Branding & Marketing for Classical Radio

Frank Dominguez  WDAV
Scott Williams    KBAQ
Bill Lueth        KDFC & KUSC
Daniel Gilliam   WUOL
Jack Allen        All Classical Portland
Moderator:        Wende Persons  Classical Music Rising
Station Marketing Campaigns: To invest... or not to invest?
Frank Dominguez
General Manager & Content Director
WDAV/Charlotte
frdominguez@wdav.org
Classical Public Radio Research Project (Summer 2013)

- Radio Research Consortium and Coleman Insights
- WDAV, KBAQ/Phoenix, KSJN/Minneapolis, KUSC/Los Angeles

- Two Phases
  - Phase 1 – Focus Groups
  - Phase 2 – National Quantitative Survey in Top 50 Markets
Classical Public Radio Research Findings and Recommendations

“Listeners were universal in their praise for the station and conveyed a sense that it was a community jewel that has had an important role in Charlotte for decades.”

(Coleman Insights report on Charlotte focus groups, June 2013)

“Listeners [in Charlotte] showed little or no awareness of the station’s marketing efforts.”

“The ratings struggles of Classical stations are far more deeply rooted in the problem of them being ‘out of sight and out of mind’ during a period of media fragmentation and dramatic expansion of listening options.”

“Classical stations should embrace messaging tied to the theme of mood improvement.”
“What a treat.”
Rebecca Bullock, Independence, Virginia
WDAV Listener since 1997

Join our new breed of loyal listeners.

89.9 fm
wdav.org
CLASSICAL PUBLIC RADIO
A service of Davidson College, supported by listeners like you.
89.9 FM
your Classical Companion for the commute

WDAV.org
New Day Part Liners to Echo Marketing

• Your Classical Companion in the Car

• Your Classical Companion at Work

• Your Classical Companion at Home

• Your Classical Companion on the Weekend
Historic Growth in WDAV Audience
(August 2016 Nielsen Media Charlotte Metro PPM)

- 3.6% Average Quarter Hour Share*
  (vs. 1.7 August ‘15)
- 6,000 Average Quarter Hour Listeners
  (vs. 2,600 August ‘15)
- 2:30 Daily / 8:00 Weekly Time Spent Listening
  (vs. 1:15 Daily / 3:15 Weekly August ‘15)

*WDAV’s Market Share of 3.6 in August 2016 was the highest of any classical station in the country
• New *Classical Harvest Concert Series*

• Chamber music concerts at local farmer’s markets

• All costs underwritten by local business

• Presented in partnership with regional orchestras and concert series
Facebook Live

Video of the first performance was streamed live on Facebook. Viewers near and far were able to comment in real time.

471 Views during the live streaming broadcast

2,100+ Total Views (and counting)

29 Comments

17 shares

74 “Likes”
Scott Williams
Director of Audience Research
KBAQ/Phoenix
swilliams@rioradio.org
KBAQ’s Marketing Campaign
Classically Cool
89.5 FM
KBACH
classical. arts. community.

DIAL it DOWN
KBACH FM 89.5
classical. arts. community.
KBAQ’s Awareness Campaign

**OUTDOOR** Jan 18 – May 18, 2016
- 17 Static Billboards & 14 Rotating Digital
- Cost: $125,920

**MOVIE THEATERS** Dec 10 – June 30, 2016
- New multiplex in Scottsdale – KBACH Classically Cool Slide
- 14 theaters; 144 impressions per week
- Cost: $4,224
KBAQ’s Awareness Campaign

- **PLAYBILLS**  August 2015 – May 2016

- Half-page KBach Classically Cool Ad in the August mailing of 23,000 *On Stage 15/16* Arts Preview magazines

- Half-page page ads ran all season in *Playbills* for 15 area performing arts organizations

- Cost: $20,750
Interactive component
Tell us how you stay "Classically Cool"

K-BACH 89.5 FM is inviting you to stay “Classically Cool” with us this summer! Now that stepping outdoors feels like walking into an oven, it’s best to chill out with the classics on K-BACH—especially your favorite music that keeps you cool.

There’s not much we can do about the scorching high temperatures, but we can play music that cools you down. Whether it’s “Winter” from Vivaldi’s The Four Seasons, “What an icy little hand!” from Puccini’s La Bohème, Chopin’s “Raindrop” prelude, or something else entirely, the announcers at K-BACH want to know: What piece says “cool and refreshing” to you?

Tell us your pick below along with why it makes you feel “Classically Cool.” Starting July 27-29th, we’ll play your musical favorites on the air and read your story, too.

What classical piece says “cool and refreshing” to you?

Why do you find this selection refreshing and inspiring?

PUBLIC RADIO
Content Conference
KBAQ’s Campaign Results

• Increase in daily & weekly cume in 2016 over 2015 (Jan – June)

• Daily Cume grew by 27% from 49,700 listeners (first half of 2015) to 63,000 listeners (first half 2016).

