26	13,000
	Website Tile	Monthly	250	12	3,000
Total					46,900

Messaging

Copy ideas:

WKAR is supported by Burcham Hills of East Lansing. Providing 40 years of independent and assisted living care to mid-Michigan. Learn more about CDC precautions at Burcham Hills dot com.

WKAR is supported by Burcham Hills of East Lansing. Featuring independent living apartments and services opening summer 2021. More information at Burcham Hills dot com.

The FCC governs WKAR messaging. As a public broadcasting affiliate, we adhere to the guidelines on the next page. Production lead time is 3 days for radio and digital, 10 business days for television.

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Radio	15 seconds maximum credit length Typically 40 words and must include “WKAR is supported by” Cannot contain music or sound effects
TV	20-30 seconds maximum credit length Typically 45-55 words and must include “WKAR is supported by” Can incorporate logos, images, and/or video
Digital	Standard Unit. 300w x 250h pixels, file format .png or .jpg (no animation) Banner Unit. 640w x 165h pixels, file format .png or .jpg (no animation)
All Media	Descriptions must be value neutral May not contain a call-to-action No price or value information is allowed Can include location, business phone & website

UNDERWRITING AGREEMENT

This is to acknowledge the grant of from **Burcham Hills** to underwrite **WKAR Radio and Television, December 1, 2020** through **December 2, 2021**, according to the following schedule:

You will receive digital marketing, TV, and radio spots as stated in (Please indicate):

Package 1_____

Package 2_____

Please provide materials for spots by **11/16** to have broadcast date begin on **12/1**.

Our Billing Office will invoice you **per spot** on the **first business day of the month**, unless requested otherwise.

"I certify that the underwriting credits identify, **Burcham Hills** as a business, corporation, association, or organization in support of WKAR Radio. I further certify that the funds that pay for this underwriting will come from business funds or personal funds of the business principal(s) and will not come from, or be in any way associated with, any election, election campaign committee, political party, political action committee (PAC), or Friends-to-Elect Groups. Underwriting credits are not available to candidates for political office. If a person's first and last names are included in the underwriting credit, and the person becomes a candidate for political office during the term of this agreement, the contract shall immediately become void. The underwriter will pay for any credits that ran during the course of the agreement or will receive a refund for the unused portion of the contract."

If this correctly states your understanding of the agreement between **WKAR** and **Burcham Hills**, please sign this copy of the contract and return it to me by email, pegarnold@wkar.org or fax at **517-432-3858**.

Thank you for your support of public media!

Accepted for **WKAR**

Accepted for **Burcham Hills**

Peg Arnold (date)

WKAR

Communication Arts & Sciences, MSU
404 Wilson Rd, Rm 221
East Lansing, MI 48824
Ph: 517-884-4762 Fx: 517-432-3858
Email: pegarnold@wkar.org

Bill Cosby (date)

Burcham Hills

2700 Burcham Drive
East Lansing, MI 48823
Phone: 517-253-9986
Email: bcosby@burchamhills.com

WKAR reserves the right to preempt the programming covered by this agreement on occasion when the station determines that other matters of news value or community interest, National Public Radio special programs or other scheduling conflicts necessitate such action. If such pre-emption occurs, WKAR agrees to extend the underwriting period, reschedule the missed credit(s) in a comparable time or reschedule the broadcast and give all appropriate credits at that time. Any failure, interruption or delay in presenting the broadcast provided for hereunder, either in whole or part, resulting from technical difficulties or mechanical failure of an of the broadcasting equipment or from strikes, labor disputes, boycotts, riots, civil insurrection, war or national emergencies, government restrictions, acts of nature, or from any other cause beyond the control of WKAR shall not constitute a breach of this agreement. If an entire broadcast is not presented when initially scheduled, said broadcast will be rescheduled pursuant to the terms of this agreement. This agreement may be terminated by either party upon 30 days written notice.

