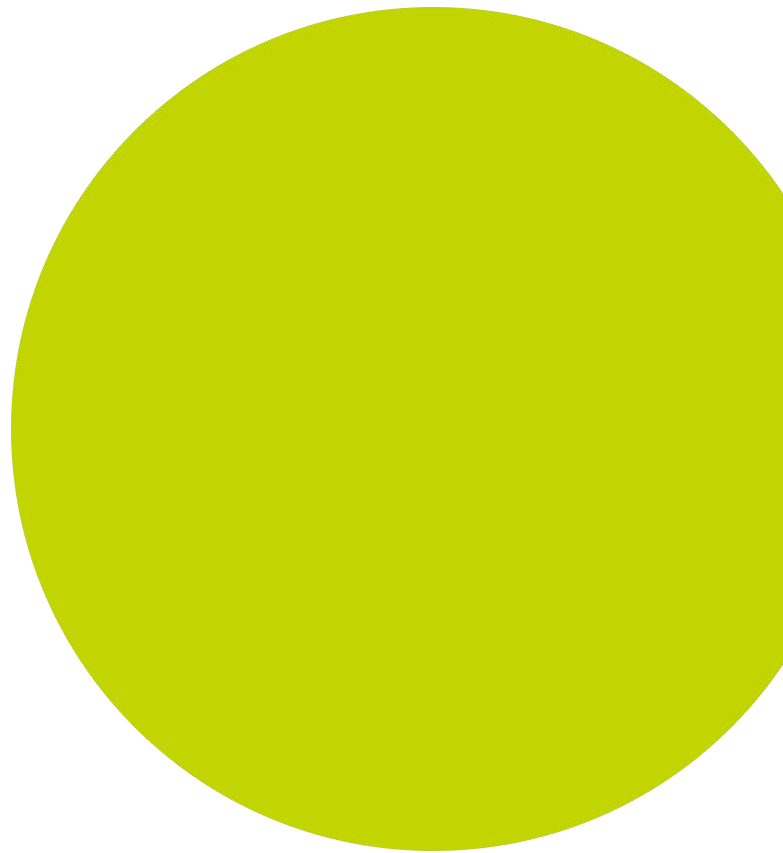


Media Strategy for Nonprofits:

Maximizing Impact with Limited Resources

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ABOUT

Specialty in Traditional Media, Media Strategy, and Custom Partnerships

Experience in government, non-profit, healthcare, agricultural equipment, and education

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Passions include the outdoors, CrossFit, and writing music

Our Mission

Media has changed dramatically over the last five to ten years and continues to change at a blistering pace, however the foundation of a strong media plan remains consistent.

In this session, we'll discuss the framework for a strong media strategy, outline best practices, and review some of the most effective tactics available today.



Media Planning:

Plan the Work

—

Work the Plan

Strategy Matters

Limited Budgets

Limited Time

Constant Change

Budgets and resources are never unlimited, and media can get **expensive**. It's important to ensure every media dollar works hard and is both effective and efficient.

Media capabilities are constantly evolving, so what works today may not in the future. Ongoing planning, execution, and measurement ensure you're leveraging the right tactics to achieve your goals.

Plan the Work



Set Goals and Define Objectives

Setting clear goals: What are you trying to accomplish? Overall awareness, fundraising, volunteer recruitment, attend an event, etc.

How will you reach that goal? E.g. Reach as many people as possible or share an in-depth message with a niche audience.



Identify Target Audience(s)

Identify who you need to reach and for what purpose. Do some people need to be made aware of your mission? Do others need to donate to your cause?

Understand target audiences, their demographic insights, values, and where they spend time.



Assess Budget, Timelines, and Creative Assets

Assess paid media budgets and determine if a campaign should run all year or only a few weeks. Consider creative assets - fully produced :30s spots, static images, audio, etc.

Some media tactics are better suited for smaller budget and/or shorting-run campaigns.



Select Tactics and Partners

Leverage the strengths of media tactics and media vendor partnerships.

