

PRDMC – 2006 Underwriting: Back to Basics and Beyond –

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Development Exchange, Inc



7/24/2006

WWOZ 90.7 FM
New Orleans Jazz & Heritage Station

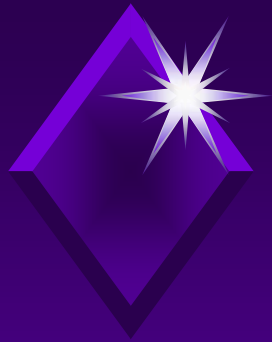


Market Summary

◆ Who is the Audience??

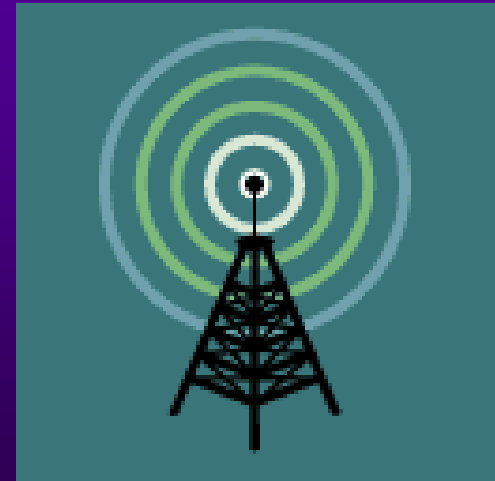
WDET 101.9FM
Detroit Public Radio

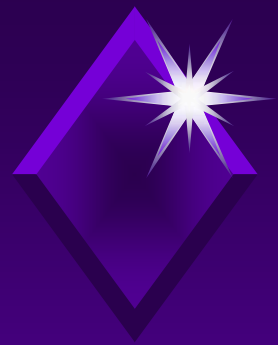




Positioning

- ◆ Positioning of Product or service
- ◆ -Why Underwrite?

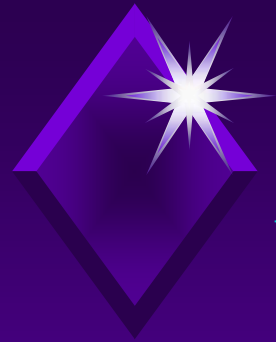




Communications Strategies

- ◆ Prospecting
- ◆ Target Consumer Demographics

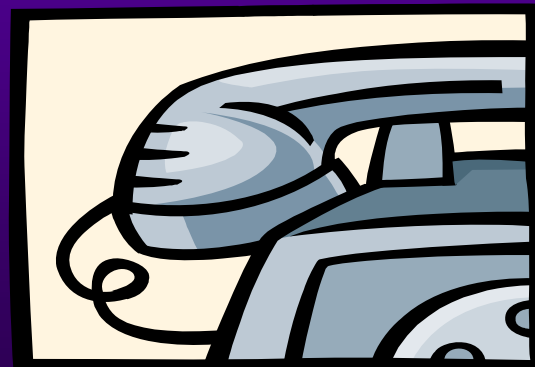


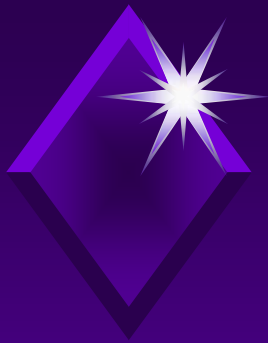


Making the Call

◆ Cold Call

◆ By Phone





Launch Strategies

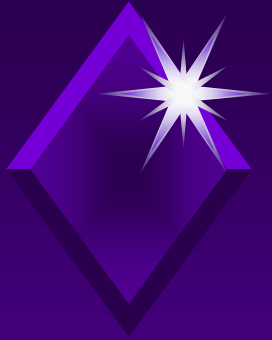
- ◆ Letter
- ◆ Retail
- ◆ Corporate

Money Matters



KUWR





Media Kit

- ◆ Contents
- ◆ Presentation (Look)

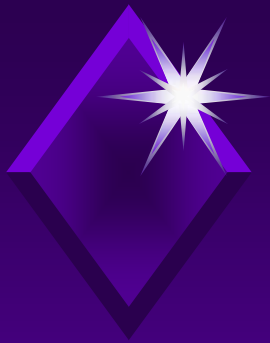




Initial On-site Call

- ◆ Fact Finding Interview
- ◆ Needs Assessment





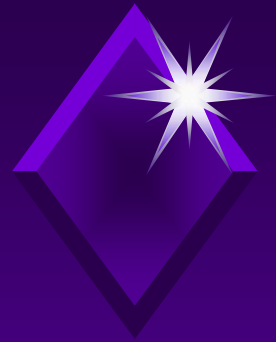
Presentation

◆ Proposal

◆ Decision Maker/Committee

Lincoln  of Missouri
University



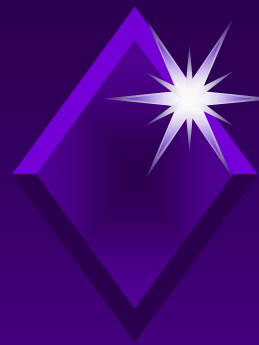


Presentation



- ◆ Pricing
 - ◆ - Summarize specific pricing or pricing strategies
 - ◆ - Compare to similar products
- ◆ Packaging
 - ◆ - Summarize policy relevant to understanding key pricing issues

