

Leveraging E-Communications to Build Corporate Revenue

July 21, 2022

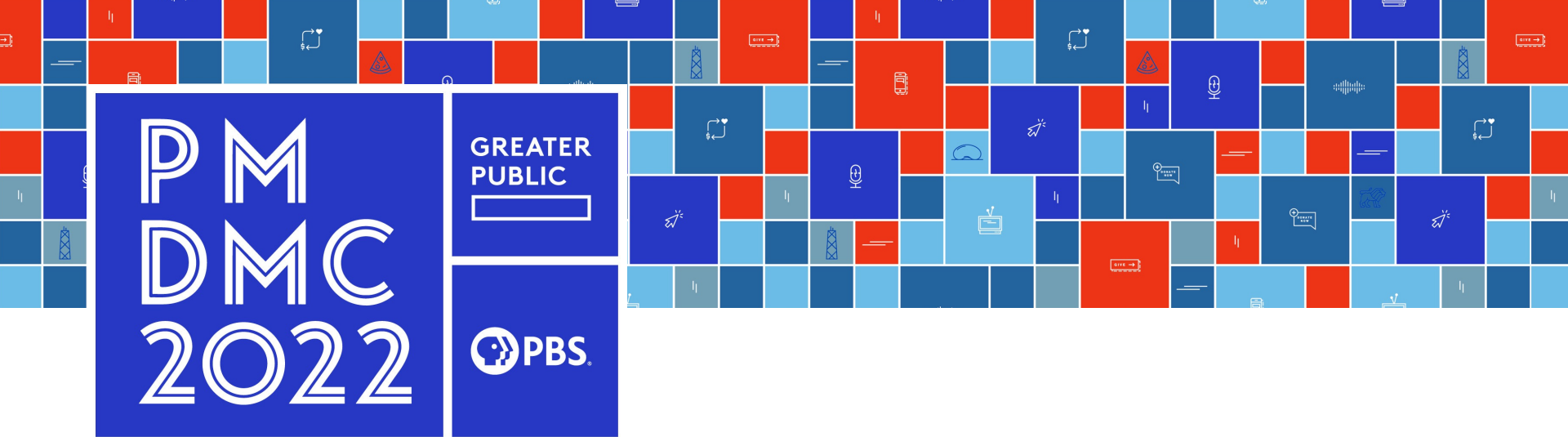
Terry Woods, Corporate Development Manager, KPBS San Diego, Sponsorship Email Winner

Pamela Power, KUT/KUTX Austin, JEENG email software with dynamic ad insertion

Jamie Siegel, WBEZ Chicago, sponsored email content example



<p>PM DMC 2022</p>	<p>GREATER PUBLIC</p> <hr/> <p> PBS</p>
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“What’s New at KPBS” Sponsorship Newsletter Winner

July 21, 2022

Terry Woods, Corporate Development Manager, KPBS San Diego

The Content



What's New at **KPBS**

Dear friend,

It is starting to feel like fall around San Diego. As the seasons change, some things remain consistent, like the news brands you can trust. KPBS, NPR and PBS continue to be the most trusted and award winning news sources in San Diego.

In other news, many team members at KPBS were honored for their talent and hard work of providing news to our community.

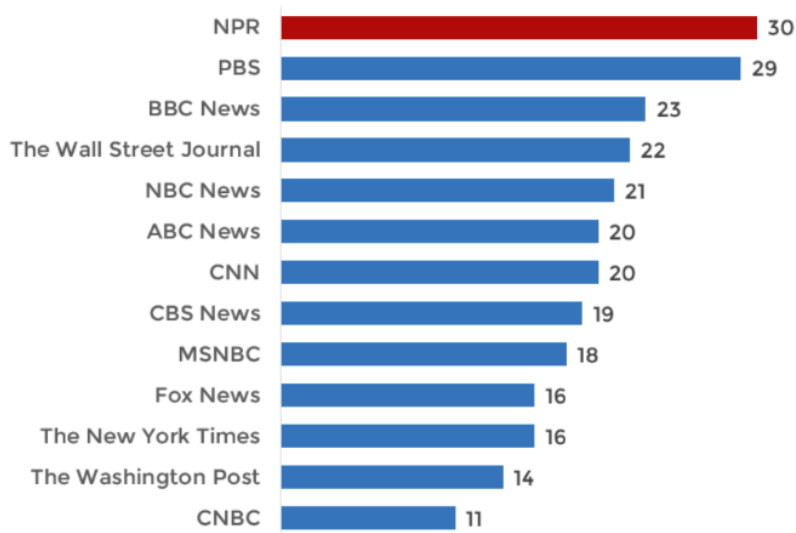
Thank you to our Corporate Sponsors for their continued support of the KPBS mission!

Article #1:

Article #2:

NPR ranks #1 among news brands in trust

Percent saying brand is "trustworthy" - among those aware of each brand



Source: E-Poll Research, E-Score Brand as of Sept 2021. U.S. adults age 18+ who are aware of each brand. Only news brands with at least 25% awareness are included.

