



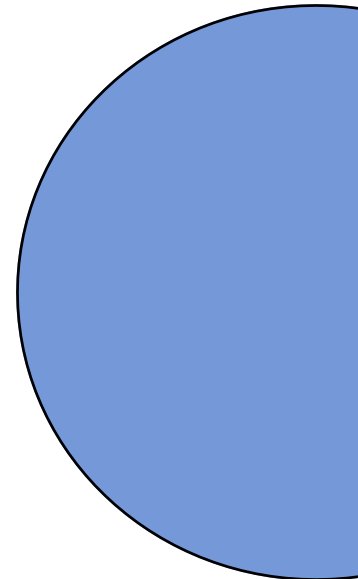
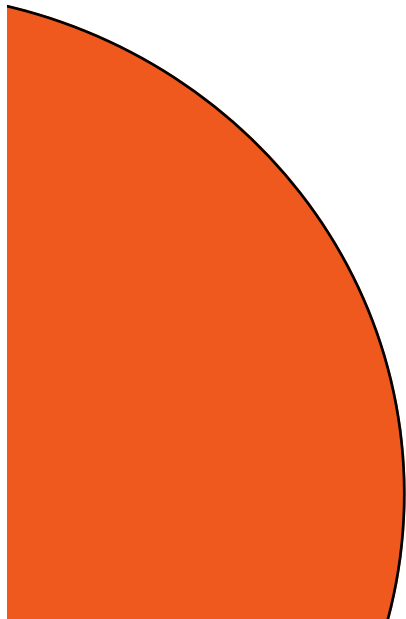
Market Your Business or Organization With Montana Public Radio

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Montana
Public Radio

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). 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?

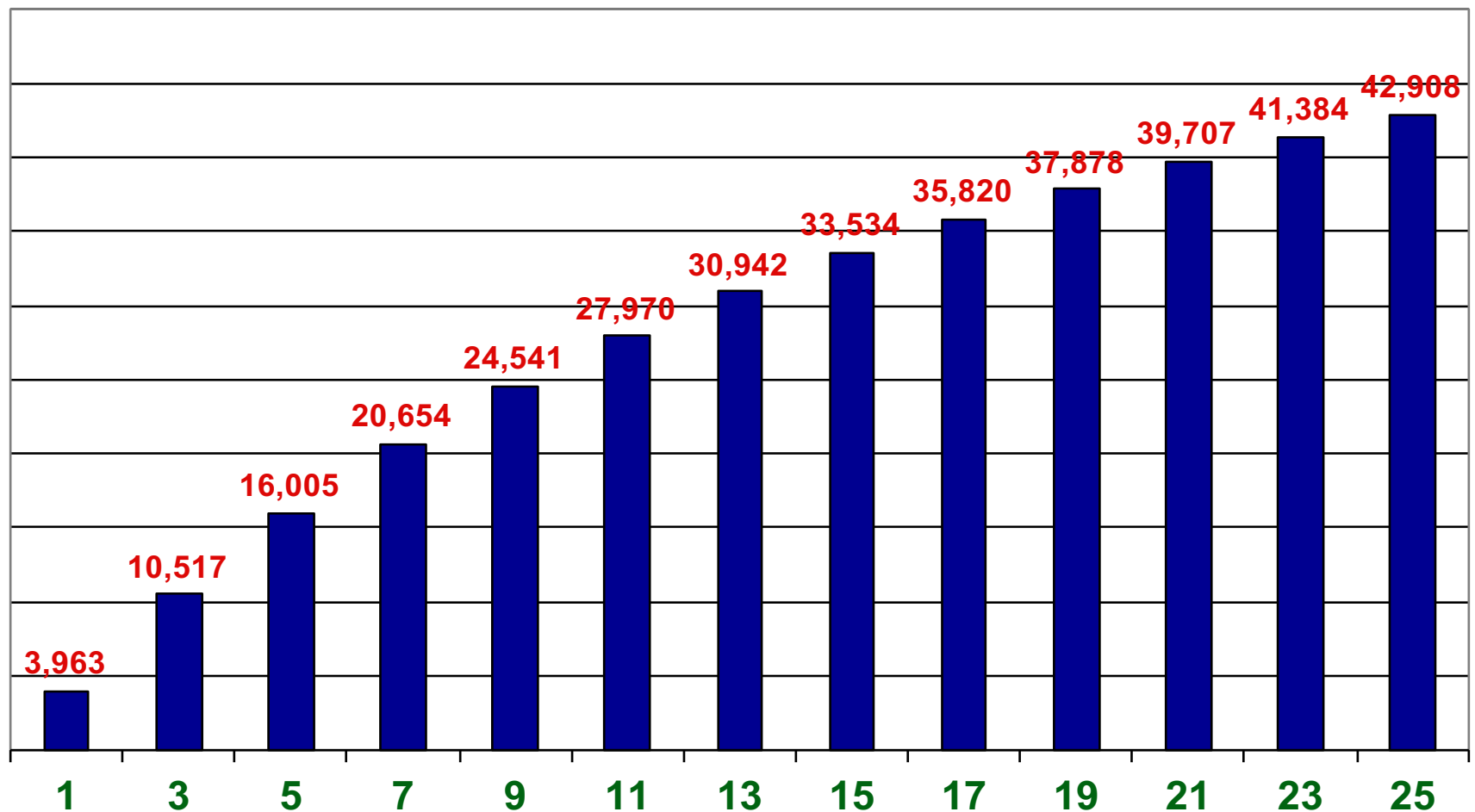
- Ad agencies often use 3 exposures per listener per week as a minimum.
- 3 announcements does not equal 3 exposures per person (we don't all listen all day long, (but public radio listeners are far more loyal and listen more hours per week than most other radio station listeners!))
- More frequency = more awareness and better response.