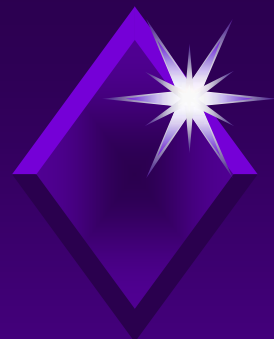




Physician's Programming Fund

- ◆ Chamber of Commerce
- ◆ Rotary/Service Club
- ◆ Mall or Common Selling Proposition

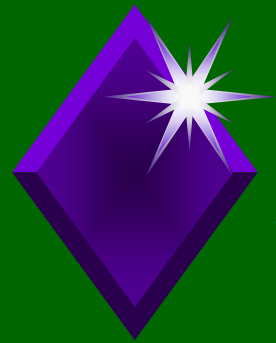




News & Information Fund

- ◆ Work with Programming
- ◆ N & I Breakfast

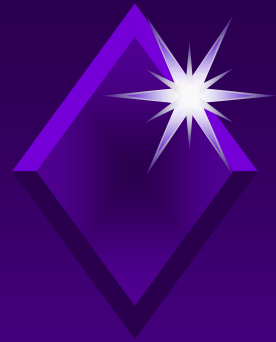




Holiday Specials

- ◆ Articles
- ◆ Back-up/Tune-in Advertising
- ◆ Holiday Cards

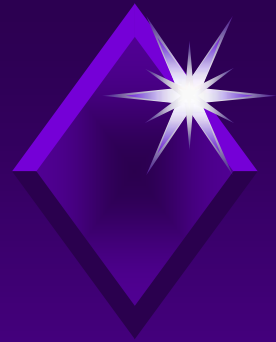




Stock Report Sponsorship

- ◆ Programming Goals
- ◆ Free Information
- ◆ Information Provider
- ◆ Morning & Afternoon Drive Impact

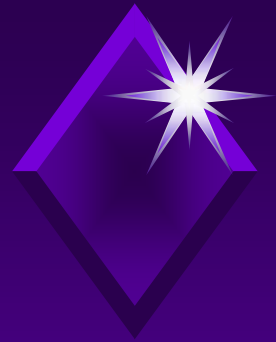




Special Events Sponsorship

- ◆ Who are Candidates
- ◆ What is Value Added
- ◆ Partnering with other Non-profits
- ◆ Non-profit Announcements





Coop Opportunities

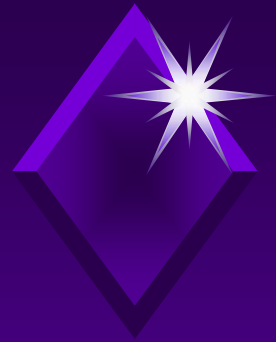
- ◆ Billing
- ◆ Copy Approval
- ◆ Affidavits





- ◆ Sell as an Advantage/not a Restriction
- ◆ Station “Spirit”
- ◆ Legal/FCC & IRS

"Home of Alcorn Athletics" WRPL 91.7 FM

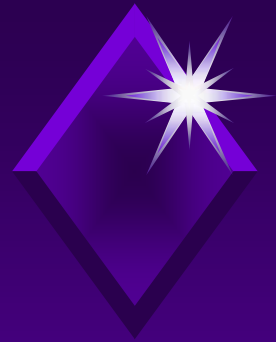


Selling “Low Inventory”

- ◆ Off Prime Time
- ◆ Overnights
- ◆ Weekends



INTERLOCHEN
Public Radio

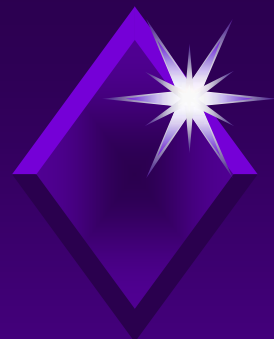


Positioning



- ◆ Positioning of product or service
- ◆ - Why become a member?

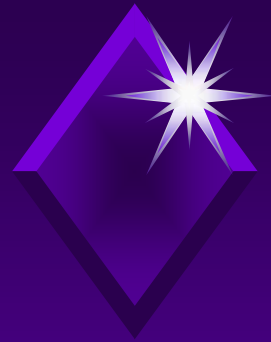
KWSU & KTNW
Public Television



Working with Membership

- ◆ Benefit Both
- ◆ All Boats Rise

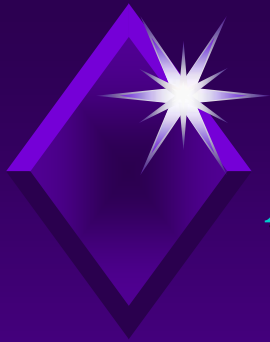




Closing & Answering Objections



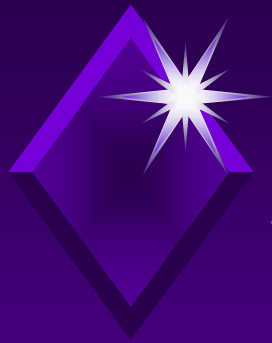
- ◆ “I can understand that.....”
- ◆ “Let’s get down copy points.....”
- ◆ “Would you like to start this Monday or the first of next month?”



