

# Does your community know that you exist?

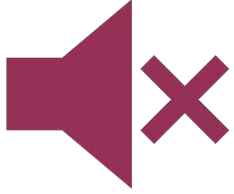
Grow station audience and revenue via  
increased awareness

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May 19, 2021

3 pm ET/2 p.m. CT/1 p.m. MT/12 noon PT

# LOGISTICS



All attendees are muted by default

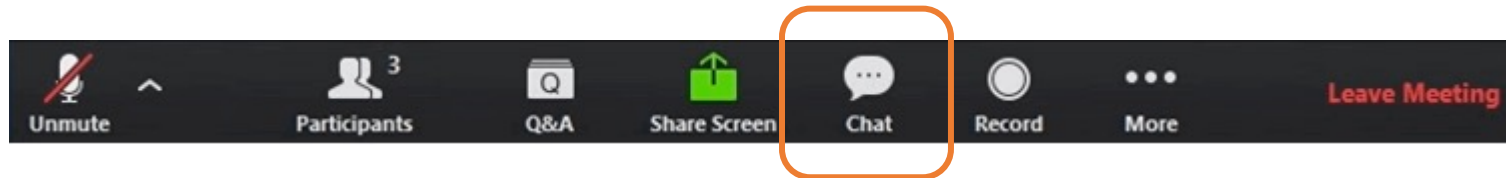


Please use the chat function for questions & comments



Please use chat or contact Steve Holmes for tech support:  
[steve@publicmedia.co](mailto:steve@publicmedia.co)

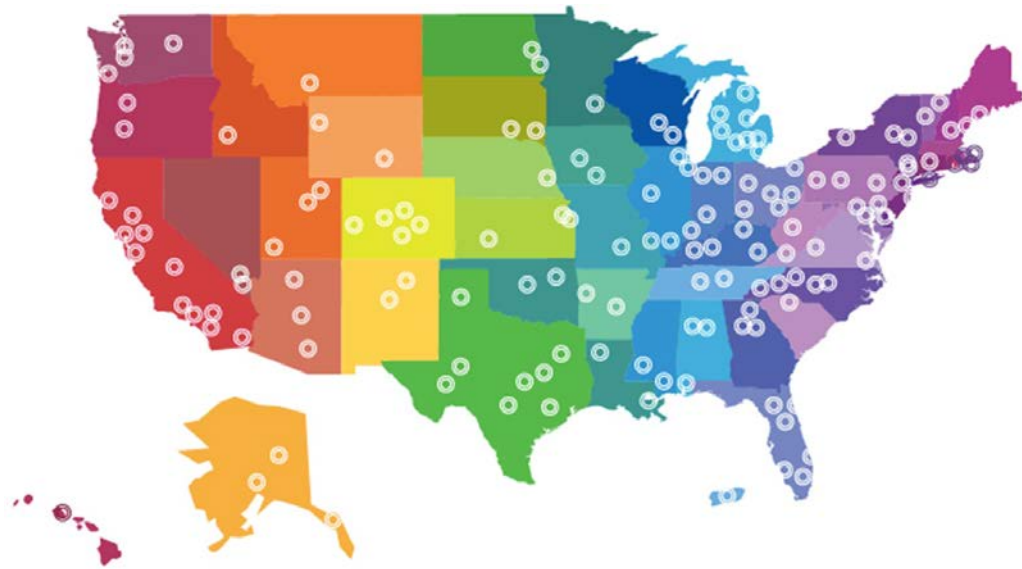
Located at the bottom of the screen



Click to open up chat box and ask questions or make comments

# ABOUT PUBLIC MEDIA COMPANY

**Public Media Company** is a nonprofit consulting firm dedicated to serving public media. We leverage our business expertise to increase public media's impact across the country.



Public Media Company works in partnership with stations in urban and rural communities to find innovative solutions and grow local impact. We have worked with **over 300 radio and TV stations in all 50 states**

[www.publicmedia.co](http://www.publicmedia.co)

# AGENDA

Why Awareness building matters

WMUK

Colorado Public Radio

Q&A

# WHY AWARENESS?

The more people are aware of your existence as a local media outlet, the more likely they will engage directly with your offerings:

- Tuning in over the air
- Typing it into the search bar
- Listening to a podcast
- Visiting your website proactively

## 5 LEVELS OF BRAND RECOGNITION

### BRAND LOYALTY

Will keep choosing your brand, even if they have the occasional poor service experience

### BRAND PREFERENCE

When presented with more than one option, customers will choose yours over someone else's

### BRAND RECOGNITION

Customers recognize your brand and can differentiate you from your competition

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### BRAND NON-RECOGNITION

Customers don't recognize your brand

### BRAND REJECTION

Negative associations with your brand. Customers deliberately avoid your company.

Source:  
<http://www.syncrat.com/posts/510/importance-of-brand-recognition>

# HOW TO MEASURE AWARENESS

First: Ask for **un-aided** recall

“What local television stations do you watch?”

“What radio stations do you listen to?”

“Where do you go for news?”

Second: Ask for **aided** recall

“Which of the following services do you turn to for...”

List well-known media in town (newspapers, radio, TV, sites, etc.)

# PRESENTERS

PUBLIC  
MEDIA  
CO.



**Alison Scholly**  
Managing Director  
**Public Media Company**



**Kim Willis**  
Development Director  
**WMUK**



**Conan Venus**  
Owner/Operator  
Conan Venus and  
Company



**Jodi Gersh**  
SVP, Audience and Platforms  
**Colorado Public Radio**

# PRESENTERS



**Kim Willis**  
Development Director  
**WMUK**



**Conan Venus**  
Owner/Operator  
Conan Venus and  
Company





WMUK 2020/2021  
Awareness Advertising Overview

## WMUK 102.1 FM

Broadcasting for 70 Years

Licensee of Western Michigan University

10 Full-time, 1 Part-time - No marketing staff



**Kalamazoo**

Primary signal 102.1 FM

50,000 Watts covering

Southwest Michigan and Northern Indiana

As of 2020 - 89.9 WKDS, Classical WMUK



In 2019, WMUK was launching an additional station and changing our programming format in order to more effectively compete in the west and southwest Michigan markets.

