

# 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](mailto:frdominguez@wdav.org)



---

**PUBLIC RADIO**  
Content Conference

# 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.

89.9fm  
**wdav.org**  
CLASSICAL PUBLIC RADIO

*A service of Davidson College, supported by listeners like you.*

# 89.9<sup>FM</sup>

your Classical Companion  
for the

*holidays*



89.9fm  
**wdav.org**  
CLASSICAL PUBLIC RADIO  
A service of Davidson College, supported by listeners like you.

# 89.9<sup>FM</sup>

your Classical Companion  
for the

*morning routine*



Listen. Like. Purchase.

89.9fm  
**wdav.org**  
CLASSICAL PUBLIC RADIO  
A service of Davidson College, supported by listeners like you.

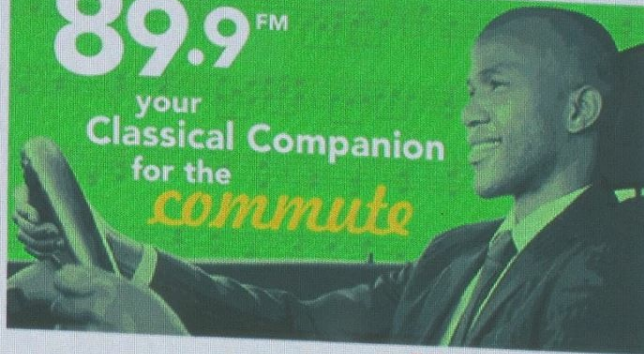


89.9 fm  
wdav.org  
CLASSICAL PUBLIC RADIO



89.9<sup>FM</sup>

your  
Classical Companion  
for the  
*commute*



89.9fm  
**wday.org**  
CLASSICAL PUBLIC RADIO  
A service of Davidson College, supported by donors like you.

GRACE  
OUTDOOR.com



89.9 FM  
The Classical Companion  
for Inspiration  
wday.org



if you  
S  
SON  
S  
SO  
Did y





89.9<sup>FM</sup>

your  
Classical Companion  
for *relaxing*

89.9 fm  
**wday.org**  
CLASSICAL PUBLIC RADIO  
A service of Swarthmore College, supported by listeners like you.

Download on the  
App Store

GET IT ON  
Google play

Listen. Like. Purchase.

# 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”



**Sonya Prater** • 41:24

Great broadcast, thanks for the video.



**Lynn Taylor** • 43:18

Sally Gardens makes me cry! Lovely!



**Scott Foster** • 46:12

Watching live at farmers market ,great performance



**Patricia Cooper** • 48:38

Enjoying very much, just beautiful!



Share

Write a comment...



---

Scott Williams

Director of Audience Research

KBAQ/Phoenix

[swilliams@rioradio.org](mailto:swilliams@rioradio.org)



# KBAQ's Marketing Campaign



**Classically  
COOL**

89.5 fm

**K B A C H**



**PUBLIC RADIO**  
Content Conference



Clear Channel Outdoor  
10' x 40' Bulletin



Classically Cool

89.5FM

K B A C H

classical. arts. community.

CLEAR CHANNEL

Clear Channel Outdoor  
10' x 40' Bulletin

DIAL it DOWN

K B A C H

classical. arts. community.



CLEAR CHANNEL

# 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



**Classically  
COOL**

89.5 fm

**K B A C H**



**PUBLIC RADIO**  
Content Conference

# 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?**

•



## 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.





---

Bill Lueth

President, KDFC/San Francisco


Vice President, USC Radio Group

[BLueth@kdfc.com](mailto:BLueth@kdfc.com)








Outdoor campaign using classical music terms



**EXPERIENCE A  
DAILY OFFICE  
OVERTURE.**



90.3/104.9fm  
kdfc.com  
kdfc app

 **KDFC** 90.3FM  
104.9FM  
Transform your day.



**PUBLIC RADIO**  
**Content Conference**

Outdoor campaign using classical music terms



**MAKE YOUR  
COMMUTE  
MORE OF A  
CONCERTO.**



**KDFC** 90.3FM  
104.9FM  
Transform your day.



**PUBLIC RADIO**  
**Content Conference**

Outdoor campaign using classical music terms

**PAIR YOUR  
PENNE WITH  
A SEDUCTIVE  
LITTLE SONATA.**



 **KDFC** 90.3FM  
104.9FM

Transform your day.



