

# *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??

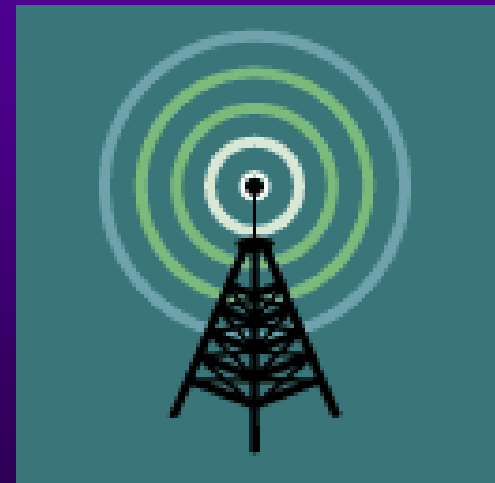
**WDET 101.9FM**  
Detroit Public Radio

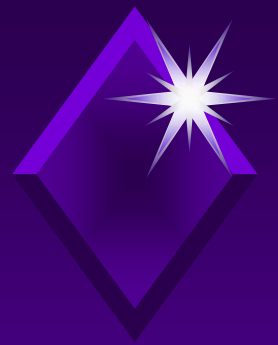




# *Positioning*

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

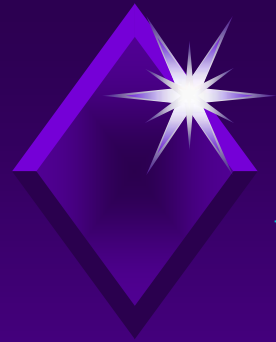




# *Communications Strategies*

- ◆ Prospecting
- ◆ Target Consumer Demographics

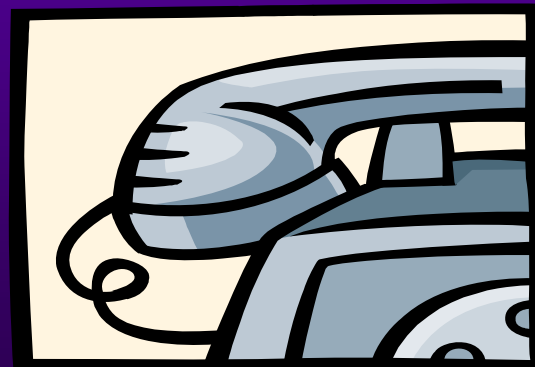


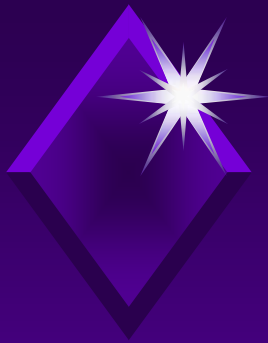


# *Making the Call*

◆ Cold Call

◆ By Phone





# *Launch Strategies*

- ◆ Letter
- ◆ Retail
- ◆ Corporate

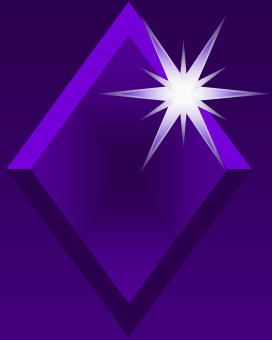
# Money Matters



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KUWR

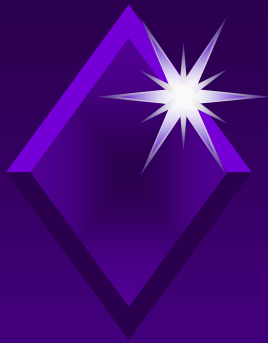




# *Media Kit*

- ◆ Contents
- ◆ Presentation (Look)