We created an ambitious goal...

Become THE regional NPR station of choice for a growing community of public radio listeners and supporters.



# Expansion Planning Partners



- Business Modeling
- Listener Behavior Research
- Market Research



Haworth College of Business



- Brand Identity Development
- Marketing Strategy
- Consumer Research

And  
partnering  
with  
a local agency...

CONAN  
VENUS<sup>AND</sup>  
COMPANY

MODERN ADVERTISING



I'm Conan Venus and I endorse this presentation



## Defining Our Audience:

Adults 35+ with a focus on the 35-55 age range who are college educated/interested in news and/or classical music and live in the Kalamazoo county listening area.

Keep in mind this would include three generations (baby boomers/Gen X/Millennials), however the focus should be on the older end of Millennials for that sweet spot

## And Their Experience:

Consumers should be curious about what WMUK has to offer with it's fresh new logo and line up. They should feel like WMUK is relevant and impactful to them as they are living through this COVID pandemic both from the end of up to date news and information about the pandemic and world events as well as providing an escape/entertainment from the everyday homebound life they are experiencing right now. A stress reliever (Classical) and information giver (News) that induces loyalty in listenership.

**To refresh and update the brand...**







## And launch an awareness campaign...



It's all about U!

WMUK is your NPR station. We are here for you and because of you. It is our goal to keep you informed and entertained.

We continue to inform our regional radio listeners that WMUK 102.1 and 89.9 is here for them.

**with clear objectives and goals...**

**Increase listeners**

Drive Broader Regional Awareness of both 102.1 and 89.9 to increase increase weekly listenership  
Measures: Weekly Listeners, Facebook Followers

**Increase (revenue) memberships and pledges**

Utilize awareness and pledge campaigns to increase online and offline donations and underwriting  
Measures: Annual Underwriting and Pledges, Online Donations

**Build Brand Equity**

Continue to build the new brand by building brand collateral and delivering strongly branded campaigns

# Our Channels...



Size of Audience, Amount of usage and breadth of reach...

**2020**

# THE BUDGET

## Budget for Nov 2019 - Feb 2020

**Total \$'s= \$23,112.00**

|  |            |
|--|------------|
| Agency Management                        | \$1,500.00 |
| Logo Redesign                            | \$4,000.00 |
| 8 page Brochure Sales Kit                | \$3,500.00 |
| Mini-flyer                               | \$1,000.00 |
| Post Card                                | \$600.00   |
| Direct mail - Letter                     | \$400.00   |
| printable program guide and coverage map | \$800.00   |
| Digital Ad                               | \$800.00   |
| Out of home Ad                           | \$800.00   |
| 4k Post Card - 130# Cover stock          | \$920.00   |
| 4k Mini-Flyer - 8x11 Tri-fold Brochure   | \$720.00   |
| 2.8 k Direct Mail - 8x11 letter          | \$672.00   |
| Display Media                            | \$2,400.00 |
| Outdoor                                  | \$5,000.00 |

## Budget for March-June 2020

**Total \$'s=\$8,412 (\$3,412 rem. CV balance +\$5,000 in budget)**

|   |         |
|---|---------|
| Facebook Paid/Google PPC & search   | \$4,000 |
| Non-working Creative Development of 2 additional spots                                  | \$2,000 |
| Non-Working execution of advertising and reporting on how the advertising performed     | \$1,000 |
| Website update with new logo  | \$500   |
| Remaining immediate needs: letterhead finalized, decal graphics, thank you contact card | \$1,000 |

# THE CREATIVE



Late 2019/Early 2020



| wmuk 102.1 NEWS & CONVERSATION  |                                  |                                |
|---|----------------------------------|--------------------------------|
| Local, national and global news, thoughtful analysis and conversation weekdays. News and entertainment on weekends. |                                  |                                |
| Weekdays  | Saturdays                        | Sundays                        |
| 12:00 am Overnight Jazz   | 12:00 am Overnight Jazz          | 12:00 am Overnight Jazz        |
| 6:00 am 800 World Update  | 6:00 am 800 World Update         | 6:00 am 800 World Update       |
| 8:00 am Morning Edition   | 8:00 am Weekend Edition Saturday | 8:00 am Weekend Edition Sunday |
| 10:00 am On Point   | 10:00 am Don't Tell Me           | 10:00 am Grassroots            |
| 12:00 pm The Takeaway   | 12:00 pm TED Radio Hour          | 12:00 pm American Routes       |
| 2:00 pm Fresh Air   | 2:00 pm Fresh Air                | 2:00 pm Live from Here         |
| 4:00 pm All Things Considered   | 4:00 pm The American Life        | 4:00 pm Anna Lappin            |
| 6:00 pm NPR News  | 6:00 pm NPR News                 | 6:00 pm All Things Considered  |
| 8:00 pm Performance Today   | 8:00 pm BBC Newshour             | 8:00 pm The Pure Drop          |
| 10:00 pm Fresh Air  | 10:00 pm All Things Considered   | 10:00 pm The Library           |
| 12:00 pm 800 World Update   | 12:00 pm Fresh Air               | 12:00 pm All Eyes Theatre      |
| 2:00 pm NPR News  | 2:00 pm NPR News                 | 2:00 pm NPR News               |
| 4:00 pm Grassroots  | 4:00 pm Grassroots               | 4:00 pm BBC World Service      |
| 6:00 pm Acoustic Cafe   | 6:00 pm Acoustic Cafe            | 6:00 pm Acoustic Cafe          |

| wmuk 89.9 CLASSICAL MUSIC                     |   |                                    |
|---|---|------------------------------------|
| Classical music 24/7 on HD-2 (HD-2 HD-2 HD-2) |   |                                    |
| Weekdays                                      | Saturdays                                 | Sundays                            |
| 12:00 am Classical 24                         | 12:00 am Classical 24                     | 12:00 am Classical 24              |
| 10:00 am Let's Hear It                        | 10:00 am Pipedreams                       | 10:00 am Performance Today Weekend |
| 12:00 pm Jack Perlestein                      | 12:00 pm Opera Encounters                 | 12:00 pm Classical 24              |
| 2:00 pm Live 800 broadcasts                   | 2:00 pm Live Metropolitan Opera on demand | 2:00 pm Classical 24               |
| 4:00 pm Performance Today                     | 4:00 pm From the Top                      | 4:00 pm Classical 24               |
| 6:00 pm Performance Today                     | 6:00 pm Classical 24                      | 6:00 pm Classical 24               |
| 8:00 pm Performance Today                     | 8:00 pm SymphonyCast                      | 8:00 pm Classical 24               |
| 10:00 pm Classical 24                         | 10:00 pm Classical 24                     | 10:00 pm Classical 24              |