MTPR "REACH" Listeners age 12+:

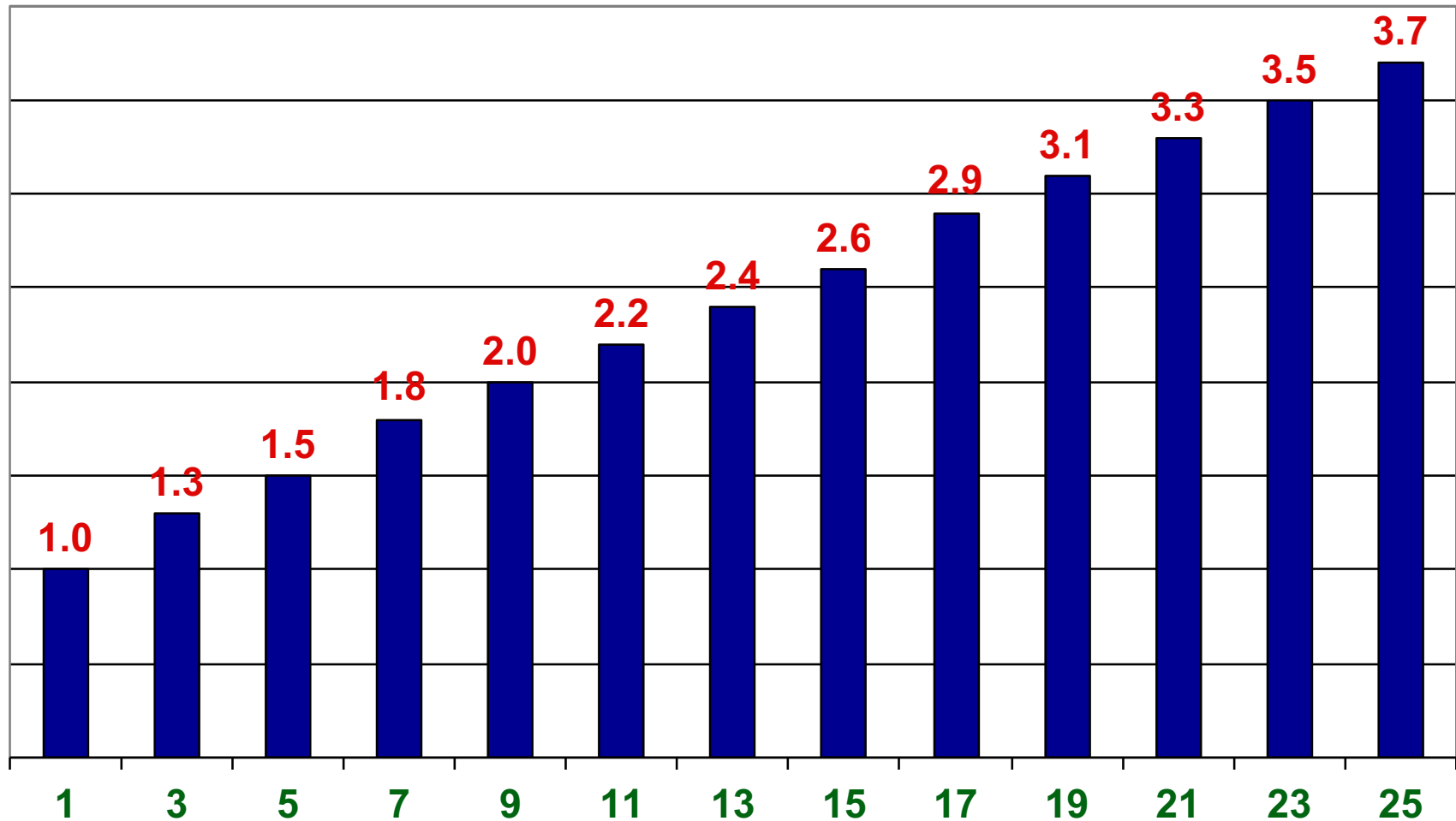
If you run **THIS** many announcements in one week