• The Weekly Cume grew by 26% from 143,900 listeners to 180,600 listeners.
SUNDAY BAROQUE
with Suzanne Bona
6-10 a.m.
Bill Lueth
President, KDFC/San Francisco
Vice President, USC Radio Group
BLueth@kdfc.com
Outdoor campaign using classical music terms
Outdoor campaign using classical music terms

MAKE YOUR COMMUTE MORE OF A CONCERTO.

KDFC 90.3 FM
104.9 FM
Transform your day.
Outdoor campaign using classical music terms

PAIR YOUR PENNE WITH A SEDUCTIVE LITTLE SONATA.
Outdoor campaign using classical music terms
Our social world
If Facebook was a country...
Daniel Gilliam
Director of Radio
Louisville Public Media (WUOL)
dgilliam@wuol.org
WUOL’s Digital Campaign:
“Tune in to tune out”
WUOL’s Digital Campaign

Let’s share a bit of quiet time:

Classical 90.5 WUOL
Music that provides an escape from the noise o…
wuol.org
Yeah, it's kinda like this:

Classical 90.5 WUOL
Music that provides an escape from...
Disfrutemos juntos un tiempo tranquilo.

See Translation

Classical 90.5 WUOL Louisville

Música que crea un escape del ruido diario. Escucha en vivo la estación de música clásica de Louisville.

WUOL.ORG
Yeah, it's kind of like this:
WUOL’s Digital Campaign

- Winter 2015 campaign = Nov/Dec
- Spring 2016 campaign = mid-April/mid-June
- Cost: $4,500 per campaign

- 55% gain in Facebook “likes”
- Traffic to WUOL.org up 56% (Wi15) & up 96% (Sp16) vs. previous period
- Clicks to website 7600 (Wi15) to 38000 (Sp16)

- “With a modest spend we’re seeing good results.”

- Cume: 31700 to 46400; AQH: 1300 to 2400; Share 1.2 to 2.2
Jack Allen
President & CEO
All Classical Portland, Oregon
jack@allclassical.org
All Classical
PORTLAND
we love this music
When to Re-Brand?

Fix Core Competencies

• Mission, Vision, Values
• Leadership
• Refine Programming
• Refine Language
• Educate Internal Stakeholders
Objective

Know who you are and why you exist

Show it in everything you do

Do it artfully and elegantly

“pushing art through speakers”

“a premier American music service”

“coolest place on earth”
Objective: Eliminate Clutter & Confusion
Cost of Re-Branding

- **B2B** Branding Agency
- **Ask! Pro Bono/Trade**

Jelly Helm

Studio Jelly

Portland, OR, USA
Building Cultural Community

Results
Results: Localism
Results: Capital Campaign $2.5 million in 2012-14

All Classical Portland: Studio With a View

New studios look good, but can they do the job and keep talent in Portland?

Suzanne Nance in "The Observatory" at All Classical Portland

Syndicated [legacy] programming like 'Pipedreams,' 'St. Luke's' and 'St. Luke's Storie. It's killer, I love it!' Could those "Young Musicians" be part of a future cultural arts partner, the Portland Opera. He believed that world-class facilities combined with Portland's appealing well-educated and youthful demographics could help attract scarce on-air talent who shared his vision.

The remodeling ran $2.5 million (they moved in mid-2014), while All Classical's yearly budget for the facility and staff of 23 is $3.5 million, 93 percent of which is paid by listeners, most of whom are in the local community.

All Classical Portland Vice President of Technology Larry Holtz laid out some of the move. "In our previous studio building we converted to Axia consoles, so we brought that equipment and expanded in the new building."

He explained: "The on-air studio uses three Axia Element control surfaces — 12 channels to the left of the announcer, 12 channels to the right, providing a center area for mice, keyboards and paper copy. The third four-channel Axia Element is for the co-host. In our large performance control room is a 24-channel Element. The other studios have 12-channel Axia Radius consoles, including two office/studio rooms with the consoles on Ergotron swing arms." Feeding the 10i is an array of Axia XNodes for distribution audio and control along with an Axia studio intercom system.

NEW BLOOD

Allen had his ears on Suzanne Nance...
Accomplishments: Gift Shop / Location as brand
Accomplishments: Community Engagement
Accomplishments: Community Engagement
Solace has a frequency.

89.9 FM Tune in.
Results: Ratings 2011-2016

Source: Nielsen
Results: Revenue 2011-2016

![Graph showing revenue growth from 2011 to 2016 with different revenue streams including Billboards, New Facility, 30th Anniversary, and Re-Branding. The graph also includes lines for Annual Budget, Contributions and Grants, Underwriting, and Sustainers.]
Thank you

All Classical

Portland

we love this music
Branding & Marketing for Classical Stations

Questions? Ideas?
Your campaigns?
Stay in touch! Tell us what you’re doing. Want the *Classical Music Rising* E-Newsletter?

Wende Persons  
Managing Director  
Classical Music Rising  
Station Resource Group  
Wende@ClassicalMusicRising.org  
www.srg.org/classical