Society of Professional Journalists San Diego Pro Chapter 2021 Journalism Awards

Congratulations to the members of the KPBS team on taking away many, many accolades from the San Diego SPJ Awards!

Audio Division —

Investigative/Enterprise-Series

First Place: "Signature gatherers duped San Diegans into signing up for new political party"

Claire Trageser (KPBS)

Audio Division — News

Second Place: "NAVWAR redevelopment could revitalize Midway District"

Andrew Bowen and Nic McVicker (KPBS)

Daily Reporting and Writing Division —

Arts/Entertainment Story

First Place: "San Diego artist is drawing every single Seinfeld girlfriend"

Julia Dixon Evans (KPBS)

Daily Reporting and Writing Division —

Breaking News Story

Second Place: "La Mesa police release bodycam video, ID officer who shot grandmother with bean bag round during protest"

Alexander Nguyen, Lara McCaffrey and Max Rivlin-Nadler (KPBS)

Daily Reporting and Writing Division —

Environment Story

Third Place: "Young Kumeyaay women lead protests against border wall"

Max Rivlin-Nadler (KPBS)

Daily Reporting and Writing Division —

Housing/Development Story

Third Place: "With 'Complete Communities,' Faulconer pushes one final affordable housing plan"

Andrew Bowen (KPBS)

Digital Division — Data/Visualization

First Place: "San Diego County COVID-19 vaccines"

KPBS News and Digital teams

Digital Division — Entertainment Site

Second Place: "KPBS/Arts"

Julia Dixon Evans and Beth Accomando (KPBS)

Digital Division — Multimedia

Presentation

First Place: "Here's where COVID-19 outbreaks have happened in San Diego County"

Claire Trageser, Christopher Underwood, Michael Wayne and Elma Gonzalez (KPBS)

Video Division — Business/Consumer

Report

First Place: "The huge myth behind micro pigs"

Maya Trabulsi (KPBS)

Video Division — Community Services

Program or Series

Third Place: "With education on hold, UCSD med students volunteer in coronavirus relief efforts"

Andrew Bowen and Andi Dukleth (KPBS)

Video Division — Investigate/Enterprise-

Series

First Place: "Here's where COVID-19 outbreaks have happened in San Diego County"

Claire Trageser, Amita Sharma and Roland Lizarondo (KPBS)

[Full List Here](#)



For information on how your organization can become a sponsor, please reach out to CorporateSupport@kpbs.org or call your local KPBS representative.

KPBS Public Media



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Results

Email #1 delivered	Email #2 delivered	Email #3 delivered	Email #4 delivered	Email #5 delivered	Email #6 delivered
135	191	188	393	217	235
49.6% OPEN RATE	37.7% OPEN RATE	37.2% OPEN RATE	34.9% OPEN RATE	37.3% OPEN RATE	37.4% OPEN RATE