Program Guide and Map

| FIVE NOW HAVE A NEW CHANNEL, NEW PROGRAMS, AND A NEW LOOK!   |                                     |   |
|--|-------------------------------------|---|
| <p><b>NEWS</b><br/>From around the globe and right here in West Michigan!</p> <p>See full schedule at <a href="http://wmuk.org/2020">wmuk.org/2020</a></p> |                                     |   |
| NEW WEEKDAYS   | NEW WEEKENDS                        | Starting Monday, January 20, 2020, WMUK is expanding its schedule to include a full line-up of news and information programming. We're also excited to announce the launch of a new 24/7 classical music station, serving Kalamazoo and surrounding areas on 89.9 FM and WMUK HD-2. |
| On Point 10 am   | Radiolab Sat Noon                   |   |
| The Takeaway Noon  | This American Life Sat 1pm          |   |
| 1A 1 am  | Milk Street Radio Sat 2pm           |   |
| Fresh Air 3 pm   | A Way with Words Sat 3pm            |   |
| The Daily 6 pm   | Live Wire Sat 7pm                   |   |
| WEEKDAYS   | WEEKENDS                            |   |
| Let's Hear It 10 am  | Pipedreams Sat 11 am                |   |
| Jack Perlestein 11 am  | Metropolitan Opera Sat 1 pm         |   |
| Performance Today 1 pm & 8 pm  | From the Top Sat 4 pm               |   |
|  | SymphonyCast Sat 8 pm               |   |
|  | Performance Today Weekend Sun 12 pm |   |

Roll out Postcard/Brochure



Members Letter



## Early 2020 Digital and Outdoor



Outdoor Digital Billboards  
throughout Kalamazoo Region

Delivering  
**1,470,048**  
**Impressions**

Kalamazoo County Population: 265,066

2020 Q2/Q3

**WMUK 102.1 FM**  
Sponsored · 🌐

At WMUK we are dedicated to providing U news coverage that is timely and trustworthy -- especially in times of uncertainty.  
U can ensure WMUK is here for your community by contributing today-  
[https://donate.wmuk.org/pledge/pledge\\_form?method=cc](https://donate.wmuk.org/pledge/pledge_form?method=cc)



**KEEPING INFORMED U**

DONATE.WMUK.ORG/PLEDGE/  
NOT AFFILIATED WITH FACEBOOK


**WMUK | Public radio for Western Michigan and beyond**

[Donate Now](#)

👍❤️👍 64      2 Comments · 7 Shares · 14K Views

**WMUK 102.1 FM**  
Sponsored · 🌐

Please take a moment to support the local public radio station that supports you at WMUK.org  
[https://donate.wmuk.org/pledge/pledge\\_form?method=cc](https://donate.wmuk.org/pledge/pledge_form?method=cc)



**MUSICAL ESCAPE WITH 89.9FM**

DONATE.WMUK.ORG/PLEDGE/  
NOT AFFILIATED WITH FACEBOOK

**WMUK | Public radio for Western Michigan and beyond**

[Donate Now](#)

👍❤️ Nancy Fry, Theresa Ward and 27 others      4 Comments · 4 Shares · 11K Views



**KEEP YOUR PUBLIC RADIO LOCAL**

**DONATE NOW ▶**

**WMUK 102.1 FM**  
Sponsored · 🌐

Providing public radio, local news, and music to southwest Michigan



**KEEP YOUR PUBLIC RADIO LOCAL.**

**WMUK 102.1 FM**  
Public radio for Southwest Michigan <http://w...>

👍 Like    💬 Comment    ➦ Share



**KEEP YOUR PUBLIC RADIO LOCAL**

**ON AIR**

**GIVE TODAY ▶** 

<https://www.facebook.com/wmuk1021/videos/275509973856378/>

## THE RESULTS



Overall, listener age is skewing younger

**Listenership is up 48%** despite pandemic disruption  
(Spring of 2019 to Fall of 2020)

Listener first choice preference for WMUK has increased

**88% Increase in Web Gifts** over FY19 to date

**51% Increase in Web Gifts Revenue** over FY19 to date

**9% Facebook Fan growth** over FY 2019

3.71 Million Impressions at \$1.48 CPM

5k Clicks at a \$.69 CTR

“I moved here just before the "Stay home. Stay Safe" order went into effect in March. I found myself working remotely in a mostly empty apartment learning about my new position and meeting my new colleagues "virtually". How wonderful to be able to find my new NPR station here in Kalamazoo. You kept me company through those isolating times and made me feel my home state of California was not that far away. Thanks for being there and helping me to learn more about my new home!”

- James W.  
New Member

“I am so pleased you separated the music to its own channel and restructured to make us news junkies happy. I've been a Michigan Radio subscriber for years but it's time I supported my own community NPR outlet.”