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



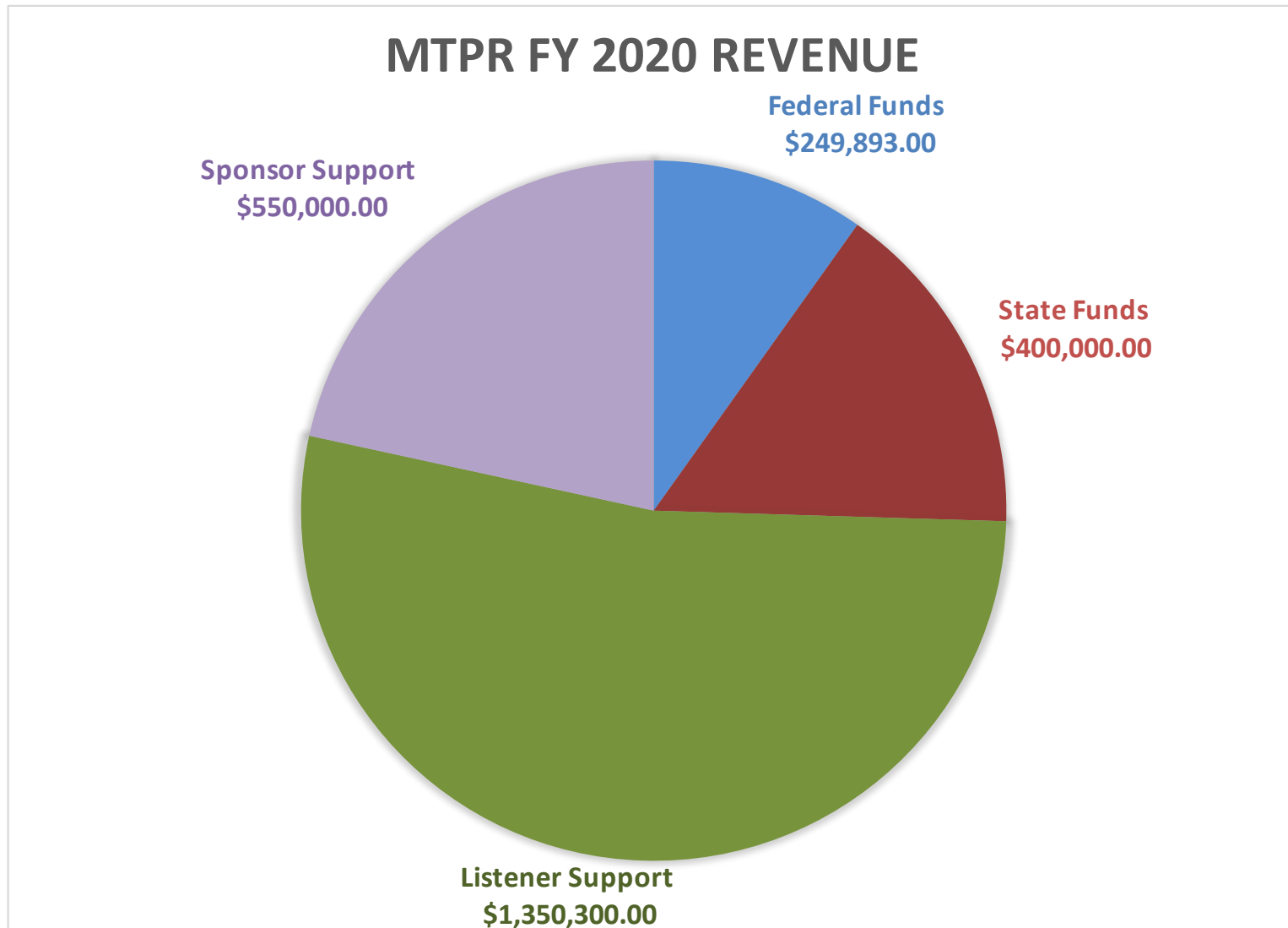


About Montana Public Radio

- 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!