Total of 1,359 emails delivered

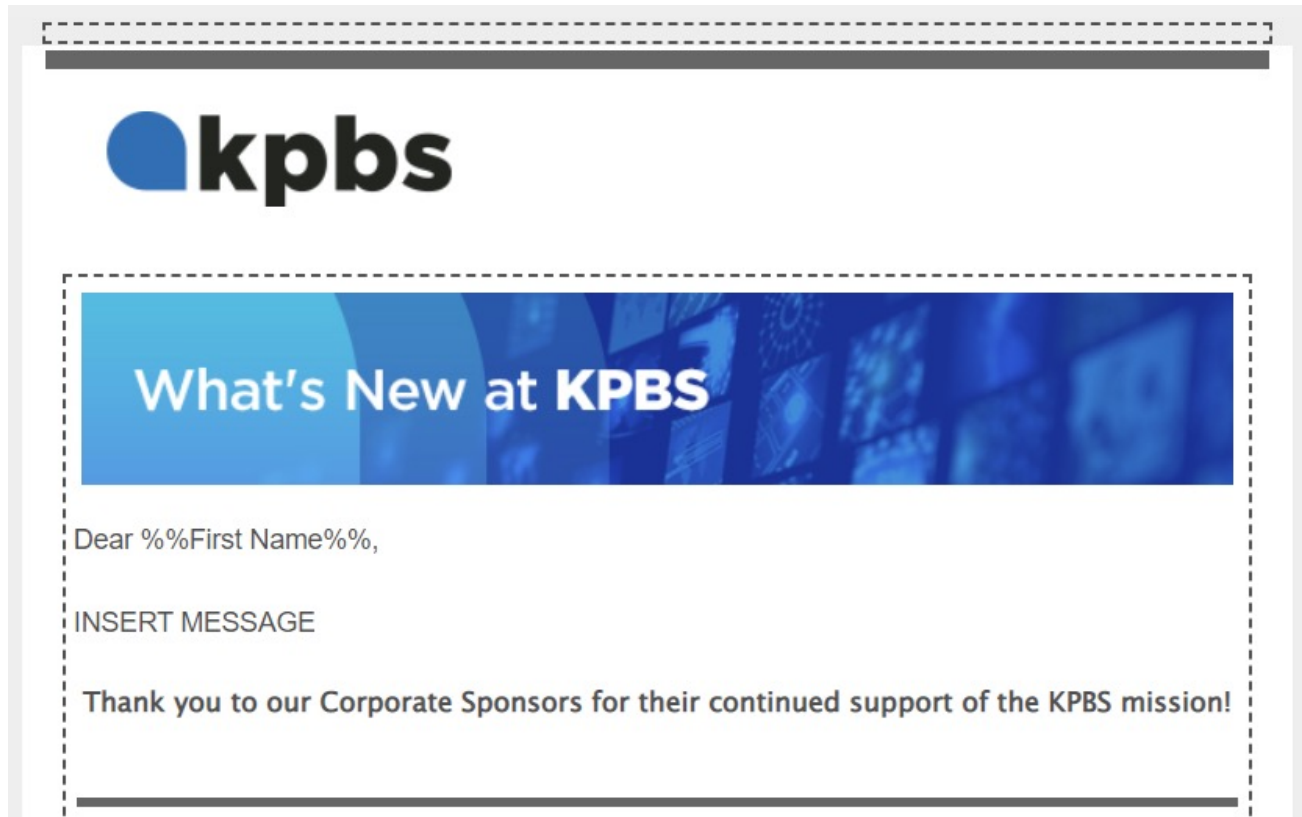


How We Work and Why It Works

- Two of us work on creating sponsorship emails, me and our Marketing Specialist
- Email Subject line: What's New at KPBS?
- Header grabs readers attention

KPBS Newsletter Template

HEADER:



What's New at **KPBS**

What's New at **KPBS**

What's New at **KPBS**



What's New at **KPBS**

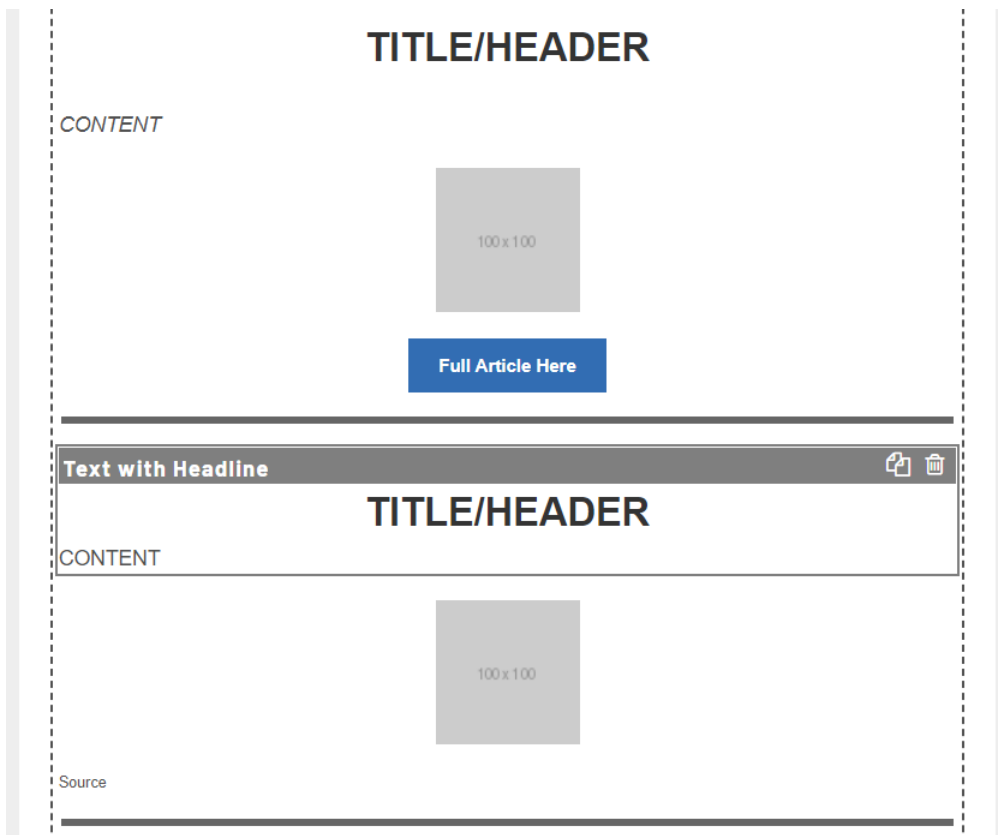


Rules

- Non “Salesy”
- Title is compelling
- Content
 - Informational & educational
- Account Executives must keep client data base updated
- Include opt-out option

KPBS Newsletter Template

Content:



KPBS Newsletter Template

Signature/Sign off:



Sincerely,
KPBS, Corporate Development Team



For information on how your organization can become a sponsor, please reach out to CorporateSupport@kpbs.org or call your local KPBS representative.