- Jim,  
Sustaining Member

**2021**



Adjusted Budget 12/21/20

|   | Q4        |            |            | Q1              |            |                | Q2                      |              |                  | Q3                         |                        |            |             |
|---|-----------|------------|------------|-----------------|------------|----------------|-------------------------|--------------|------------------|----------------------------|------------------------|------------|-------------|
|   | October   | November   | December   | January         | Febuary    | March          | April                   | May          | June             | July                       | August                 | September  |             |
|   | Events    |            | Election   | WKDS Sale       |            |                | Spring Pledge Drive     |              | Analyze & Adjust |                            | FY 2022 Planning       |            | Fall Pledge |
|   | Campaigns |            |            | 102.1 Awareness |            | 89.9 Awareness |                         | Pledge Drive |                  |                            | 102.1 & 89.9 Awareness |            | Pledge Ads  |
| Google/PPC/Display                              | \$0.00    | \$0.00     | \$500.00   | \$500.00        | \$500.00   | \$500.00       | \$800.00                | \$800.00     | \$750.00         | \$750.00                   | \$750.00               | \$770.00   | \$6,620.00  |
| Facebook Display                                | \$0.00    | \$0.00     | \$613.46   | \$308.85        | \$530.82   | \$0.00         | \$800.00                | \$800.00     | \$750.00         | \$750.00                   | \$750.00               | \$770.00   | \$6,073.13  |
| Brand Collateral                                | \$800.00  | \$1,000.00 | \$500.00   | \$600.00        | \$400.00   | \$300.00       | \$500.00                | \$500.00     | \$500.00         | \$500.00                   | \$500.00               | \$500.00   | \$6,600.00  |
| Total Investment                                | \$800.00  | \$1,000.00 | \$1,613.46 | \$1,408.85      | \$1,430.82 | \$800.00       | \$2,100.00              | \$2,100.00   | \$2,000.00       | \$2,000.00                 | \$2,000.00             | \$2,040.00 | \$19,293.13 |
| \$7,053.13                                      |           |            |            |                 |            |                | \$6,200.00              |              |                  | \$6,040.00                 |                        |            | \$19,300.00 |
| Invoiced \$7,6000 10/05/20 (\$546.87 remaining) |           |            |            |                 |            |                | To Be Invoiced on 04/01 |              |                  | To Be Invoiced on 07/01/21 |                        |            | \$6.87      |

**U SHOULD TOO!**

## Digital Programmatic and Station Awareness Campaign



1A Unit: <https://bit.ly/3feg2CX>

Member Unit: <https://bit.ly/3tELVtz>

# PRESENTER

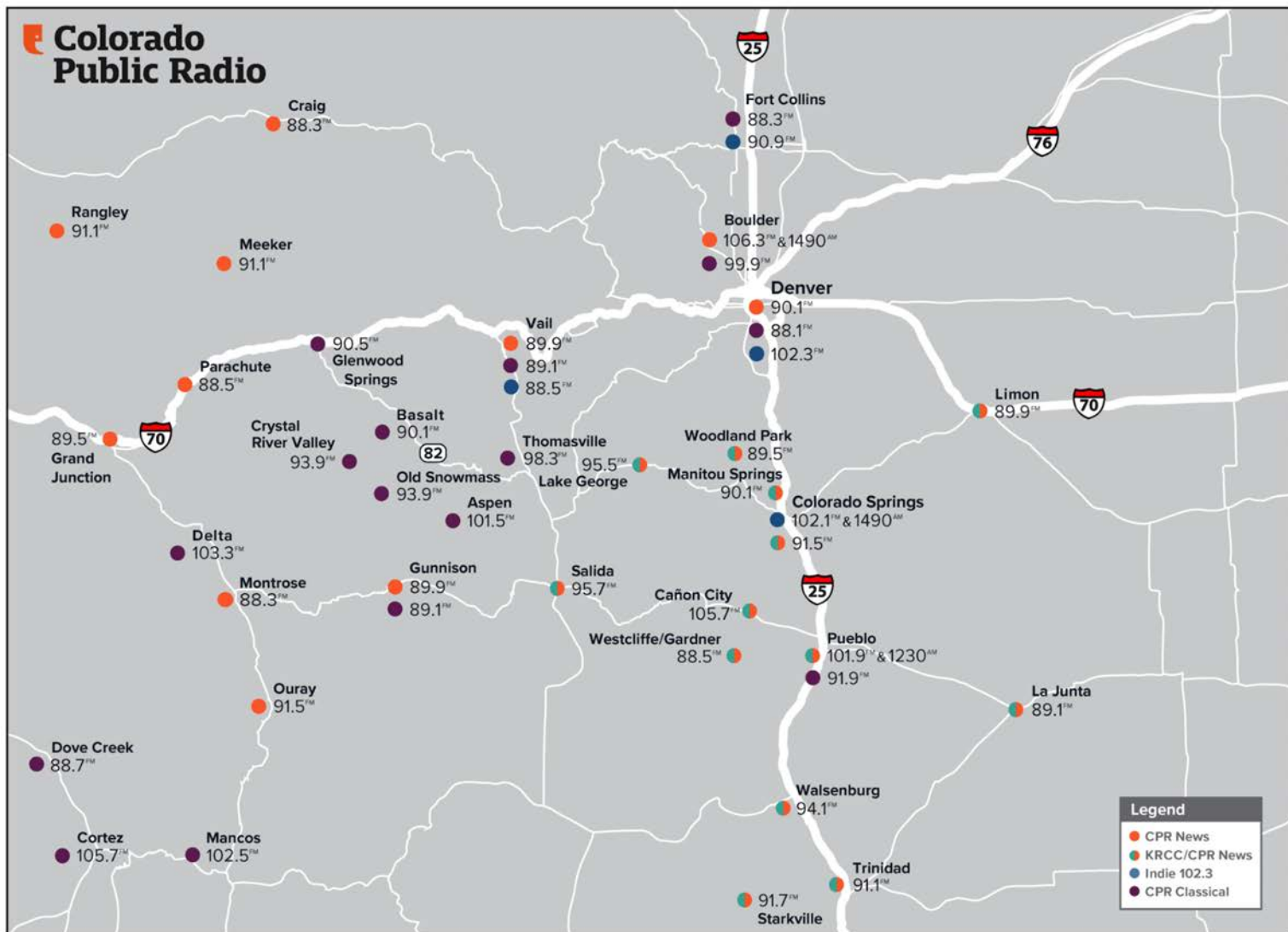


**Jodi Gersh**  
SVP, Audience and Platforms  
**Colorado Public Radio**



# **CPR News Trust the Facts Campaign Summary**

**Presented by Jodi Gersh**



## Campaign Objectives

Establish CPR as a fact-based news source available to all – not just traditional public media audiences

Provide broad reach across the state of Colorado

Grow audiences across all CPR platforms (increase listenership, website traffic, streaming, etc.)

