



LOUISVILLE PUBLIC MEDIA

How Ad Agencies Leverage LPM's Unique Media Platforms In the Planning Stages

For quality brands, LPM is a connection beyond ads.

91.9 WFPK

89.3 WFPL

90.5 WUOL

KyCIR



How

How Ad Agencies include Louisville Public Media in their strategies:

Because of our dominant market position and unique media ecosystem, many advertising and marketing agencies involve LPM in their planning stages. This also provides first access to upcoming special programming and event opportunities. Many planners have treated LPM as its own medium rather than in the overall traditional radio umbrella. This frees the buyer from the sometimes difficult task of trying to fit our unique “square peg” into a traditional “round hole” of specs.

Some of the ways ad agencies have adjusted or created plans to include LPM for quality-brand clients:

- Creation of a Public Radio-specific initiative that is a separate buy – marking us as our own medium at the planning phase.
- Modifying asset specs to give our :15's full :30 or :60 credit, because of the many added benefits we offer compared to traditional radio :15's, including a significant share of voice.
- Categorize LPM as sponsorship or corporate giving, with significant recognition
- Explore clients' PR or Cause budgets. LPM is a nonprofit, 501(c)(3) corporation.
- Creation of ongoing “recency” strategy campaigns, in addition to flighted presence for clients.

“VIA Studio has partnered with Louisville Public Media for almost a decade now. Our consistent messaging strategy helps build awareness for our agency. Our clients and partners love that we spend our advertising dollars with an organization that is mission-driven, which has developed trust and a sense of regional community that we value very highly. We look forward to many more years of partnership and growth.”

— Jason Clark, VIA Studio President and Creative Director

A large portfolio of client testimonials is available upon request.

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Why

Why Ad Agencies include Louisville Public Media in their strategies:

Against the traditional media trend, LPM's mission-driven, non-commercial stations and platforms have grown to a position of market dominance. LPM offers quality brands a unique and powerful value proposition that includes ROI well beyond a traditional commercial buy.

High Reach – LPM has become our **market's most listened-to vs. all other radio stations**.^{*} Nielsen/ Scarborough places the LPM listening audience above ALL MEDIA for reaching Business Influencers, \$100K Households, and those with a college degree or more. Our state-wide network of public radio stations reaches more than 550,000 people weekly, across all 120 Kentucky counties.

^{*}(Louisville Nielsen Report, Spring 2019, Metro 12+ M-F 6A-7P)

Cutting Through the Clutter – Your clients' :15 host-read message is delivered in an uncluttered, high quality environment where the content is heard – not lost in long stop sets, or placed near competitors' messages. Your client is showcased, and integrated within our trusted content. **NO POLITICAL ADS**.

Most Trusted: PR, Corporate Citizenship, & Positive Opinions – Your client's message is only as powerful as the media platform that delivers it. LPM offers the market's most trusted platforms. A whopping **89% of our users say they trust our content**. That's a higher score than WOM from a friend. We work hard every day to earn that trust. As a result, **80% of our users prefer to take their business to our sponsors**.^{*} Further, 100% of your messaging will be delivered as promised.

^{*}(Jacobs Media Public Radio Tech Survey)

ROI and the Value of Opt-In – Many of our listeners are also financial contributors who are passionate about "their" stations. You are speaking to the loyal "owners" of the stations, and connecting on a deeper level – with their values and beliefs. All of LPM's stations and platforms are "opt-in" by the user. They discover **your client's message in a relevant, high value context**, rather than being pursued by it across their browsing.

Loyalty – LPM listeners are **the market's most loyal**, lead all stations in time spent, and are the heaviest overall users of radio. They are also among the lowest level users of television.

(Nielsen Scarborough Louisville, March 2019)

Local – From AdAge: "Local marketing is growing as an increasingly critical component of personalized engagement with customers. Yet the second annual Ad Age-DAC survey on local marketing found that some companies are pulling back just when they need to be investing more in local. Why? Because they view local as too hard — but those marketers that neglect local for short-term ease will lose out in the long run." LPM stations have been **entrenched in Louisville for more than 60 years**, and are the **only remaining locally-owned major media**. We are considered a true homegrown local institution that can help connect your clients to our highly loyal local community.

The Company You Keep – Affiliating your clients' brands with ours creates **widespread positive opinion and credibility**. In addition, your clients will be associated with the other blue chip quality brands that sponsor our content, with no concerns about competitive or inappropriate adjacency.

The LPM Ecosystem:

On the Air: Three radio stations –
200,000 persons weekly

Online: Five websites –
261,000 monthly unique users,
552,000 page views

Newsletters: Six publications –
97,884 opt-in recipients,
average open rate 23%

Stream Users: 339,000 average
monthly starts

Podcasts: 11 titles – 80,000 average
monthly downloads

Social Media Followers: (FB+Instagram)
112,000

Live Events: 100+ annually – ranging
from 15 to 15,000 people

- * Four in-house news networks –
26 local reporters, editors, producers
(WFPL, KyCIR, KPRN, OVR)
- * 22 local music hosts
- * Ongoing creation of new content
initiatives and community partnerships

Radio Highlights – Louisville Nielsen/Scarborough
March 2019 (Rankers include all local radio stations and
websites, local newspapers, 5-7P TV newscasts)

College Degree Holder or more:		Share	Index
1.	Louisville Public Media	37.0	229
2.	Louisville Courier Journal (daily)	31.4	122
3.	WHAS-AM	19.6	154
4.	WVEZ-FM	15.0	121
5.	WHAS-11 5P-7P News	13.5	104
6.	WLKY-32 5P-7P News	13.0	62
7.	WAVE-3 5P-7P News	11.8	90
8.	LEO Weekly	11.2	206
9.	WFPL.org	9.8	389
10.	Louisville Business First	3.8	161

Made any business purchasing decision (12 mos)

1.	Louisville Public Media	25.1	155
2.	Louisville Courier Journal (daily)	22.3	87
3.	WAMZ-FM	16.3	103
4.	WLKY-32 5P-7P News	13.2	63
5.	WHAS-11 5P-7P News	11.1	85
6.	WDRB-41 5P-7P News	10.3	71
7.	WHAS-AM	9.9	78
8.	LEO Weekly	7.2	132
9.	Louisville Business First	6.5	274
10.	WFPL.org	6.1	244

HH Income \$100K+:

1.	Louisville Public Media	21.5	133
2.	WAMZ-FM	19.4	122
3.	Louisville Courier Journal (daily)	19.3	75
4.	WHAS-AM	15.8	124
5.	WLKY-32 5P-7P News	15.1	72
6.	WDJX-FM	14.9	91
7.	WVEZ-FM	13.5	109
8.	WHAS-11 5P-7P News	13.0	100
9.	WAVE-3 5P-7P News	12.6	96
10.	WDRB-41 5P-7P News	11.1	76
11.	Louisville Business First	4.3	181

Industry or Media-specific data available upon request