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

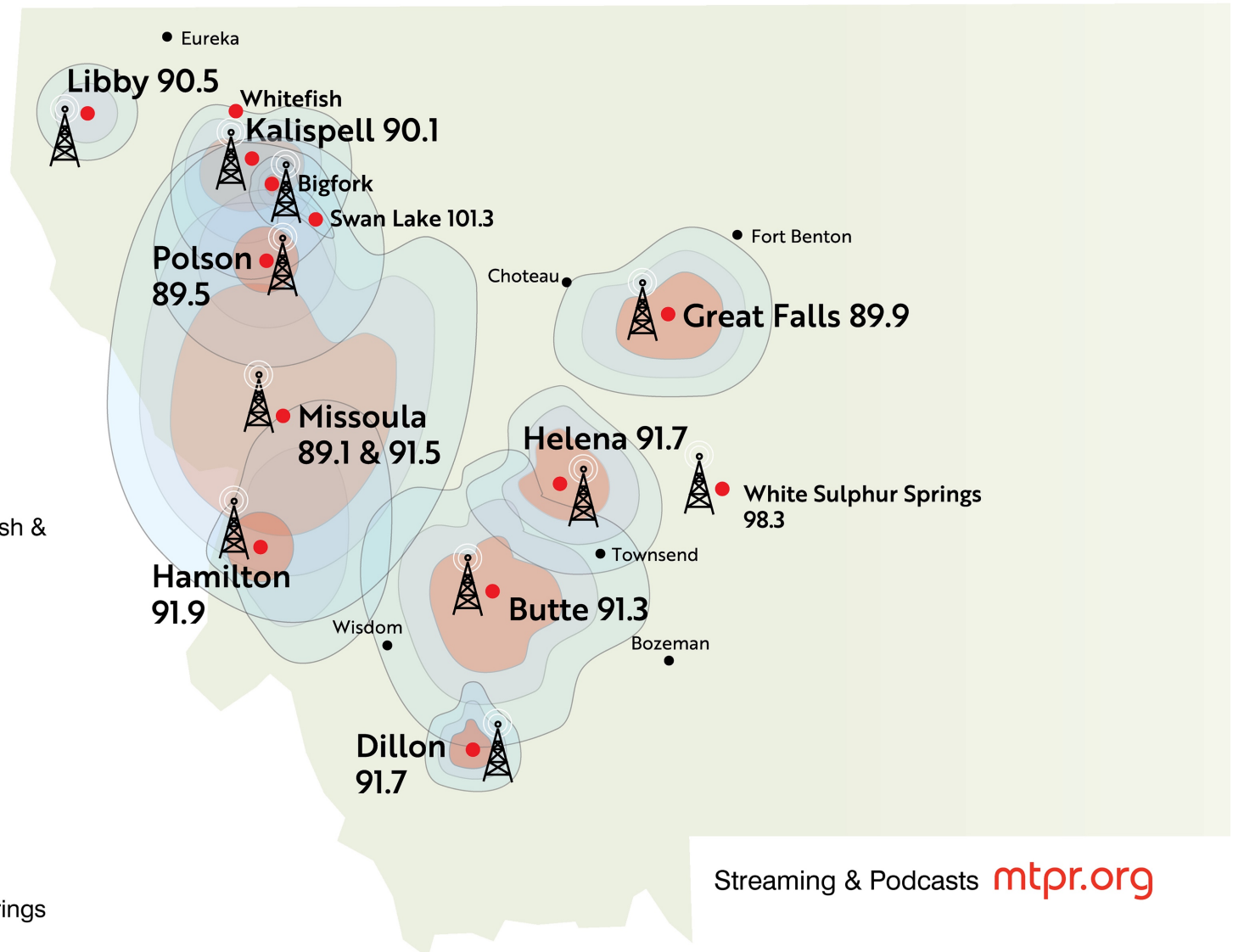
- 90.5 Libby
- 91.7 Kalispell (city)

Southwest

- 91.3 Butte
- 91.7 Helena
- 91.7 Dillon

Central

- 89.9 Great Falls
- 98.3 White Sulphur Springs



Streaming & Podcasts mtpr.org



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.