**PUBLIC RADIO**  
**Content Conference**



Outdoor campaign using classical music terms



WHO SAYS A  
SYMPHONY  
CAN'T MAKE  
YOU SWEAT?

90.3/104.9fm kdfc.com kdfc app

**KDFC** 90.3FM 104.9FM  
Transform your day.









# Our social world



If Facebook was a country...



---

Daniel Gilliam

Director of Radio

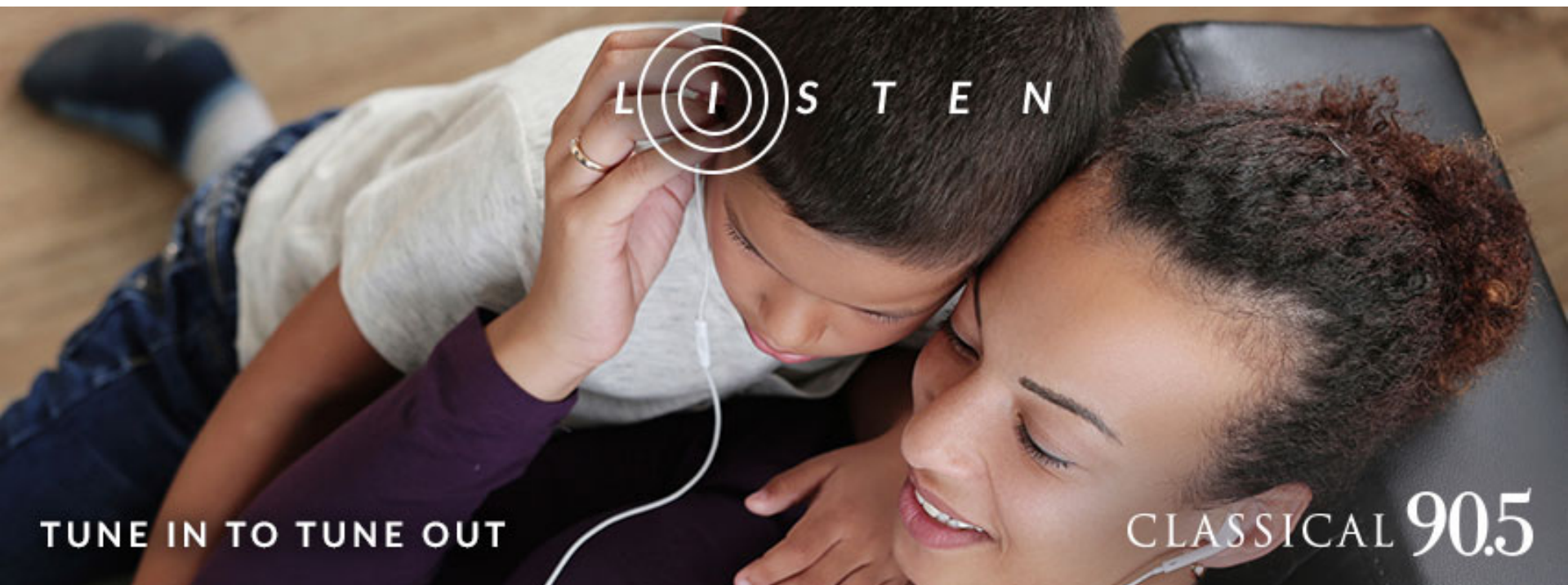
Louisville Public Media (WUOL)

[dgilliam@wuol.org](mailto:dgilliam@wuol.org)









# WUOL's Digital Campaign: *"Tune in to tune out"*




**PUBLIC RADIO**  
Content Conference

# WUOL's Digital Campaign

**Classical 90.5 WUOL**  
**Louisville**  
Sponsored · 



Let's share a bit of quiet time:



**Classical 90.5 WUOL**  
Music that provides an escape from the noise o...  
[wuol.org](http://wuol.org)





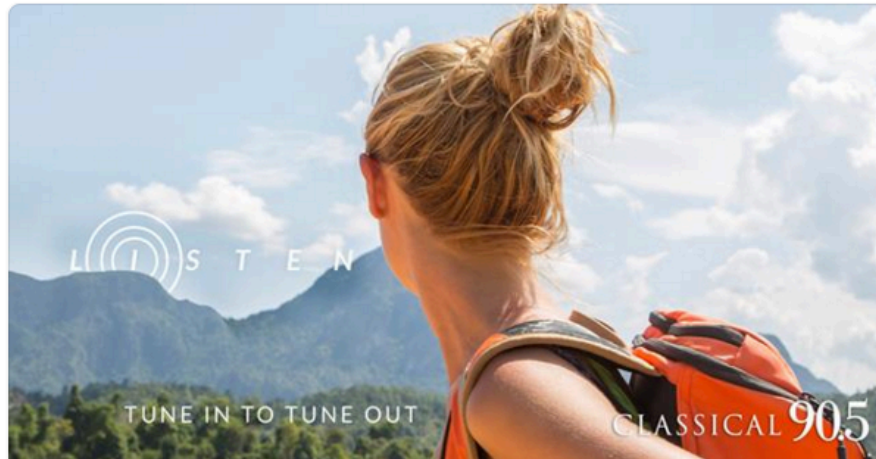


## Classical 90.5 WUOL Louisville

Sponsored · 



Yeah, it's kinda like this:



### Classical 90.5 WUOL

Music that provides an escape fro...

[wuol.org](http://wuol.org)

[Learn More](#)



**PUBLIC RADIO**  
Content Conference

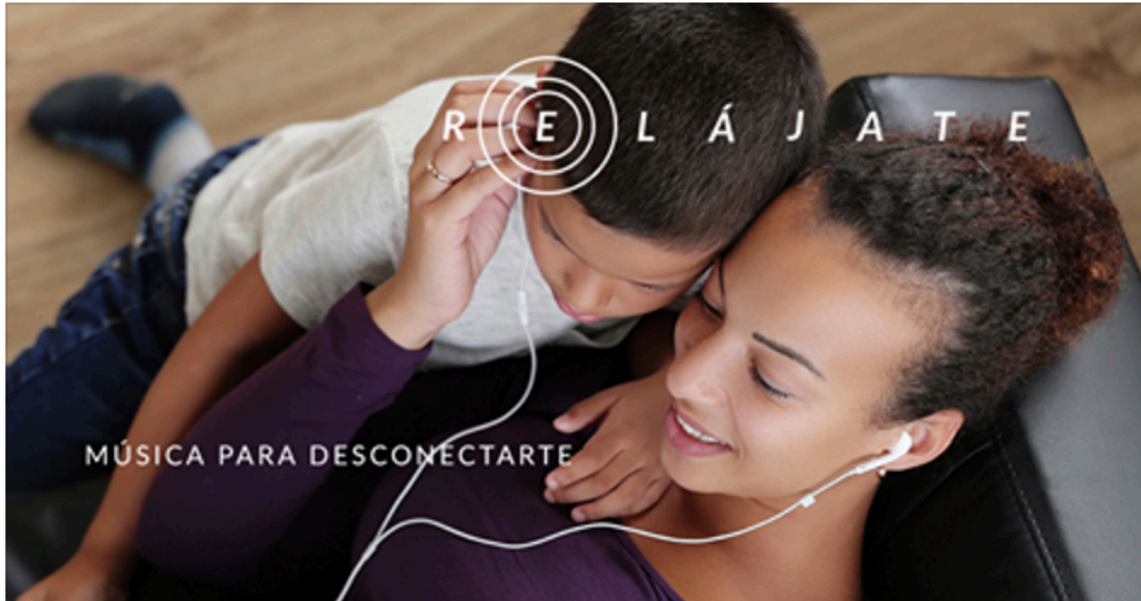


**Classical 90.5 WUOL Louisville**

Sponsored (demo) · 🌐

Disfrutemos juntos un tiempo tranquilo.