Some tools are especially effective in reaching niche audiences while others are best suited to touch a wide range of people.



Planning Resources

Planning Resources

First Party Information

Who are your supporters, advocates, and donors? Consider their demographics, psychographics and preferences.

Demographic Research

[City-data](#): City-level demographics

[US Census](#): Interactive tool to query 2020 census data

Media Research

[TV Viewing](#) from Nielsen

[Industry research](#) in easily read charts from The VAB

Social Media

[Meta Audience Insights](#): Insight into the demographics, interests, and behaviors of your audience and others on Facebook.

Website Visitors - GA4

Learn more about your current [website visitors](#).

Google Trends

See what topics or search terms are [trending](#) in a given region or field.

Research Studies

[Pew Research](#): In-depth research on societal trends, internet use, and demographics relevant to non-profits.

AI (with caution)

AI tools can help with getting started and ideation, but cross-check **everything**.

Other

Radio Coverage from [Radio Locator](#)

Media Vendor research: Leverage tools available through local media.



Media Tactics:

**Select the Right
Megaphone**

Media Tactic Quick Guide

Tactic	Overview	When to Use	Types of Ad Buys	Campaign Options
Television (Traditional)	<ul style="list-style-type: none"> • 49% of all time spent watching TV in the US • Strong choice for live "appointment" viewing, such as local news and sports • <u>Broadcast TV</u>: Major affiliates - E.g. ABC (KHBS), NBC (KNWA), CBS (KFSM), FOX (KFTA) • Viewed via cable subscription, Over-the-Air (Rabbit Ears), or streaming (YouTube TV, Hulu Live) • Entire media market (DMA) - E.g. KARK in Little Rock covers 38 counties • <u>Cable TV</u>: All other networks - E.g. History, BRAVO, CNN, ESPN, Discovery • Viewed via cable subscriptions • Can cover an entire media market (DMA) or local area (cable zones) • TV Buys are placed directly with TV stations or cable providers 	<ul style="list-style-type: none"> • Older audience • Broad geographic reach • Broad demographic reach • Local partnerships • Additional local coverage • Local storytelling • Live sports, live local news • Moderate to high budget 	<ul style="list-style-type: none"> • Direct with stations • Video :15s, :30s, 60s • On-air Segments • News/Weather Sponsorships • Custom station partnerships 	<ul style="list-style-type: none"> • Agency • Local station
Connected TV (CTV)	<ul style="list-style-type: none"> • "TV" viewed through a paid and/or ad-supported service, such as Disney+, Hulu, Roku, Tubi, or Sling. • CTV continues to grow in popularity at a quick pace and offers the prestige of TV with the targeting and flexibility of digital media. • Purchased programmatically through self-serve platforms, media-campaign systems (DSPs), or through a 3rd Party, such as a TV station. 	<ul style="list-style-type: none"> • Targeted geography • Targeted demographics • Audience is primarily <55 • Low to high budget range • Flexible budgets and incremental changes 	<ul style="list-style-type: none"> • Impression-based buys (CPM) • Video - :15s, :30s, 60s • Custom platform ads such as pause ads (only available nationally and at high budget levels) 	<ul style="list-style-type: none"> • Agency • Disney Ads Manager (+ Hulu) • Roku Ads Manager • Paramount Ads Manager • Peacock Ads Manager • Universal Ads • Local station
Online Video + YouTube (preroll)	<ul style="list-style-type: none"> • Short-form video viewed online: E.g. YouTube, news websites, other video online. • Purchased programmatically through media-campaign systems (DSPs) or direct from the publisher. 	<ul style="list-style-type: none"> • Targeted geography • Targeted demographics • Content & message alignment is key • Low budget • Flexible budgets and incremental changes 	<ul style="list-style-type: none"> • Impression-based buys (CPM) • Video - :15s, :30s, 60s 	<ul style="list-style-type: none"> • Agency • Local station
Radio (Traditional)	<ul style="list-style-type: none"> • AM/FM Radio • 36% of time spent listening to audio (including podcasts, satellite, and streaming) • 67% of all ad-supported listening • Radio buys are placed directly with the radio stations 	<ul style="list-style-type: none"> • Broad geographic reach • Broad demographic reach • Reach people on the go • Event promotion • Local partnerships • Additional local coverage • Low to moderate budget level 	<ul style="list-style-type: none"> • Audio - :15s, :30s, 60s • Live DJ reads • Endorsements • Custom station partnerships 	<ul style="list-style-type: none"> • Agency • Local station
Streaming Radio	<ul style="list-style-type: none"> • "Radio" listened via app or website, such as Spotify, iHeartRadio, TuneIn Radio, Pandora, Soundcloud, or Cumulus Media online • Can include placement in podcasts (cannot choose the podcast) • Purchased programmatically through self-service tools or media-campaign systems (DSPs) 	<ul style="list-style-type: none"> • Targeted geography • Targeted demographics • Low to moderate budget range • Flexible budgets and incremental changes 	<ul style="list-style-type: none"> • Impression-based buys (CPM) • Audio - :15s, :30s, 60s 	<ul style="list-style-type: none"> • Agency • Spotify Ads Manager • AudioGo