Establish credibility of CPR and our journalistic excellence

## Why now?

- Lean in instead of retreat
- Misinformation and disinformation re: pandemic, election
- Coming up on major news events- timing was ideal and built up awareness across the state
- Opportunity Fund (\$) - Never a more important time to invest in ourselves



## Where to begin // Get help if you can

- Research Study
- Find a Creative Agency
- Find a Media Planning/Buying Agency

# Denver Local News Research Study

A research study was conducted by Mike Henry/Paragon Media Strategies between March 29 and May 26, 2019. Results were reported out in July 2019.

A couple of the **goals** were:

- Determine the **awareness** of CPR among local news users ages 25-64
- Gauge the audience's perceptions of Colorado Public Radio

# Research Study Recommendations

CPR is ripe for growth. A significant marketing campaign is warranted.

- A significant marketing campaign should reinforce the positive benefits of usage.
  - Interesting
  - Local
  - Informative
  - Unbiased
  - In-Depth
- Most importantly, the creative concept (think boldly!) should combat the negative image of CPR being boring

## Agency Support // Ask around your org

*Think local, consider trade for services*

- Look Listen – creative agency
- Explore Communications – media planning/buying agency

# Campaign Strategies

Multi-media approach to build reach and frequency quickly

Focus on metro areas across the state to build credibility and to reach as many people as possible (geography: Colorado Statewide, Metro-focus: Denver, Colorado Springs and Grand Junction)

Include tactics to reach younger and more politically neutral secondary audience

Run campaign for ten total weeks to ensure the media levels are impactful

## One note - rebrand

In 2019 Colorado Public Radio refreshed our logos/brand.



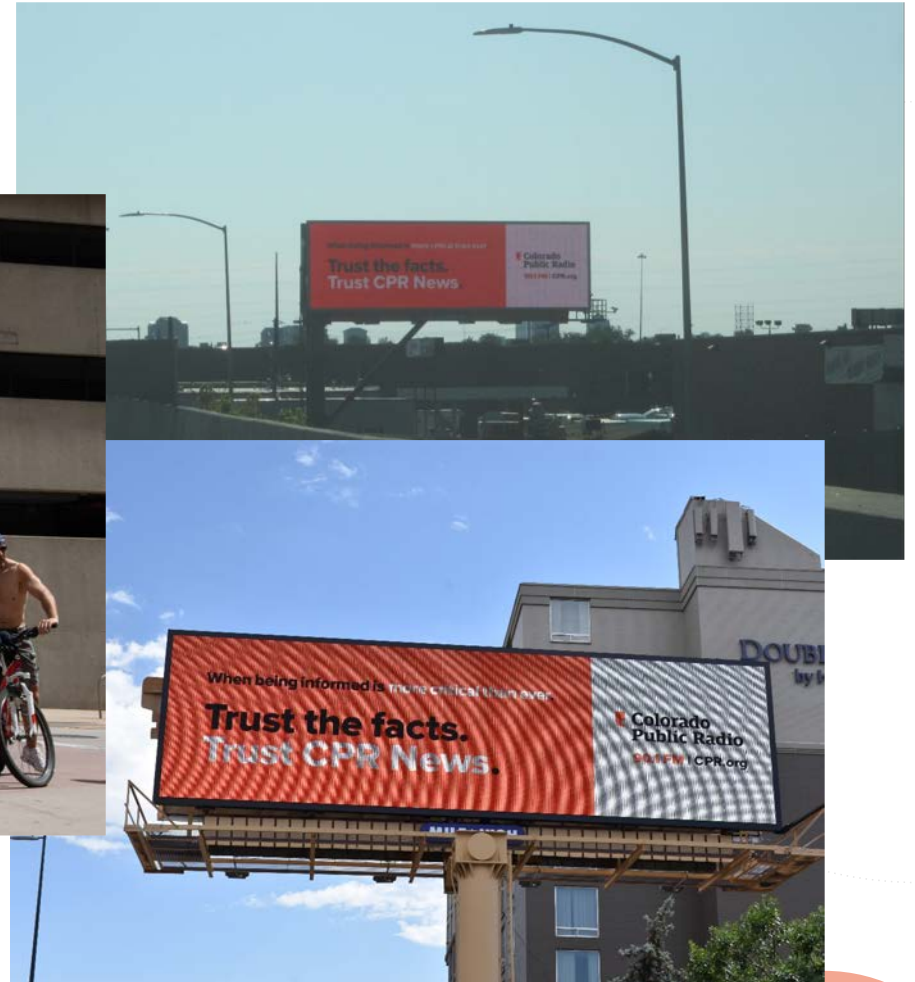
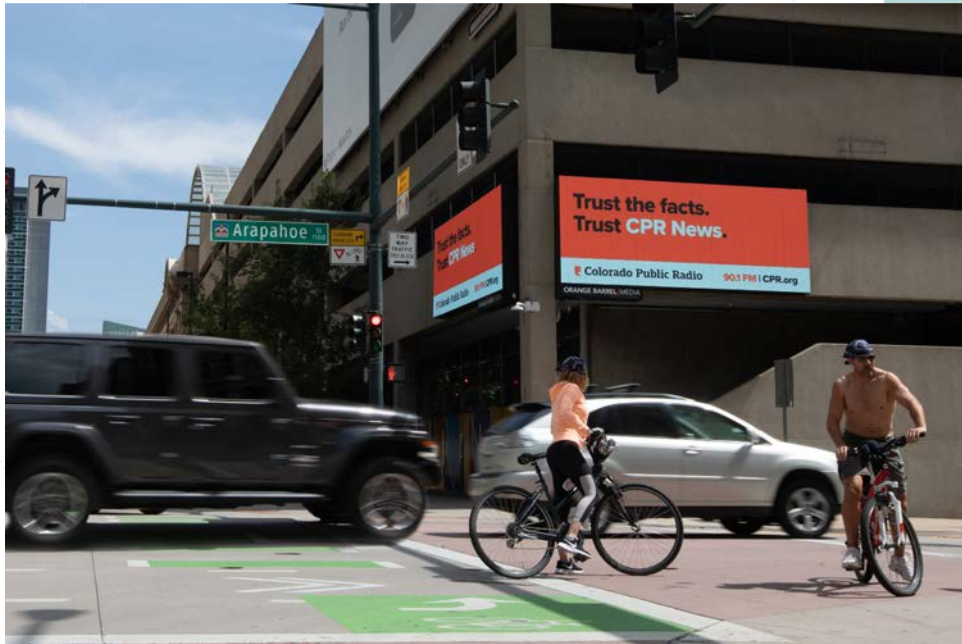
## The Campaign

