

Chief Development Officer

Direct Response Television (DRTV) Radio Spots FAQ

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Q: What is the Support Marketing Plan for DRTV?

A: Many DRTV programs use other forms of marketing and communications to reinforce the DRTV spots in the marketplace and generate increased donor interest. The idea is to mirror the messaging of the DRTV spot in other marketing mediums to supplement frequency of the spots on television and again, generate more interest. CMN Hospitals is currently engaging in a supportive marketing strategy for our DRTV pilot. This supportive marketing plan consists of organic social posts, paid social ads, paid SEM, PSA placement and paid radio. All supportive marketing drives people to our DRTV landing page www.helpkidstoday.com

Q: Why place spots on Radio?

A: We decided to carve out a small budget to engage in a supportive media spend specifically on radio with some of our Radiothon partners. We did this not only because supportive marketing is a best practice in DRTV, but because we wanted to also use this opportunity to provide some value back to some of our media partners. The budget for this radio spend was minimal, but still substantial enough to be welcomed by the stations we chose.

Q: What stations did you engage?

A: We placed paid media in 10 markets- Atlanta (WWWQ), Boston(WMJX), Chicago (WLIT), Dallas (KPLX), Denver(KALC), Minneapolis (KSTP), Norfolk/VA Beach (WWDE), Phoenix (KYOT and KTAR), San Diego (KMYI), Washington DC (WASH.). All stations are either the lead station for Radiothon in their market or part of a group of stations associated with Radiothon, with one exception. You will see we placed media on two stations in Phoenix. We engaged in a buy on KTAR (News Talk) which is our Radiothon partner in that market, however we also placed some media on KYOT in Phoenix because we wanted to ensure we were on a station with a format that over-indexed with women 35+ (our DRTV target demographic).

Q: How did you decide which stations would get the spot placement and advertising revenue?

A: We selected the stations based on a mix of criteria including, corporate ownership, fundraising for CMN Hospitals, CMN Hospitals region coverage, format, target demographic and more.

Q: When will these spots be running on radio?

A: The spots began airing on 8/23 and will conclude on 10/17, except for the Boston market where we shifted the spots off air the week of their Radiothon and moved them to conclude on 10/24. To mirror the DRTV television placement as much as possible, the flights will run for two weeks, then off for a week for a total of 6 total weeks on radio.

Q: Will these be the stations that get radio revenue in support of DRTV every year?

A: As you know, DRTV is just in a pilot phase. If the organization decides DRTV is a viable fundraising program for the organization and continues with more formal, annual campaigns in 2022 and beyond, we will discuss budget resources to continue any radio spot placement, and a plan to include other Radiothon stations in any advertising spends.

Q: What other details can you tell me?

- All radio spots are targeting women 35+
- On average for the selected markets, there will be 30 airings a week
- Radio spots are :15 and :30 in length
- Again, tone and verbiage are mirrored from the DRTV spot to help with DRTV interest and recall
- Call to action is focused on the web only: helpkidstoday.org
- The radio, like the DRTV spots, is not localized

Q: Who do I contact if I have questions?

A: You should feel free to reach out to Maureen Carlson, mcarlson@cmnhospitals.org.