Media Tactic Quick Guide

Tactic	Overview	When to Use	Types of Ad Buys	Campaign Options
Outdoor (OOH)	<ul style="list-style-type: none"> Any billboard, poster, or screen outside of the home Static or digital billboards - posters (smaller) and bulletins (larger) Digital OOH screens such as gas station pump screens, C-stores, grocery stores, etc. Static OOH such as window signage, bus wraps, stadium signage, school posters, etc. Custom activations (PR Splash) Unskippable Can be purchased through billboard vendors, OOH vendors, or programmatically "You can put a message on almost anything" 	<ul style="list-style-type: none"> Broad audiences Local coverage When geography is key (e.g. directional) Event promotion Pair with other media, such as a social Unique and unexpected placement - pairs well with PR activations Low to high budget level 	<ul style="list-style-type: none"> Static images (billboards and static OOH) Video (DOOH) :15s & :30s video 	<ul style="list-style-type: none"> Agency Local billboard company
Print & Online Publisher	<ul style="list-style-type: none"> Newspapers, Magazines, and online publishers Purchased directly with the publishers and can include print, online, or both 	<ul style="list-style-type: none"> Broad demographic reach, depending on publication Targeted audiences based on content, depending on publication Content & message alignment is key Local partnerships Additional local coverage Mid to older demographics 	<ul style="list-style-type: none"> Print ads Editorial (advertorial) content eNewsletters Online banner ads Online editorial Custom partnerships 	<ul style="list-style-type: none"> Agency Local publication
Display	<ul style="list-style-type: none"> Online banner ads Purchased programmatically or directly from the site, such as an online publisher 	<ul style="list-style-type: none"> Awareness generator Retarget site visitors Targeted geography Targeted demographics Targeted content Low to moderate budget range Flexible budgets and incremental changes 	<p><u>Static and dynamic banners - Common sizes:</u></p> <ul style="list-style-type: none"> 300×250 Medium Rectangle - Versatile size in sidebars or content 728×90 Leaderboard - Prominent & top of page 160×600 Skyscraper - Vertical often on sidebars 300×600 Half Page - Larger size & better recall 320×50 Mobile leaderboard - Mobile-optimized banner 320×100 Large mobile - Mobile-optimized banner 336×280 Large Rectangle - More visibility 	<ul style="list-style-type: none"> Agency Local station
Social Media	<ul style="list-style-type: none"> Platforms such as Facebook, Instagram, LinkedIn, X (Twitter), TikTok, and Snapchat Purchased through ads managers within the app/site - relatively user friendly Great way to engage with an audience and storytelling and can pair well with organic social content 	<ul style="list-style-type: none"> Wide or targeted reach Event promotion Engaging with audiences Involvement in cultural trends and conversations 	<ul style="list-style-type: none"> Video Carousel ads Lead Ads Stories Reels Sponsored content 	<ul style="list-style-type: none"> Agency Meta Ads Manager LinkedIn Campaign Manager X Business TikTok for Business Snapchat Ads Manager



Vendor Partnerships

Work the Plan

Partnerships

Incentives and Strengths

Look for capabilities and strengths that are unique to a media partner.