Add Content

KPBS Public Media



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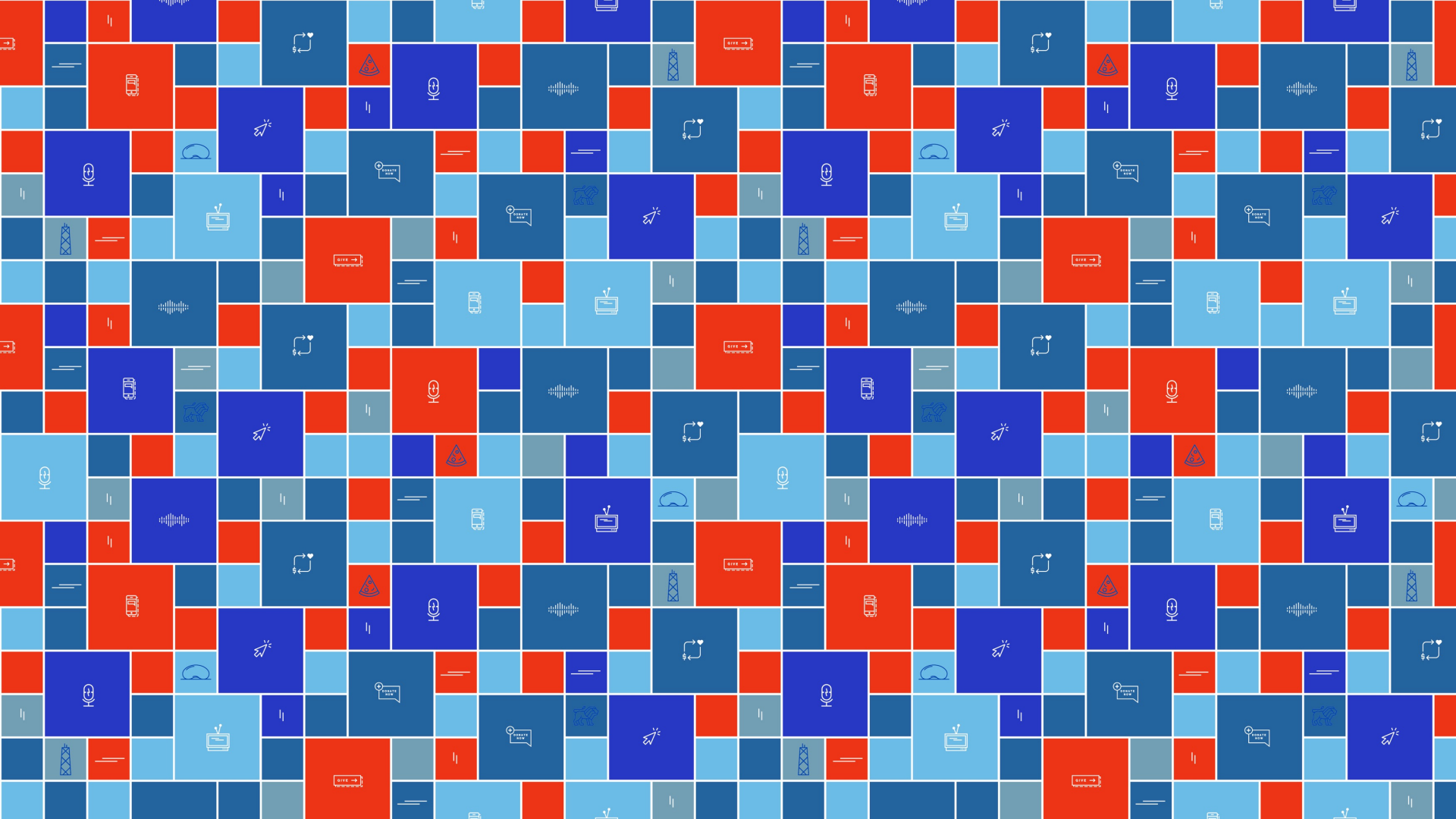
Personal Touch

- Send a Newsletter to each Account Executive's clients
- Newsletters are sent "from" each Account Executive

What We Use



- Higher Logic Thrive Marketing
- Built-in integration with iMIS database
- Annual cost: ~ \$20K
- Others available are Mail Chimp and Roy





In Search of Simplified Newsletter Monetization

Pamela Power
Director of Sponsorships
KUT/KUTX (Market Engineuity)

Our Newsletters

Newsletter	Subscribers	Monthly “Sends”	Open Rate*
KUT News Daily	12,000	240,000	30% / 50%
KUT Listeners Monthly	10,000	10,000	30% / 50%
KUT/X Sustainers Monthly	18,000	18,000	30% / 50%
		268,000	



*Is your iPhone opening your mail?

- Maybe, if you opted into iOS 15's "Email Privacy Protection"
- Newsletters that land in Apple Mail immediately appear to be opened inflating open rates
- About 40% of email is read on iPhones according to Litmus
- As a result, open rates jumped from 30% to 50%
(40% of the 70% of "unopened emails" = additional 28% opened)



Old Style

- Five banner units per newsletter sold “per day”
- All banner creative was manually inserted into newsletter template each day by staff member
- Selling based on projected impressions based on subscribers x open rate
- Actual “opens” and “clicks” stats available in Salesforce were too much of a hassle to manually pull and total



Premium Unit under top story

300 x 250



As more people move to the Austin area and seek affordable housing outside the city's core, some fear we'll see even more gridlock on our roads. And while there are many transportation initiatives, there are repercussions.