# *Initial On-site Call*

- ◆ Fact Finding Interview
- ◆ Needs Assessment







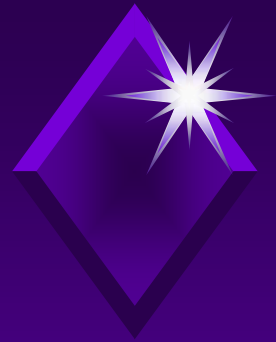
# *Presentation*

◆ Proposal

◆ Decision Maker/Committee

Lincoln  of Missouri  
University



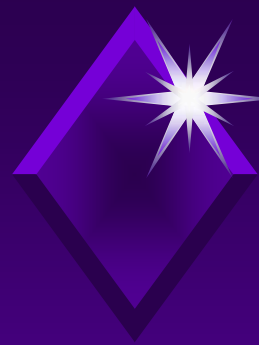


# *Presentation*



- ◆ 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

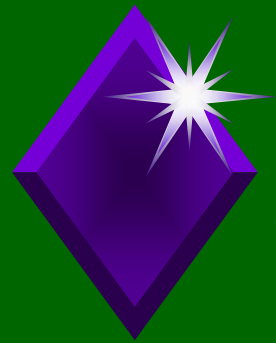




# *News & Information Fund*

- ◆ Work with Programming
- ◆ N & I Breakfast

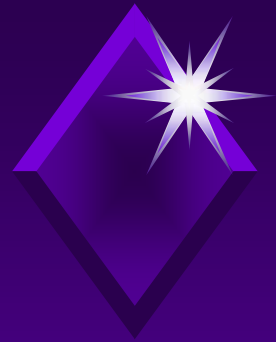




# *Holiday Specials*

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

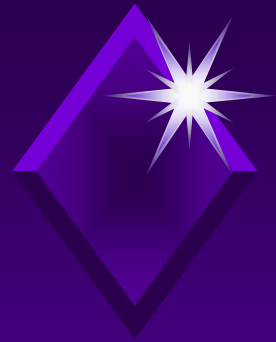




# *Stock Report Sponsorship*

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

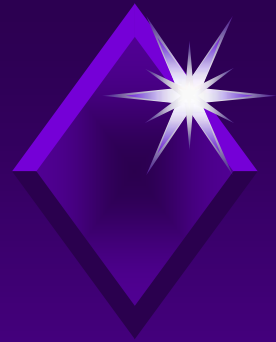




# *Special Events Sponsorship*

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





# *Coop Opportunities*

- ◆ Billing
- ◆ Copy Approval
- ◆ Affidavits

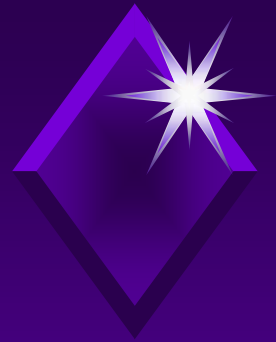






- ◆ Sell as an Advantage/not a Restriction
- ◆ Station “Spirit”
- ◆ Legal/FCC & IRS

"Home of Alcorn Athletics" WRPL 91.7 FM

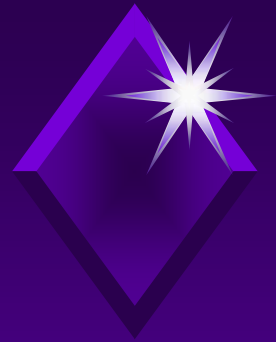


# *Selling “Low Inventory”*

- ◆ Off Prime Time
- ◆ Overnights
- ◆ Weekends



**INTERLOCHEN**  
*Public Radio*

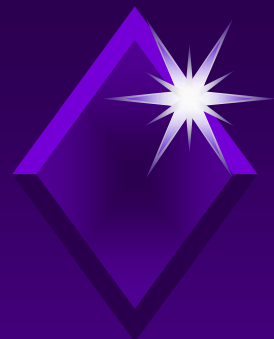


# *Positioning*



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

KWSU & KTNW  
Public Television



# *Working with Membership*

- ◆ Benefit Both
- ◆ All Boats Rise

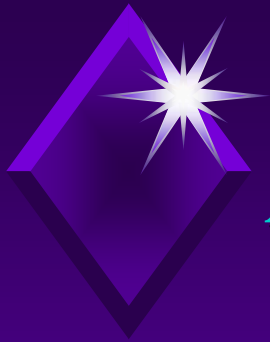




# *Closing & Answering Objections*



- ◆ “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.....

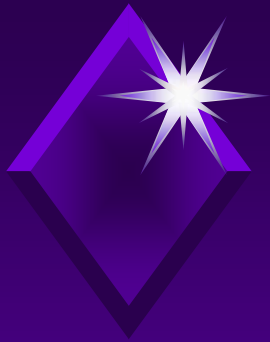
WUIS 91.9 WIPA 89.3  
Smarter Radio. Smarter You.