Additional Sales

- ◆ If handled properly - is considered “service” not an annoyance
- ◆ Extra/special opportunity.....

WUIS 91.9 WIPA 89.3
Smarter Radio. Smarter You.



Renewals

- ◆ “Make new friends, but keep the old - one is silver and the other’s gold.”





Car Raffle

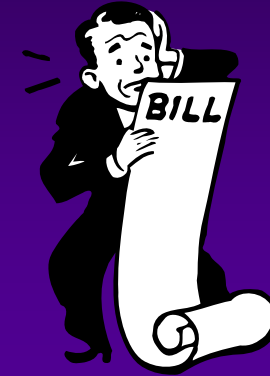


- ◆ Trade for Auto
- ◆ Additional members, added value for auto underwriter
- ◆ Collateral, logo, pictures, press releases, newsletter, etc.

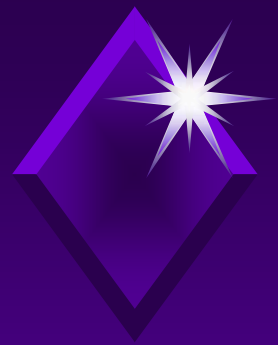


Bill/Invoice Inserts

- ◆ Internet Link
- ◆ Challenges
- ◆ Grouping companies employees as a challenge
- ◆ New things or opportunities for underwriting



KUOW FM 94.9



Customer Service Survey

- ◆ Information about client's satisfaction with underwriting
- ◆ Another contact with client
- ◆ If only servicing client was still this easy!!

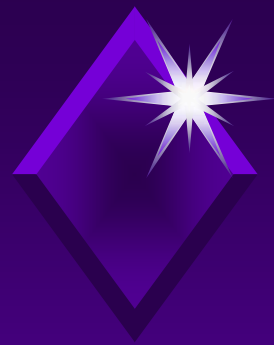




Rate Increase Letter

- ◆ Acknowledge client's current commitment to the station
- ◆ Give an opportunity to pre-sell rate increase
- ◆ Get clients to renew early





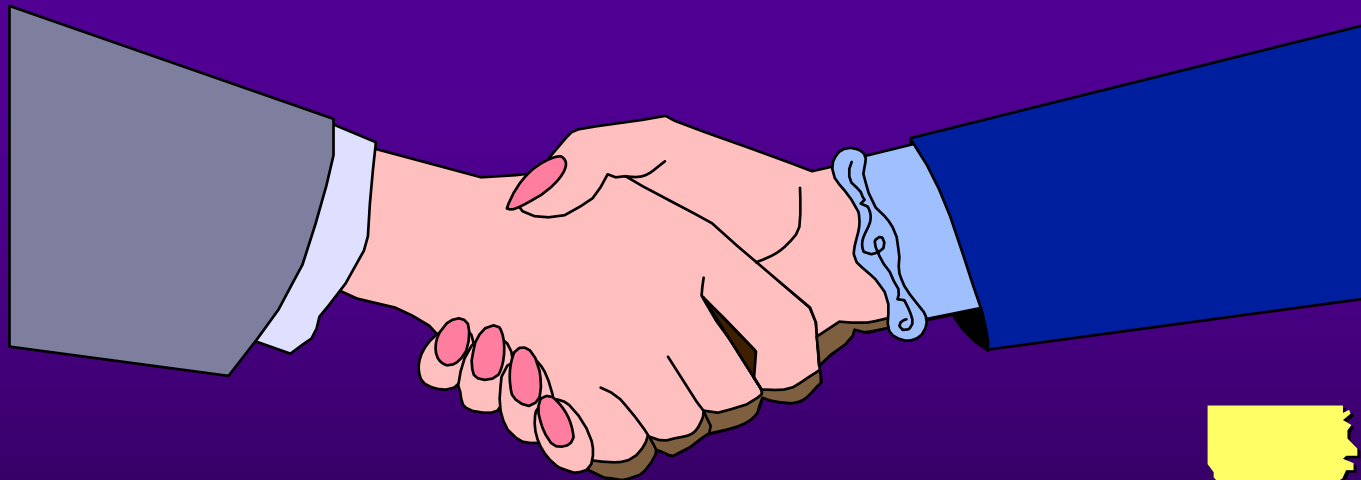
Marketing Plan

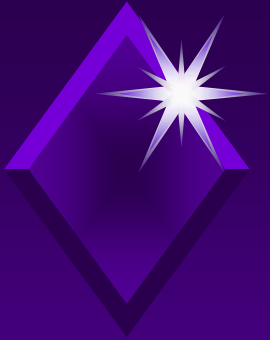
- ◆ Components
- ◆ Questions
- ◆ Goals





“.....and then some”





THANK YOU



7/24/2006