Montana
Public Radio



The Public Radio Halo Effect

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

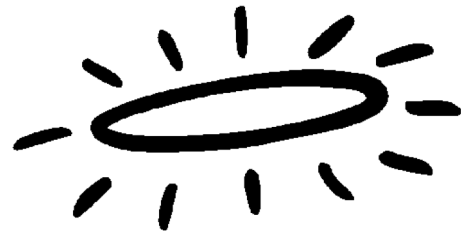


72%

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



The Halo Effect: Listeners Patronize MTPR Sponsors



75%

*Have taken action
specifically because
of a sponsorship
announcement*



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*



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

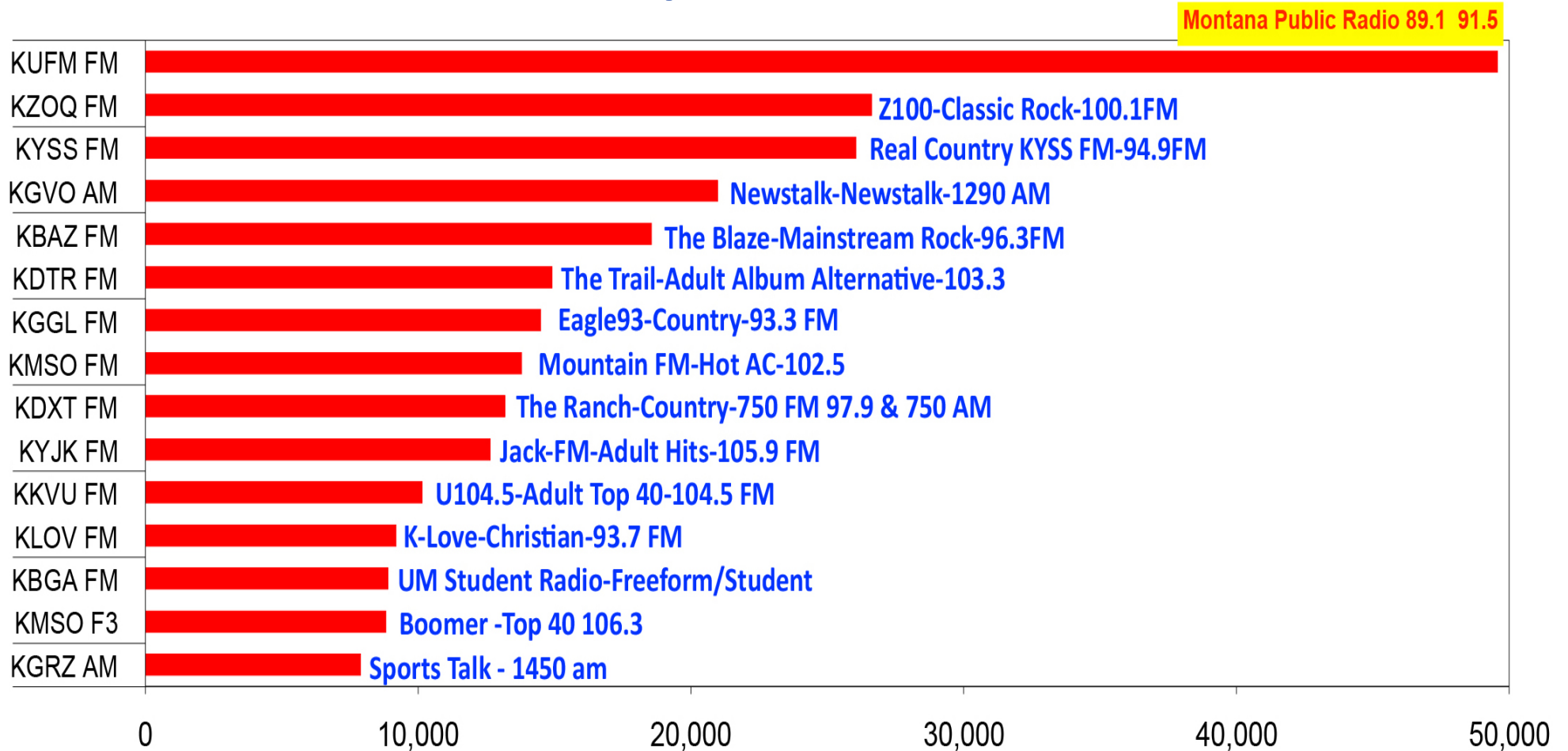


Weekly listeners: adults age 25+

Missoula-Bitterroot Valley

Top 15 stations

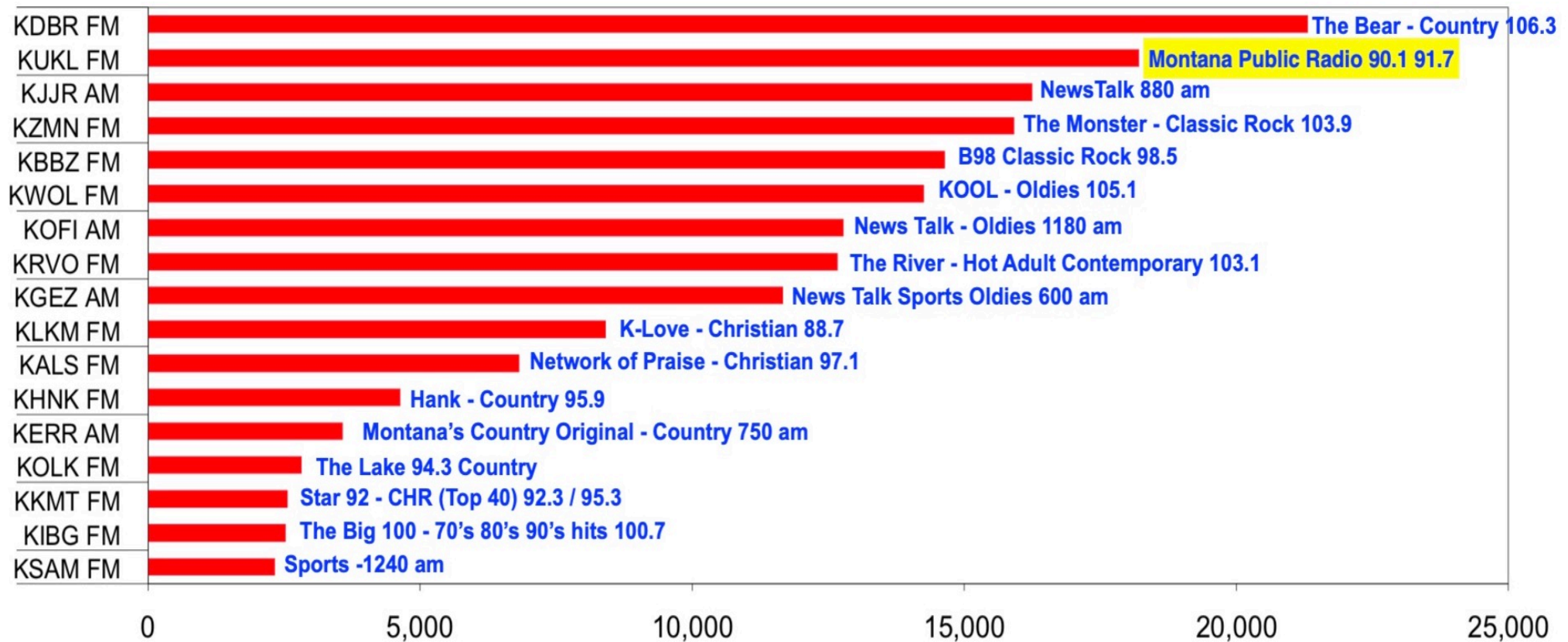
Eastlan Ratings Spring 2019





Weekly listeners adults age 25+ Kalispell-North Valley

Eastlan Ratings Spring 2019





Listener Profile:

Listeners are choice consumers, savvy business leaders, and influentials 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



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.



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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!

**Montana
Public Radio**

- **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*



Sponsor MTPR.org

Over two million views in past year

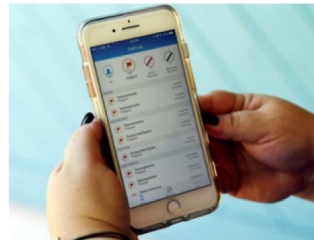
MONTANA NEWS



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.

MORE MONTANA NEWS



Phone Companies Ink Deal With All 50 States And D.C. To Combat Robocalls



Can A Woman Win In 2020? Former Clinton Comms Director Weighs-In



MTPR SCHEDULE



Schedule

See what's coming up on MTPR

RICHEST HILL

Richest Hill Episode 05: Out Of The Frying Pan, Into The Fire

E - Newsletter



Montana news, arts and hand-picked music



[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](#)

interest groups, Clamonte said. Abuse of the ESA is also shutting down our forest management in Montana. It's been weaponized, and now we're at a point where we, instead of managing our forests, we breathe them every summer."

[Learn more](#)



[More Montana News](#)

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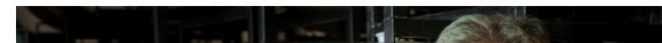
DAVID SEDARIS

BUY TICKETS

MAY 5, 2020
Helena Civic Center

Thanks to [Magic Space Entertainment](#) for sponsoring this week's newsletter

['Can Do.' Headframe Spirits Unearths New Opportunities In Butte](#)





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)**.



Become a Proud Sponsor of



Montana
Public Radio

Montana
Public Radio

Let's get started today!

Contact:

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Director of Sponsor Support

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