[See Translation](#)



**Classical 90.5 WUOL**

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

[WUOL.ORG](http://WUOL.ORG)



👍 Like

💬 Comment

➦ Share



**PUBLIC RADIO**  
**Content Conference**




## Classical 90.5 WUOL Louisville

Sponsored ·



Yeah, it's kind of like this:



**Classical 90.5 WUOL**  
Music that provides an escape fro...  
[wuol.org](http://wuol.org)

[Learn More](#)



Like

Comment

Share



**PUBLIC RADIO**  
Content Conference

# WUOL's Digital Campaign

- Winter 2015 campaign = Nov/Dec
- Spring2016 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](mailto:jack@allclassical.org)



# *All Classical*

P O R T L A N D

we love this music

**PUBLIC RADIO**  
Content Conference



# When to Re-Brand?

## Fix Core Competencies

- Mission, Vision, Values
- Leadership
- Refine Programming
- Refine Language
- Educate Internal Stakeholders

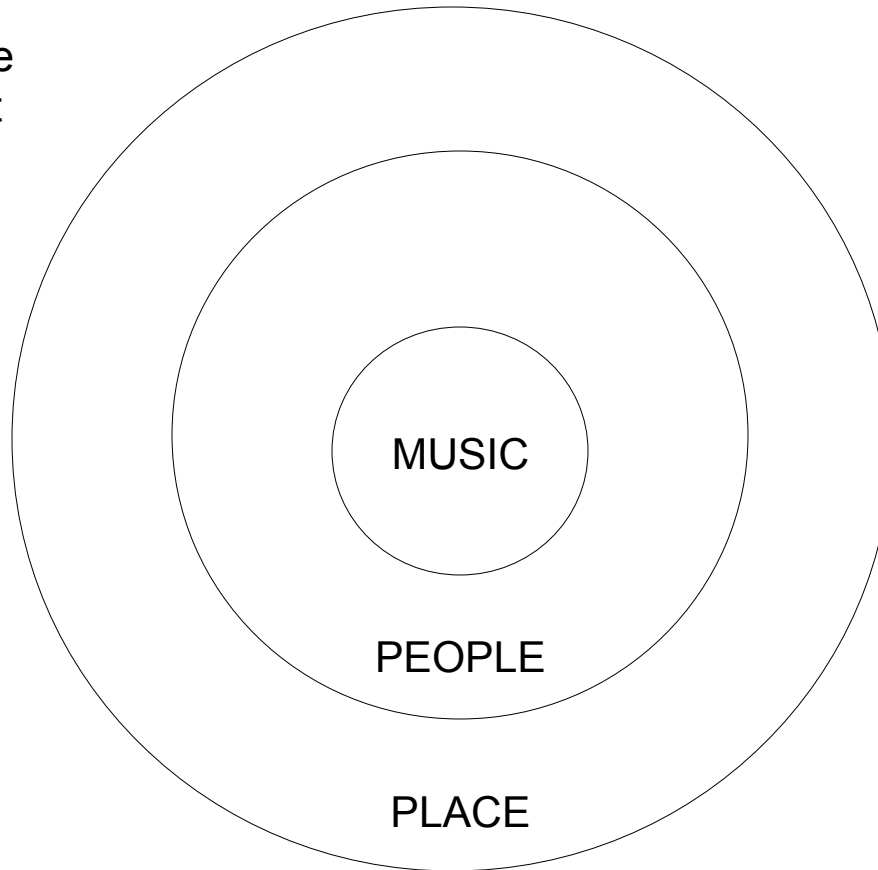


# Objective

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



89.9 KBPS

*All Classical*



*Cascades to the Coast*



*All Classical*  
PORTLAND

# Cost of Re-Branding

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



Jelly Helm

*Studio Jelly*

Portland, OR, USA

# Building Cultural Community



Results

DICTIONARY  
*All Classical*  
PORTLAND

# Results: Localism





# Results: Capital Campaign \$2.5 million in 2012-14

**STUDIO SESSIONS**

Resource for Radio On-Air, Production and Recording

RADIOWORLD February 3, 2016

## All Classical Portland: Studio With a View

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



**FACILITY PROFILE**

Suzanne Nance in "The Observatory" at All Classical Portland

BY CHRISTOPHER SPRINGMANN

syndicated [legacy] programming like 'Pipedreams,' 'From the Top' and 'St. ite. "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 mics, 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 lot 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