When being informed is **more critical than ever.**

**Trust the facts.**  
**Trust CPR News.**

 **Colorado  
Public Radio**  
**90.1 FM** | CPR.org

# Billboards and Bus Tails







# 5280 Magazine September 2020

**Open for Business.**  
 REPAIRS • ALTERATIONS • CUSTOM DESIGNS  
 Appointments suggested for a safe visit.  
 Email [Mary@Gustermans.com](mailto:Mary@Gustermans.com) for current hours.  
 MASKS • SANITIZED • DISTANCED



*Providing Personal Service Since 1965*  
**Gusterman**  
 SILVER • GOLD • PLATINUM

1418 LARIMER STREET ■ 303.629.6927 ■ [GUSTERMANS.COM](http://GUSTERMANS.COM)

**When being  
informed is more  
critical than ever.**

**Trust the facts.  
Trust CPR News.**

Colorado Public Radio | [CPR.org](http://CPR.org) | 90.1 FM

96 5280 | SEPTEMBER 2020

## EYES ON THE PRIZE



CONTINUED FROM PAGE 85

and raised money for Black families struggling to eat or pay their bills. Two years later, in 2010, Tyler helped train and counsel a new generation of Freedom Riders who were dispatched to Ferguson, Missouri, following Michael Brown's death. The son of parents who'd once worked with Medgar Evers at the NAACP, Tyler was taught from an early age about the importance of protest, of having your voice heard.

But sitting at home this summer with his 25-year-old son, Chinelo, the reverend was seized by fear of the pandemic. His son, a recent graduate of Morehouse College—a historically Black institution in Atlanta—wanted to protest. Tyler begged his son to stay home. COVID-19 had disproportionately affected seniors and racial minorities, he told his son. The pandemic was killing Black people at a rate two and a half times higher than that of their white counterparts. Tyler would come to officiate eight funerals over the next few months, six of which were COVID-19-related. Though he wasn't a senior himself, the 56-year-old pastor could be called into their homes. In the first days of the pandemic, as cities began shutting down around the world, Tyler and his wife decided to close their own home to set an example for the rest of the community. He told his son these things, his voice rising.

"We don't need you to criticize us," Chinelo told his father. "I need you to affirm what we're feeling."

Tyler thought of his parents and their work in the early days of the civil rights movement, in Mississippi. He thought about his family's move to Southern California just before the Watts riots. He used those stories of struggle to guide him through college and seminary, from church to church all the way to Shorter, where he arrived, from St. Louis, in 2008. "I got the message," Tyler told me one morning this past July, as he sat outside his church on a folding chair and recounted the conversation with his son. "I realized my boy had that same fire in him. I had to let him go and pray that he would be safe."

Tyler now finds himself talking about the twin pandemics facing Black America, COVID-19 and racism, and how people his age need to pray hard to find their direction in all of it. "My son made me realize

Grand Junction  
Daily Sentinel

## Gardner stops in Grand Junction

Campaigning senator touts \$12.9 million grant for airport improvements

BY NEMAL DALL  
nemdall@grandjunction.com

In the midst of the U.S. Senate's review and a hefty campaign ad election season, Colorado Sen. Cory Gardner's visit to Grand Junction on Saturday wasn't simply his usual campaigning. It was also a reelection bid.

The Republican member of Congress spoke at a press conference at Grand Junction Regional Airport, announcing the \$12.9 million grant for the airport's history. The airport has been granted \$12.9 million through the Federal Aviation Administration's Airport Improvement Program (AIP), so far this year, the airport has been awarded a record \$8 million in federal grants.

Because of the Coronavirus Aid, Relief, and Economic Security (CARES) stimulus bill signed into law by President Donald Trump in March in response to economic fallout from the COVID-19 coronavirus, Grand Junction taxpayers were not taxed with providing any airport funding of their own.

"Twenty million dollars, 20 for 30 is an incredible deal, and I'm very proud of the work the Grand Junction Airport Authority continues to do to expand opportunities, services and the aviation system that has taken place at the facility over the last several years," Gardner said. "Under the CARES stimulus, this money is required to get forward 10% match. This is the CARES Act we passed in Congress several months ago. It's not correct that 10% match, so we didn't get the airport to have the \$12.9 million grant, but the CARES Act allows us to use to provide the 10% match, so a match of over \$1.3 million to make the project possible."

The goal of the grant is to improve the way the airport ramp and add a large passenger ramp, where airlines can test their engines safely after retooling maintenance work.

After the press conference, Gardner spoke with The Daily Sentinel about the state of the CARES Act and the impact of the CARES Act on the airport. He also discussed the impact of the CARES Act on the airport's future.



Cory Gardner announces a new airport grant Saturday afternoon in the terminal at Grand Junction Regional Airport.

He spoke new against Democratic Sen. Michael Bennet. Gardner said the Republican Party's accomplishments for Colorado, including the bipartisan Great American Outdoors Act that he sponsored along with Democratic Sen. Michael Bennet, was a testament to his leadership.

The bipartisan bill, an additional stimulus bill related to the federal COVID-19 relief package, was passed in the House of Representatives. House Speaker Nancy Pelosi said she was proud of the bipartisan effort.

Gardner praised the bipartisan effort for the bill's passage on House Speaker and Democratic Nancy Pelosi, saying that negotiations will need to continue before the Senate holds a vote.

Gardner also accused Bennet of potentially working to block the bill's passage.

He said the bill's time in Grand Junction should be a testament to his leadership.

"I hope that the entire Colorado congressional delegation could come with the president to show him the impact of the CARES Act," Gardner said.

Gardner said the bill's passage was a testament to his leadership. He said the bill's passage was a testament to his leadership.

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## Officers shoot and kill man in Loma incident

BY NEMAL DALL  
nemdall@grandjunction.com

An armed man was shot and killed by law enforcement officers in Loma on Saturday morning.