Join KUT News transportation reporter Nathan Bernier and a panel of local leaders to discuss transportation and affordability. Join us at 5:30 p.m., Wednesday, May 25, at the University of Texas at Austin, for this free event sponsored by the Annette Strauss Institute for Civic Life, KUT News and Leadership Austin.



People: Three questions with Lauren Terrazas

Lauren Terrazas, the reporter behind the "Morning Edition" local newscast, is the latest to participate in our Three Questions series.

Arts & Events

Four 300 x 250 banners
“stacked” together to
create a “events section”



Artist of the Month Flora & Fawna

Austin's Lili Hickman and Mason Ables, aka Flora & Fawna, blend their voices into one warm, soulful sound. Their eponymous debut EP (out later this month) is rhythmically incessant, icy cool and modern – you can almost hear it echoing through nighttime concrete canyons. Tune in to 98.9 throughout the month for Flora & Fawna on heavy rotation.

Thank You Sponsors



Searching for Serving Solutions

- A process that sellers could easily execute and trust
- Ability to sell on CPM like our other digital products
- Easy access to standard campaign stats
- Providing fair rotation of banner positions among sponsors
- Ability to rotate multiple creative from a single sponsor



Options Explored

- Jeeng (formerly PowerInBox)
- LiveIntent
- Passendo

The logo for Jeeng, featuring the word "jeeng" in a lowercase, teal-colored, sans-serif font.The logo for LiveIntent, featuring a stylized icon of two overlapping shapes (one orange, one blue) to the left of the word "LiveIntent" in an orange, sans-serif font.The logo for Passendo, featuring a stylized blue icon of a circle with a horizontal line through it to the left of the word "passendo" in a lowercase, black, sans-serif font.



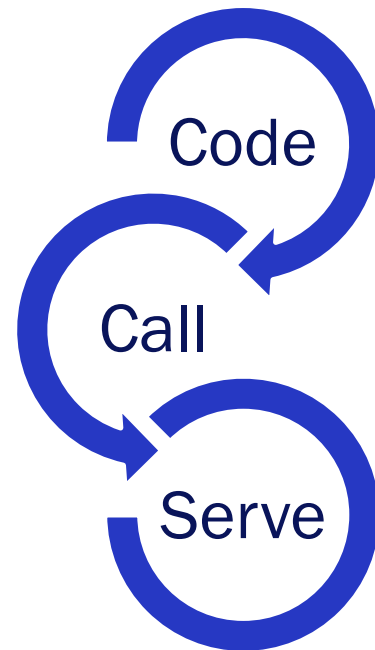
- Essentially acts as a “middleware” allowing banners to be trafficked through Google Ad Manager (GAM)
- Allowed unified campaign stats with other display units served from GAM
- “Fresh” banners served each time email is “opened” allowing for a fair rotation of positions and creative.
- Cost is CPM base based on banners “served”



*now 20% more “opened” emails and banners “served” (thanks Apple)

How it works

- Jeeng provides code for each GAM ad unit to insert in the newsletter template
- When newsletter is opened, call is made to Jeeng server which relays request to GAM
- GAM passes banner creative back recording an impression served and any associated clicks



Comparison of Sellable Impressions

Old Style:

268,000 sends

x 50% open rate

x 5 ad units

= 670,000 impressions

Jeeng:

