

PUBLIC RADIO STATION LOGO
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Strategic Partnership Proposal

Presented to:

(MEDICAL INSTITUTION)

Presented by:

Vickie Smith

Underwriting Account Executive

<PUBLIC RADIO STATION>

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(MEDICAL SERVICE) “WOWs” Its Community

(MEDICAL SERVICE) prides itself on establishing a helpful, lasting relationship with patients, their families and their clinicians in the community. Going above and beyond in caring about the community it serves, (MEDICAL SERVICE) strives to not only create and build strong relationships, but to educate the community about the nature and treatment of (SPECIALTIES).

The (MEDICAL SERVICE) **authenticity** resonates with its consumers because of an emotional connection to the service, the human element and caring about people’s needs.

“The combination of quality, caring, accountability and the human touch constituted what we would classify as authentic.”

**- Christopher Rosica,
author, “The Authentic Brand”**

<**PUBLIC RADIO STATION**> is a recognized industry leader known for its ground-breaking work in valuable community, youth and volunteer activities, and noteworthy special events and prides itself on its cultivated relationships with its partners.

Community involvement and the human connection to its audience of consumers ties (MEDICAL SERVICE) and <PUBLIC RADIO STATION> in a common bond of quality and caring – echoing Henry Ford’s belief that “*you can’t build a reputation on what you’re going to do.*” Like <PUBLIC RADIO STATION>, (MEDICAL SERVICE) **DOES**.

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Marketing Objective

Meeting the challenges under today's economic environment and sustaining and continuing growth by:

- Differentiating (MEDICAL SERVICE) from other competitors.
- Highlighting the reputation of (MEDICAL SERVICE)
- Staying “top-of-mind” with your current customers for referrals.
- Creating “forward equity” to reach today's (MEDICAL SERVICE) clients and also future clients.
- Enhancing the impact of media you currently use.

Proposed Solution

Through a strategic underwriting campaign <PUBLIC RADIO STATION> and (MEDICAL SERVICE) can work to accomplish the above objectives.

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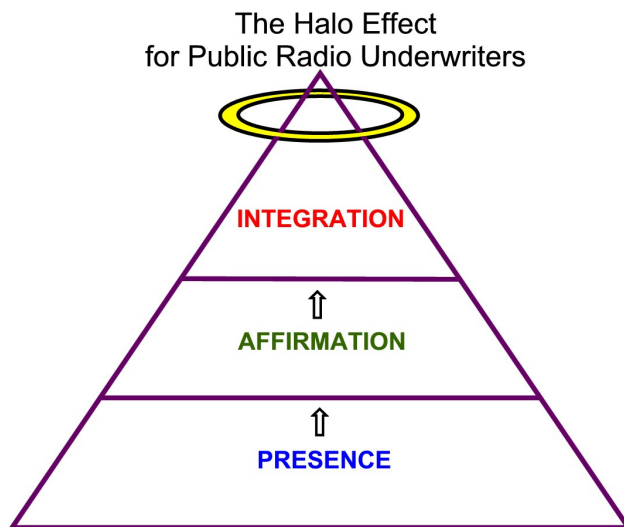
Why Public Radio?

*“The essential quality that distinguishes public radio listeners from other audiences and the US population is aptly described by one word – more.
Public radio listeners are driven to learn more, to earn more, to spend more and to be more involved in their communities.”*

NPR Mediamark Research Study, Spring 2008

- Public radio listeners are 88% **more likely to buy products and services** from companies that support public radio than from companies that advertise on commercial radio. *Source: MRI Spring 2003*
- 80% of public radio listeners **have a more positive opinion of a company** when they find out it supports public radio. *Source: NPR/Jacobs Media, 2007*

How the Public Radio Halo Effect can work for (MEDICAL SERVICE)



- 1. Presence:** (MEDICAL SERVICE)'s linkage with <PUBLIC RADIO STATION> through consistent on-air messages is heard by audience
- 2. Affirmation:** Audience recognizes (MEDICAL SERVICE)'s messages as showing emphasis on **support** for public radio rather than a “sell” of product.
- 3. Integration:** Audience accepts (MEDICAL SERVICE)'s in-line support with <PUBLIC RADIO STATION>'s core values

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Over 18,200 weekly <PUBLIC RADIO STATION> listeners <PUBLIC RADIO STATION> listeners obtained mental healthcare at a medical facility within the past 3 years, which indexes 54% more than the rest of the U.S. population.

How Can <PUBLIC RADIO STATION> Meet Your Objectives?

<PUBLIC RADIO STATION> has been serving the NY/NJ metropolitan area, with award-winning programming, enriched with local and NPR news updates. With almost XXXXXX weekly listeners, the support of nearly XXXXXX annual members, <PUBLIC RADIO STATION> also reaches thousands more worldwide through the internet.