No officers were injured in the shooting. It is the second time in six weeks that officers from the Mesa County Sheriff's Office and Fruita Police Department have shot and killed an armed suspect.

The incident began shortly after 10 a.m. Saturday, according to a release from the Grand Junction Police Department.

Officers say a woman in the 1200 block of 1st S.W. Road in Loma reported that her neighbor was trespassing and carrying a gun.

When officers arrived, the male suspect was armed and did not respond to directions from law enforcement. After the suspect was shot, the incident ended.

The investigation began after the incident. The Mesa County Sheriff's Office is currently investigating the shooting.

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## Sheriff's deputies investigating desert shooting

BY NEMAL DALL  
nemdall@grandjunction.com

Deputies with the Mesa County Sheriff's Office are investigating a shooting that occurred in the desert area of 11111 Road on Saturday morning.

The investigation began after the incident. The Mesa County Sheriff's Office is currently investigating the shooting.

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## 500 deaths on reservation

BY THE ASSOCIATED PRESS  
WINDHORP ROCK, Ariz. — Navajo Nation health officials say the confirmation of a new death brings the number of deaths on the reservation to 500.

The Navajo Nation on Friday night reported the additional death as well as 14 more confirmed cases of COVID-19. That brings the total number of people infected to 5,796, and that includes the reservation's first case, reported on April 12 and Aug. 12 and were recently identified as COVID-19 related.

The Navajo Nation health officials say the confirmation of a new death brings the number of deaths on the reservation to 500.

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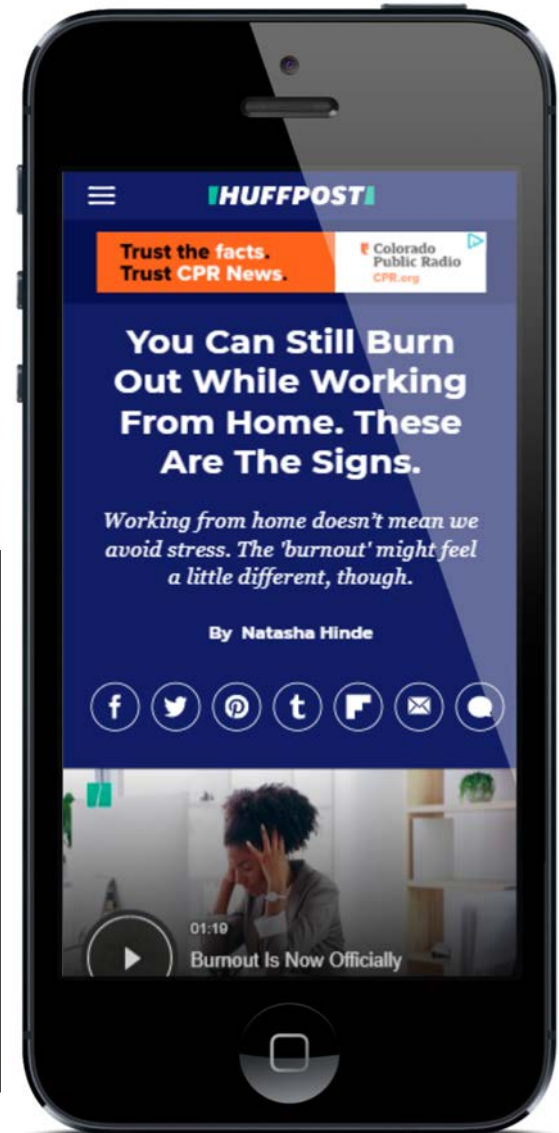
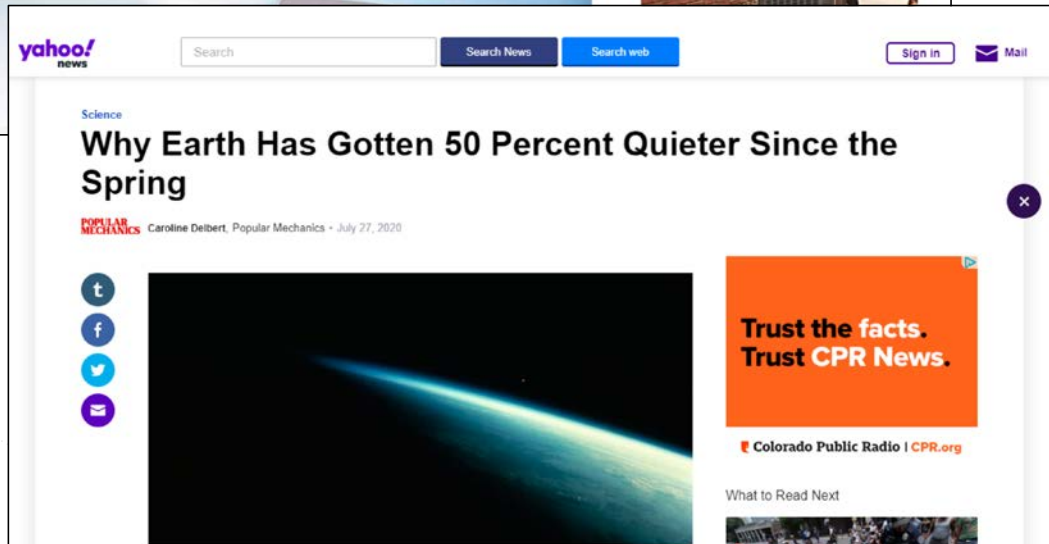
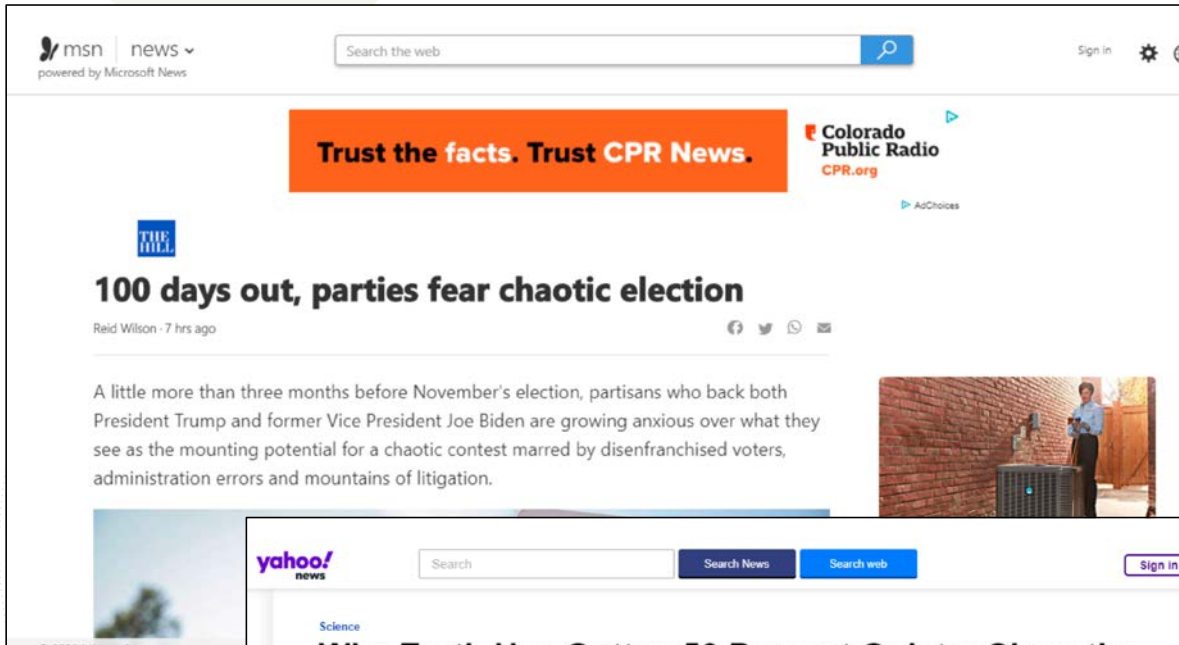
The Navajo Nation health officials say the confirmation of a new death brings the number of deaths on the reservation to 500.