PUBLIC RADIO

*All Classical*

PORTLAND

# Accomplishments: Gift Shop / Location as brand

*All Classical*  
PORTLAND



DIO  
rence



# Accomplishments: Community Engagement

*All Classical*  
PORTLAND



**BLOC RADIO**  
tent Conference



# Accomplishments: Community Engagement

*All Classical*  
PORTLAND





# Solace has a frequency.

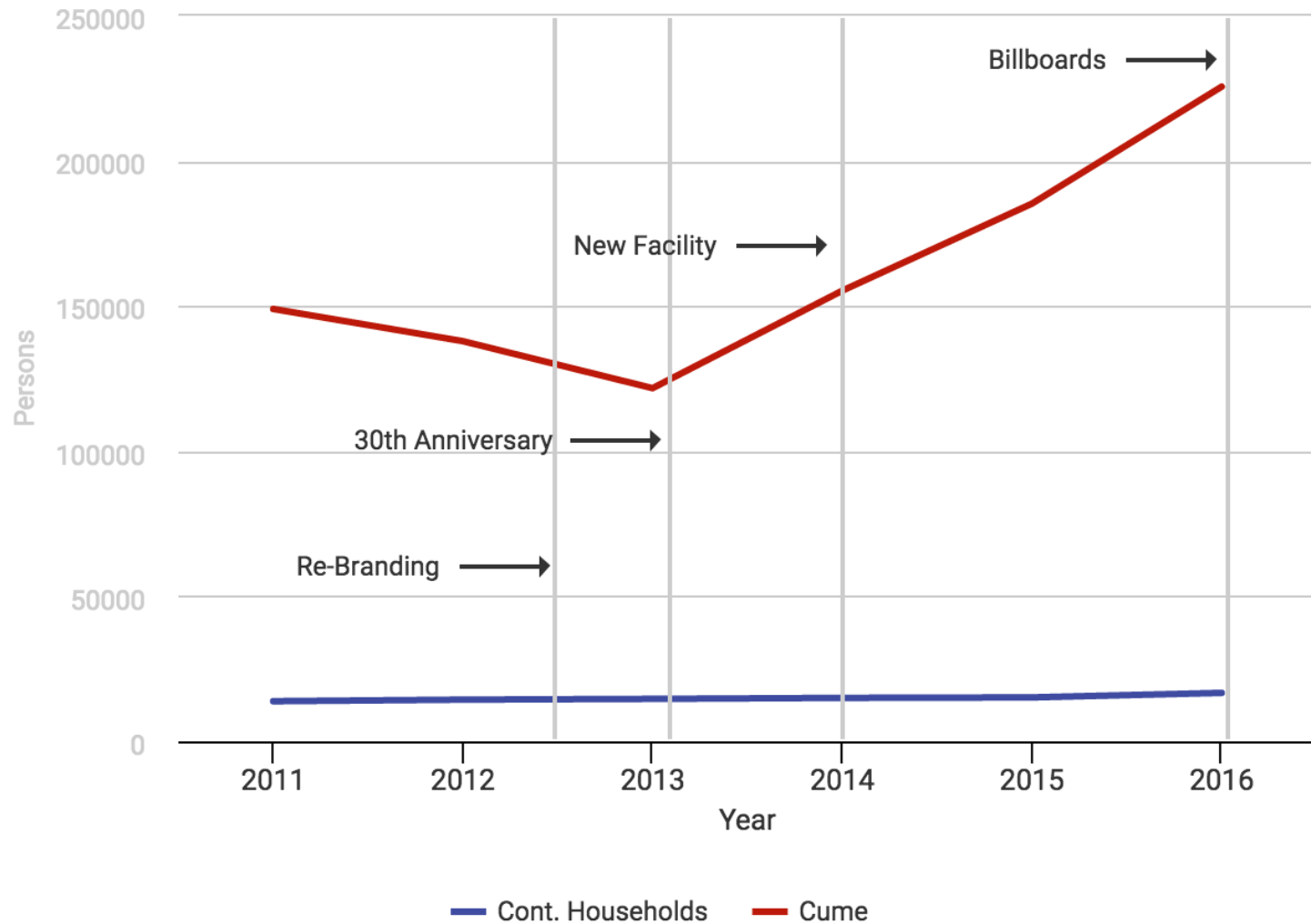
89.9<sup>FM</sup> Tune in.