Most notably distinguished by educational excellence and professional success, as are all public radio listeners, <PUBLIC RADIO STATION> listeners are your choice consumers, savvy business leaders and influentials who are active in their communities.

- **Educated** – 42% of <PUBLIC RADIO STATION> listeners have college degrees, 19% post-grad
- **Affluent** – 27.4% of <PUBLIC RADIO STATION> listeners have HHI over \$100k; 22% of NPR listeners are in the Top 10% income bracket.
- **Influential** – 44% of <PUBLIC RADIO STATION> listeners are white-collar professionals, 13.2% are in management

Source: Scarborough New York Feb. 07

The Public Radio audience has a strong appreciation for corporations that sponsor public radio. Through <PUBLIC RADIO STATION> sponsorship, (MEDICAL SERVICE) can

- **Differentiate** itself from competitors
- **Expand** their messaging and branding to reach an audience that is difficult to reach through traditional advertising.
- **Strengthen** and highlight (MEDICAL SERVICE)'s already outstanding reputation through consistent messaging.
- **Listener Loyalty** – <PUBLIC RADIO STATION> members contribute financially to the station and are aware of sponsors who do the same.

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- **Advocates** – <PUBLIC RADIO STATION> listeners are loyal to <PUBLIC RADIO STATION> and advocates of the station to family, friends and peers.

What is the difference between underwriting and traditional commercial advertising?

Underwriting with <PUBLIC RADIO STATION> is a non-traditional approach to marketing, where the language does not “sell” to the audience and the relationship is charitable. The outcome is a holistic relationship between consumer and business, where branding creates familiarity and philanthropy builds the trust.

“We thought that relationship building and public relations rather than working through traditional advertising was the best way for us to communicate. Relationship building meant being actively involved in our communities”

- Jerry Greenfield, Co-Founder, Ben and Jerry’s Homemade

- **Our “no commercial clutter” environment facilitates recall** so listeners are not “tuning out” so that they easily remember (MEDICAL SERVICE) when making a decision for a clinical service.
 - (MEDICAL SERVICE)’ messages will stand out because of <PUBLIC RADIO STATION>’s **maximum of just X underwriting messages per hour**,
 - Your messages air in a non-commercial environment that commands the listener’s attention as all of our spots are **stand-alone – not attached to competing messages**.
- Our listeners appreciate and expect the format through which we convey your values - **short simple messages**. The Burke Study 2005 revealed that an underwriting credit’s effectiveness is not dependent on length and that many 15 second spots had recall scores equal to or greater than 60s.
- Well-known, respected and trusted by our listeners, <PUBLIC RADIO STATION> announcers read your message **live on-air**.

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What is a copy sample (MEDICAL SERVICE) can work from?

- Support for <PUBLIC RADIO STATION> comes from the contributors to this public radio station and from (MEDICAL SERVICE), in (CITY), specializing in (SPECIALTIES). *More information at (PHONE #), or online at www dot (MEDICAL SERVICE) dot org.*

<PUBLIC RADIO STATION> CAMPAIGN STRATEGY PROPOSAL

This on-air strategy targets a **total audience plan, 6a-11P, Mon-Sun** with a **frequency of 10 spots/week** that includes:

- A bank of (XXX) sponsorship messages to be used at (MEDICAL SERVICE) discretion over a 6 month (24 week) period.
- The campaign will run from (DATES)

Total Spots: (#)

Total Sponsorship Investment: (\$XXXX)*

**Total value of this package – (\$XXXX)*

We can create **additional** enhancements to provide added value for (MEDICAL SERVICE) such as:

- Print ad in Program Guide (X issues/year)
- Inclusion in our e-newsletter, sent to almost XXX opt-ins
- Banner Ad on the <PUBLIC RADIO STATION> website, that enjoys viewership of XXXXXX page views per month.

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“Healthcare organizations find it necessary to initiate marketing campaigns that improve-top-of-mind awareness and distinguish them from their competitors. Consumers need to know how your organization is different and why they should care.”

*Richard K. Thomas & Michael Calhoun,
“Marketing Matters, A Guide for Health Care Executives”*

<PUBLIC RADIO STATION> can contribute to (MEDICAL SERVICE)’s growth initiative by converting customers today, staying “top of mind” with current customers, and tapping into a new and loyal market that values our supporters, especially those that value their community.

Summary

Thank you for taking the time to learn how <PUBLIC RADIO STATION> can communicate the (MEDICAL SERVICE) difference to our listeners.

It is our goal to develop a mutually beneficial partnership with (MEDICAL SERVICE). We are open to discussion, negotiation and adaptation of details in this proposal to create a customized program that works for (MEDICAL SERVICE).

If you have any questions or would like to discuss a partnership with <PUBLIC RADIO STATION>, please call

Vickie Smith
Underwriting Account Executive
<PUBLIC RADIO STATION>

Thank you very much for your interest and support of public radio!

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