## Local CBS and ABC

**When being  
informed is  
more critical  
than ever.**







## Results // Impressions

- OOH (billboards/bus tails): *est.* **21,216,268**
- Digital: **12,523,099** (120k conversions)
- 5280 Magazine: **70,000** circ (*trade*)
- Ch 9: **2,981,000** (*trade*)
- Ch 7: **2,711,000** (*trade*)
- Grand Junction Daily Sentinel Print: **63,592** circ

# Results // Broadcast Nielsen Rankings

- ~7 share for the duration of the campaign and beyond- record for CPR

| Year | Metro Survey | Rank | Share | Survey Dates    | Notes   |
|------|--------------|------|-------|-----------------|---|
| 2020 | June         | 3    | 5.8   | May 21 - Jun 17 |   |
| 2020 | July         | 3    | 5.6   | Jun 18- Jul 14  |   |
| 2020 | August       | 2    | 5.5   | Jul 15 - Aug 12 | "Trust the Facts" marketing campaign begins Jul 27        |
| 2020 | September    | 1    | 6.7   | Aug 13 - Sep 9  | Marketing campaign continues                              |
| 2020 | October      | 1    | 6.9   | Sep 10 - Oct 7  | Fall drive Sep 30 - Oct 7, Marketing campaign ends Oct 4  |
| 2020 | November     | 1    | 7.9   | Oct 8 - Nov 4   | Presidential Election Nov 3                               |
| 2020 | December     | 1    | 8.3   | Nov 5 - Dec 2   |   |
| 2020 | Holiday      | 2    | 7.2   | Dec 3 - Jan 6   | KOSI holiday music share 13.3, Capitol insurrection Jan 6 |
| 2021 | January      | 1    | 7.5   | Jan 7 - Feb 3   | Trump impeachment two, Biden Inauguration                 |
| 2021 | February     | 2    | 7.1   | Feb 4 - Mar 3   | Winter drive Feb 18-24                                    |



# Election year comparison

| Metro Survey | Rank |      |  | Share |      |
|--------------|------|------|--|-------|------|
|              | 2016 | 2020 |  | 2016  | 2020 |
| September    | 8    | 1    |  | 4.6   | 6.7  |
| October      | 12   | 1    |  | 3.8   | 6.9  |
| November     | 7    | 1    |  | 4.4   | 7.9  |
| December     | 7    | 1    |  | 4.6   | 8.3  |
| Holiday      | 11   | 2    |  | 3.8   | 7.2  |
| January      | 6    | 1    |  | 4.7   | 7.5  |

# Unique Website Visitors

|                  | <i><b>2016</b></i> | <i><b>2019</b></i> | <i><b>2020</b></i> |
|------------------|--------------------|--------------------|--------------------|
| <b>August</b>    | 232,601            | 402,885            | 1,164,535          |
| <b>September</b> | 203,600            | 362,528            | 725,914            |
| <b>October</b>   | 272,413            | 406,804            | 1,623,231          |
| <b>November</b>  | 297,903            | 577,913            | 1,194,402          |

## Results // Anecdotal

**Good for CPR!**  
**Hope it brings in new listeners.**  
**-CPR sponsor**

*Thank you for your investment in the market campaign - we appreciate the additional promotion of your programming, and commensurately - our sponsorship. We are delighted to renew our CPR sponsorship for 2021! Thank you again for your very valuable contribution to the preservation truth in news coverage.*

*- CPR sponsor*

**Nice campaign. Saw the billboard on Colorado Blvd yesterday. I think it's crucial to raise awareness about how CPR serves as important resource in the community. Hope it drives membership!**

**-CPR Board member**

*I saw my first CPR billboard today! We were driving back from Granby and saw the billboard on 93 outside of Golden. It made my little heart skip a beat :)*

*-CPR Board member*

*Stewart I was passing through Grand Junction last weekend, and indeed was delighted to see one of your billboards! I recalled that you were planning a push. Nice job.*

*-Foundation*

## Next steps

Follow up awareness research by Paragon Media, comparing last year's results to current, post campaign results



# Thank You

Jodi Gersh  
@jodiontheweb

# Q & A

# PMC SERVICES



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**Thanks to our Presenters.**

**Thank you for joining us and  
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the recording of this webinar  
and the slides**