*All Classical*  
PORTLAND

Onward: Billboards



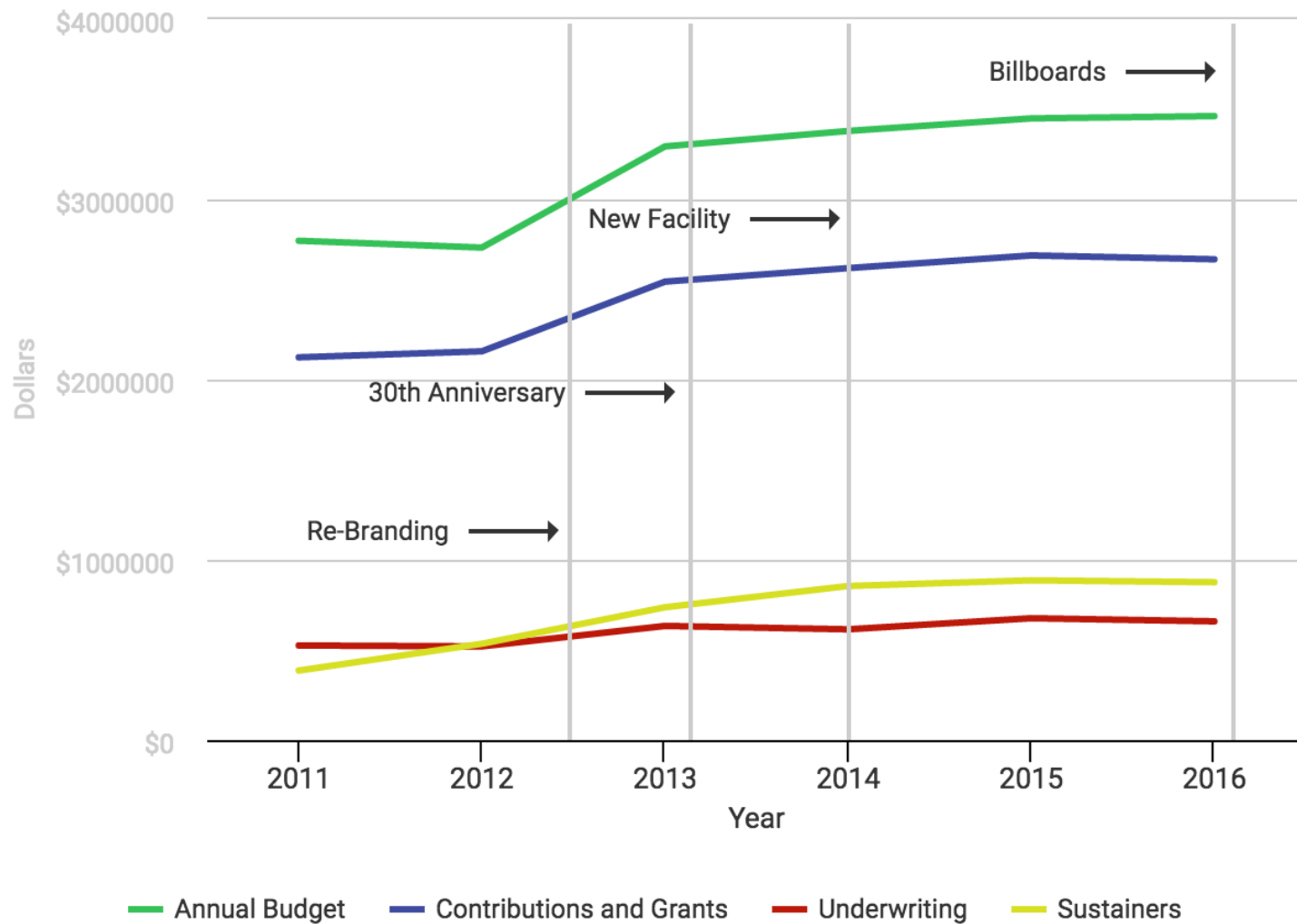
# Results: Ratings 2011-2016



Source: Nielsen

*All Classical*  
PORTLAND

# Results: Revenue 2011-2016



Thank you

*All Classical*

P O R T L A N D

we love this music

**PUBLIC RADIO**  
Content Conference



# 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](mailto:Wende@ClassicalMusicRising.org)

[www.srg.org/classical](http://www.srg.org/classical)