875,000 served impressions

÷ 268,000 sends

÷ 5 units

÷ 50% open rate

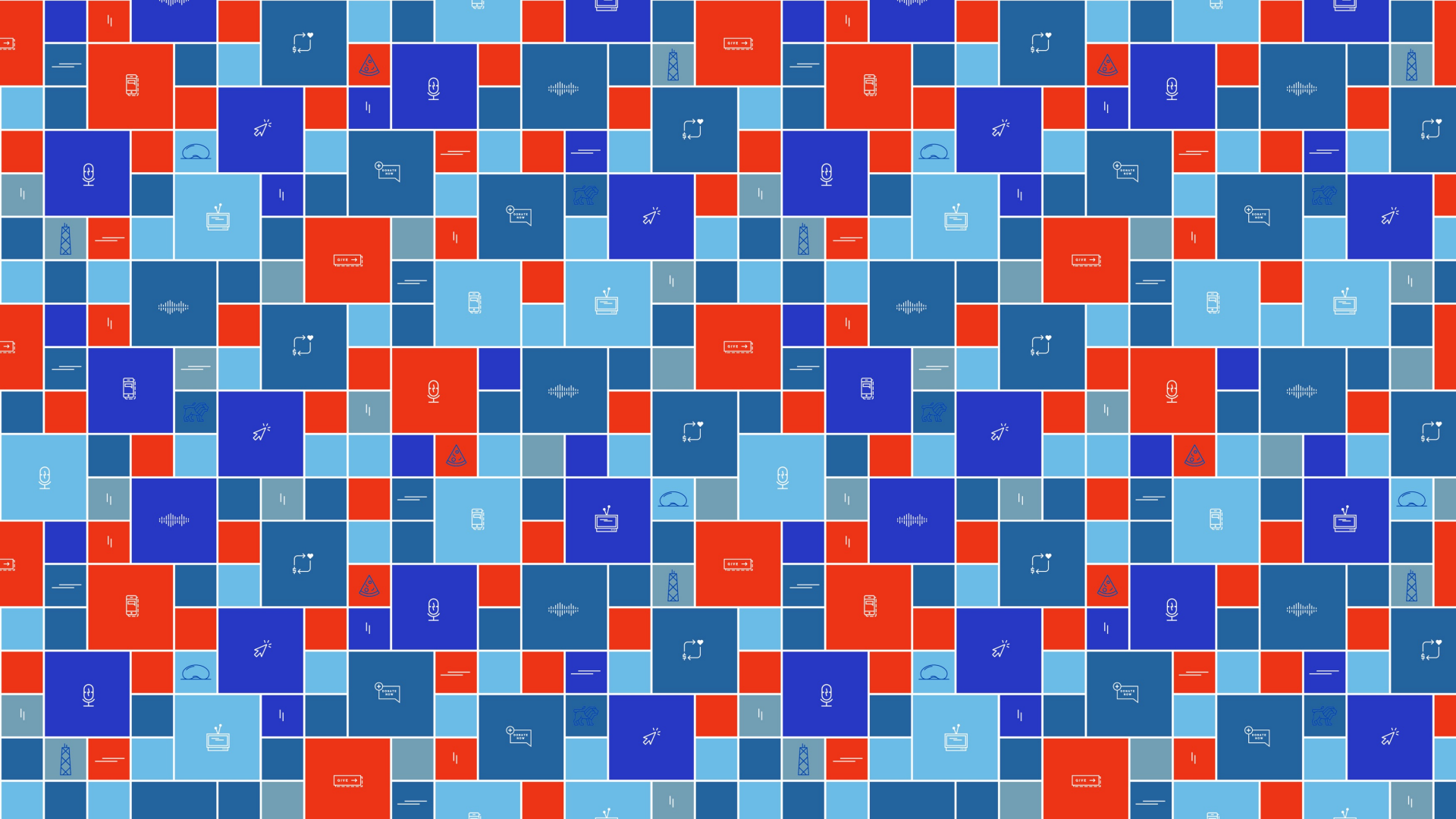
= 1.31 opens per send

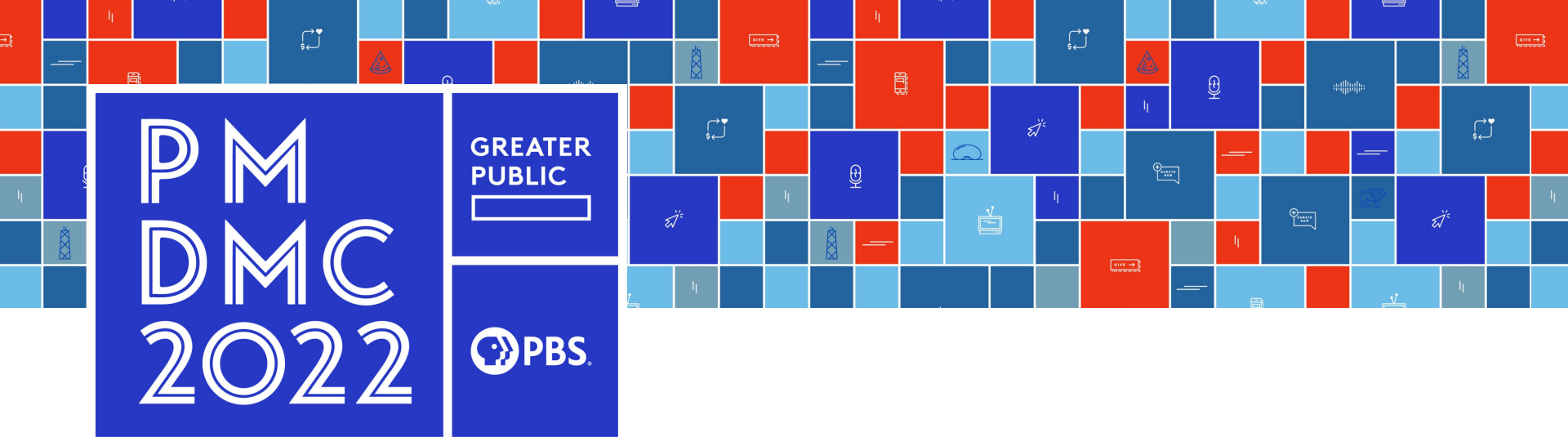


Revenue Results

- Last calendar year revenue \$1,300
- New CPM based rates with January launch:
 - \$30 for Premium Position Specific Newsletter
 - \$25 for Premium Position Run-of-Newsletters
 - \$20 for Any Position Run-of-Newsletters
- Six months in, now averaging over \$3000 per month







The Opportunity: Sponsored Newsletters in Public Media

July 21, 2022

Jamie Siegel, Director eCRM & Digital Marketing – WBEZ Chicago



WBEZ Membership & Corporate Sponsorship

Teams work together to provide WBEZ subscribers with unique promotions and sponsored content that is of interest them.