# *Renewals*

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



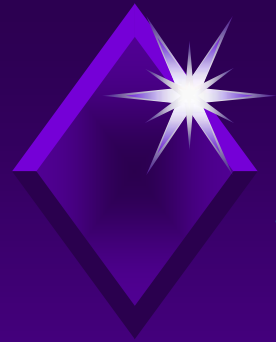


# *Car Raffle*

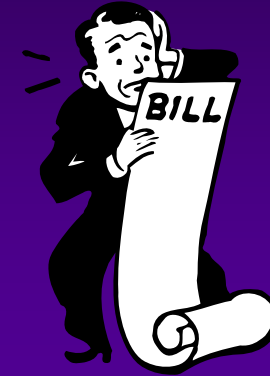


- ◆ Trade for Auto
- ◆ Additional members, added value for auto underwriter
- ◆ Collateral, logo, pictures, press releases, newsletter, etc.





# *Bill/Invoice Inserts*



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

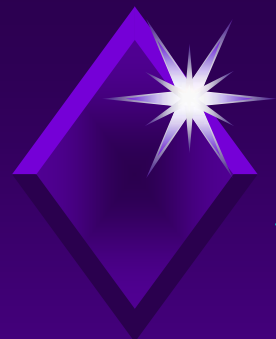
KUOW FM 94.9



# *Customer Service Survey*

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

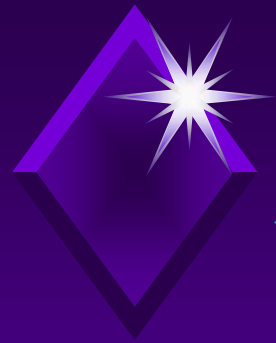




# *Rate Increase Letter*

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

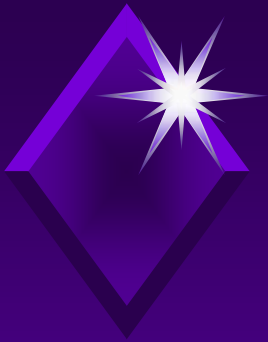




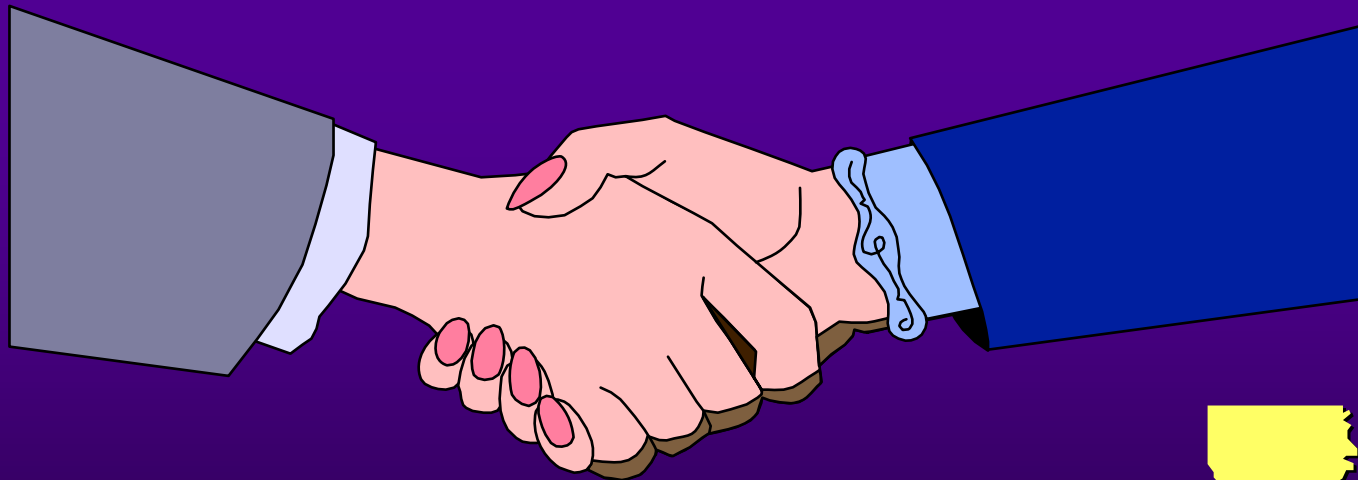
# Marketing Plan

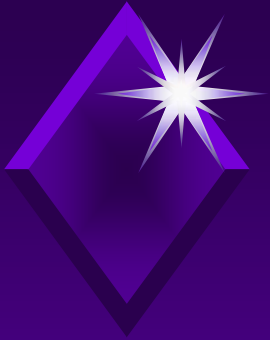
- ◆ Components
- ◆ Questions
- ◆ Goals





*“.....and then some”*





**THANK YOU**



7/24/2006