Be aware of vendors' motivators and incentives

What to Look For

Ask for the details

Get the data

Reporting

Get Creative

Think outside the box

Ask a media partner to do the same

Leverage their megaphone and audience in unique ways.

Negotiate!

Ask for discounts

Ask for more

Compare & Compete

Be grateful

Takeaways

Plan the Work

- Define Goals and Objectives
- Identify Target Audience(s)
- Determine Budgets and Timelines
- Leverage Resources
- Select Your Megaphone(s)

Work the Plan

- Build Partnerships with Vendors
- Leverage their Strengths
- Get the Data
- Be Creative
- Negotiate!

THANK YOU!



RESULTS • STRATEGY • PERFORMANCE

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LITTLE ROCK • BENTONVILLE

Local TV Appendix

BROADCAST TV

Market	Affiliate	Station	Name
Northwest AR (Ft. Smith-Fayetteville DMA)	ABC	KHBS/KHOG	ABC 40/20
	NBC	KNWA	KNWA Northwest Arkansas News
	CBS	KFSM	5News Where You Live
	FOX	KFTA	FOX 24 KFTA
Central AR (Little Rock DMA)	ABC	KATV	ABC 7
	NBC	KARK	KARK 4
	CBS	KTHV	THV11
	FOX	KLRT	Fox 16
Northeast AR (Jonesboro DMA)	ABC	KAIT	K8 News
	NBC	OAIT	K8 NBC
	CBS	NJNB	KJNB Northeast Arkansas CBS
	FOX	KJNB	KJNB Northeast Arkansas Fox

Local Radio Appendix

RADIO		
Market	Station	Name
Central AR	KOKY-FM	KOKY - Little Rocks Adult Choice
	KARN-FM	Newsradio 102.9
	KSSN-FM	Kissn' 96FM
	KDJE-FM	100.3 The Edge
	KMJX-FM	The Wolf
	KLAL-FM	Alice 107.7
	KABZ-FM	The Buzz
	KKPT-FM	The Point
	KURB-FM	B98.5
	KIPR-FM	Power 92
Jonesboro Area	KFIN-FM	K-Fine Today's Country 108
	KWHF-FM	The Wolf - Classic Country
	KJBX-FM	Mix 106.3
	KTPG-FM	Jill @ 99.3
	KDXY-FM	104.9 The Fox
	KEGI-FM	100.5 The Eagle
	KIYS-FM	Kiss FM

RADIO		
Market	Station	Name
Ft. Smith Area	KBBQ-FM	The Vibe
	KFPW-FM	The Fort
	KNSH-FM	Nash FM 101
	KKBD-FM	Big Dog 95.9
	KQBK-FM	Kool Gold 104.7
	KERX-FM	95.3 Max FM
	KMAG-FM	Continuous Hit Country
	KZBB-FM	B98
	KTCS-FM	Today's Country 99.9
	KISR-FM	Fort Smith's Most Music
Fayetteville/ Bentonville Area	KOMS-FM	Big Country 107.3
	KMCK-FM	Today's Hit Music - Power 105.7
	KKEG-FM	The Keg
	KQSM-FM	92.1 The Ticket
	KAKS-FM	ESPN 99.5
	KKIX-FM	Kix 104
	KXRD-FM	96.7 The Bull
	KIGL-FM	93.3 The Eagle
	KMXF-FM	The New Hot Mix 101.9
	KAMO-FM	Nash Icon 94.3
	KEZA-FM	Magic 107.9
	KMRW-FM	Radio Jon Deek