WBEZ Membership works with AE's to accomplish cohesive goals for clients and members.

FY21 WBEZ Sponsored Content

SPONSORED AD SPACE

- Daily Newsletter *The Rundown*
- Logo ad in existing spot
- Static with no additional context or links

FY21 METRICS (JULY 2020 – JUNE 2021)

- FY21 metrics: 181k subscribers, 26.3% OR
- One-off reports provided but consistently low clicks



by Hunter Clauss

Hey there! It's Thursday, and I had a hard time falling asleep last night because I remembered something embarrassing that happened nearly a decade ago — and now I can't even remember what it was. The miracle of life. Here's what you need to know today.



1. **The CDC says fully vaccinated people do not need to wear masks in most indoor settings**

In a significant move toward pre-pandemic “normal,” fully vaccinated people no longer need to wear masks or stay six feet apart in most situations, indoors and outdoors, the Centers for Disease Control and Prevention announced today.

The updated guidance still recommends face masks in crowded indoor settings, like planes, hospitals and prisons. [AP]

WBEZ Chicago Sponsored Content

SPONSORED CONTENT

- Launched March 2021 & first sponsor in April
- Logo and content provided by sponsor
- Clickable ad at top with more “organic” sponsorship slot within newsletter

FY22 METRICS (JULY 2021 – JUNE 2022)

- 230K+ subscribers & 34.7% open rate
- CTR are double the national average at 4.8%



WBEZCHICAGO
THE RUNDOWN
Your NPR news source

Today's Rundown is brought to you by WBEZ members and

FARMER'S FRIDGE

by Hunter Clauss

Good afternoon! It's Wednesday, and I saw "Black Widow" at the neighborhood movie theater, and my favorite part was when the actress she looks behind her vehicle and "Eyes Wide" with "Eyes"

SPONSORED BY FARMER'S FRIDGE

Lunch that works for back to work

Heading back to the office brings its own set of challenges, but with [Farmer's Fridge](#), what to eat for lunch isn't one of them.

You might recognize Farmer's Fridge by their signature white and green "Fridges" (aka fresh food vending machines) at O'Hare Airport or Northwestern Hospital. They're a fresh food company based here in Chicago — [and they now offer home delivery!](#)

Their jarred salads and bowls make a perfect weekday lunch that you can enjoy at home or toss in your bag if you're heading to the office. [Stock your fridge](#) with healthy choices that make sense wherever your week takes you.

Take \$10 off your first delivery with code WBEZ when you try it today.

Here's what else is happening

Results

IT'S A HIT!

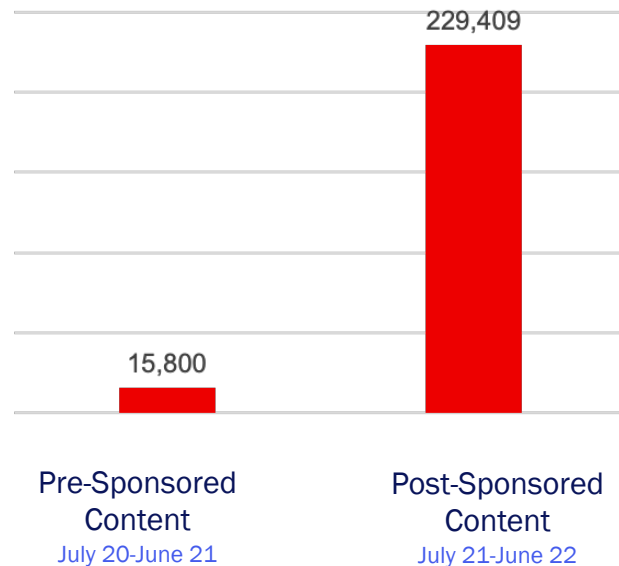
- 1,160% increase in sold real estate (189 vs. 15 sold)
- 1,350% increase in revenue YOY
- Clients average about 1,000 clicks per send
- Impressive CTR at 4.8%
- Tracking pixels are allowed and show results

More questions?

Contact John Gregorio at jgregorio@wbez.org



Revenue Booked (\$)



Results

IT'S A HIT!

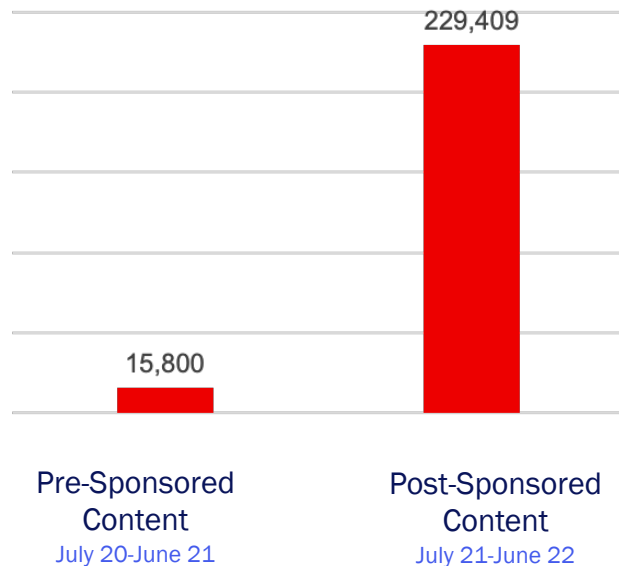
- 1,160% increase in sold real estate (189 vs. 15 sold)
- 1,350% increase in revenue YOY at \$229k!
- Clients average 850+ clicks per send
- Impressive CTR at 4.8%
- Tracking pixels are allowed and show results

More questions?

Contact John Gregorio at jgregorio@wbez.org



Revenue Booked (\$)

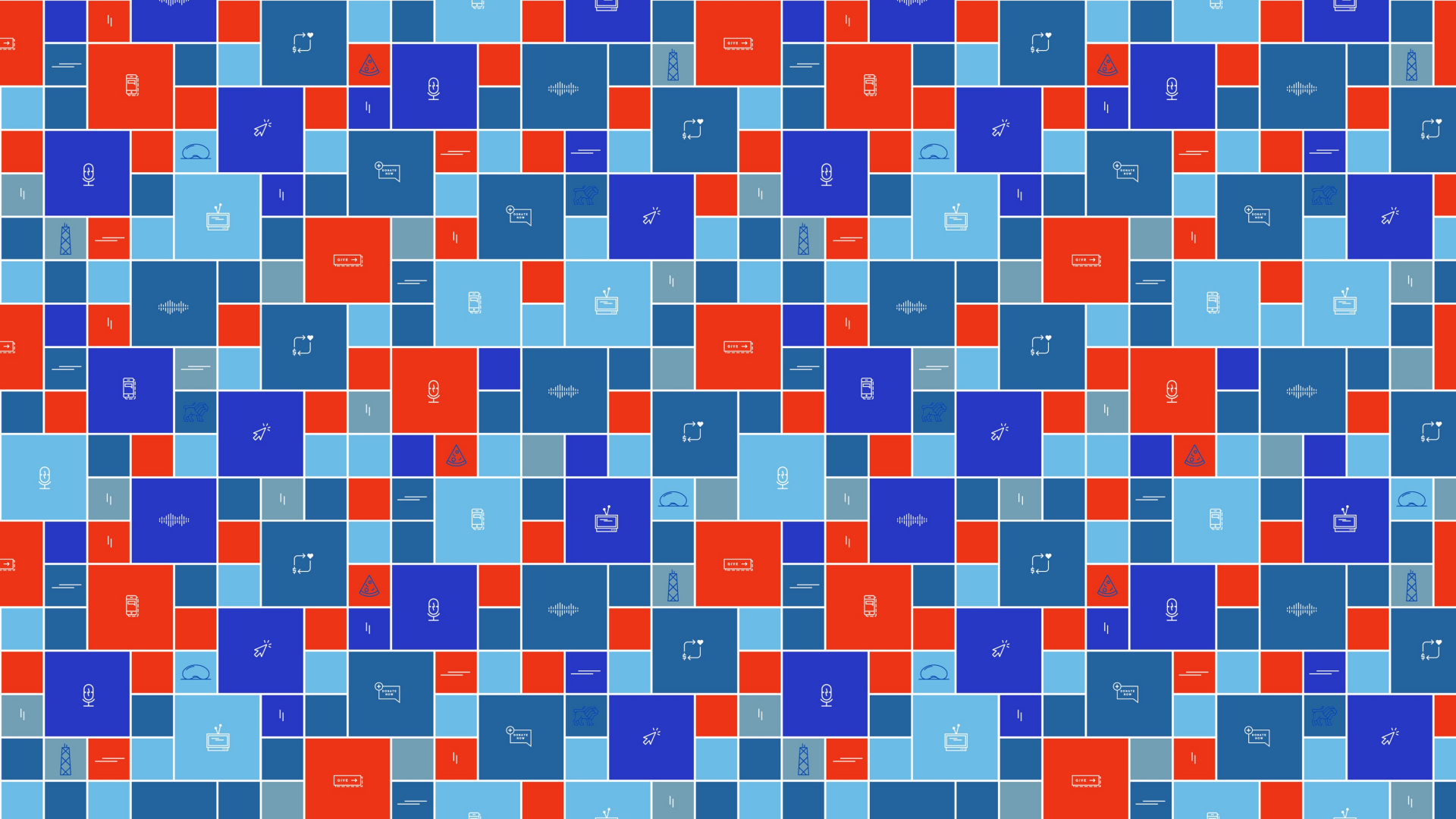


New: Member Benefit Newsletter



- Sponsored dedicated newsletter
- Sold in at 1x/month with exclusive member offer
- Opportunity for co-branded landing page and/or unique promo code
- Sent to highly engaged list
- Increased brand affinity/deepening of the halo effect





It's Your Turn – *Table Brainstorming*

- What could you do at your station to build E-Communications Corporate Revenue?
- You have 6 minutes to discuss at your table
- Pick someone at your table to report back to the room with **your best idea**



Speaker Information

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