

DOING GOOD IN YOUR HOOD

LOCALIZATION MATTERS





More than ever today's customers lend their wallets, loyalty, voices and ears to companies that give back and resonate locally.

Get up to speed fast on today's trends and leave with ready to go tactics that drive loyalty, revenue and impact.





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iHeartMedia
Kentucky/Indiana
Metro President



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Program Director



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CULTIVATE

CUSTOMER LOYALTY

BRAND PREFERENCE

SOCIAL ENGAGEMENT

BRAND DIFFERENTIATION

EMPLOYEE SATISFACTION



A close-up photograph of a man with a beard and short dark hair, smiling broadly. He is wearing a blue blazer over a light blue button-down shirt. He is looking down at a laptop screen, which is partially visible in the bottom right corner. His right hand is resting on his head. The background is a blurred office or indoor setting with warm lighting.

**“THERE IS NO
EXERCISE
BETTER FOR THE
HEART THAN
REACHING DOWN
AND LIFTING
PEOPLE UP”**



DOING GOOD BUSINESS BY DOING GOOD

94% of consumers would switch to a brand supporting a good cause

70% believe companies should take actions to improve issues not relevant to their business

Employees who participate in workplace charity are **2X** more likely to be satisfied in their careers

90% of consumers are more likely to trust and be loyal to companies that give back

68% of consumers are willing to socially share content from companies that give back

77% feel a stronger emotional connection to companies that give back



78% OF AMERICANS BELIEVE COMPANIES MUST DO MORE THAN JUST MAKE MONEY, THEY SHOULD **POSITIVELY IMPACT SOCIETY**

*2018 Cone Communications Study



The bottom section of the image shows a desk with a smartphone displaying a circular refresh icon, a black coffee cup, and a tablet displaying a 'Marketing Overview' document. The tablet text includes: 'Marketing Overview', 'It is a process to allow an organization to focus resources on the optimal opportunities to maximize sales and enhance the company's target. Marketing strategy is plan is to increase sales and enhance the relationship of a company's relation and also with activities of marketing that we do with the goal to be successful by acquiring and retaining customers. The objectives will be based on how the marketing strategy helps create effective messages with the right kind of marketing strategies that will increase your sales outcome and marketing activities.', and 'Product C...'.

90% MORE LIKELY TO
TRUST AND BE LOYAL

77% FEEL A STRONGER
EMOTIONAL CONNECTION

TO COMPANIES THAT GIVE BACK

*2018 Cone Communications Study

68%  WILLING
TO SOCIAL
SHARE

Marketing Overview

With a little help in advertising, you can improve your marketing strategy. Marketing involves a lot of work, but it's worth it. It's a company's primary responsibility to its customers. Get some ideas on how to improve your marketing strategy.

A marketing strategy helps a company define its target audience and how to reach them. It also helps a company determine the best way to reach its target audience.

Product Categories	2013	2014	2015
General goods	+920.82	-158	+608.33
Health & Medical	-13.9	+82.34	-128.71
Art Supply	+82.34	+82.34	+82.34
Kids & Baby	+608.33	-128.71	-128.71
Kitchen wares	-228.50	+228.50	-12.8
Fashion	-12.8	+228.50	+228.50
Furniture	+12.8	-12.8	-12.8



70% BELIEVE COMPANIES SHOULD TAKE
ACTIONS TO IMPROVE ISSUES NOT
RELEVANT TO THEIR BUSINESS *

FIND A CAUSE FOCUS THAT
RESONATES WITH
CUSTOMER BASE VS PRODUCT LINE

BE AUTHENTIC ALWAYS

CHOOSE ONE CHARITY FOCUS





iHeart
MEDIA

COMMUNITY PARTNER PROGRAM

EARL JONES
iHeartMedia Kentucky/Indiana
Metro President



PROGRAM CONCEPT

- **Select iHeartMedia Metro KY-IN markets partner with local non-profit organizations each year. These partners are the recipients of a 3 month in-kind media campaign across the market's chosen radio stations.**
- **501c3 organizations interested in the opportunity must submit a Request For Proposal**
 - **Organizations must be highly transparent, financially responsible and have an excellent reputation**
 - **Non-profits are selected by each market's Local Advisory Board**
- **iHeartMedia Louisville**
 - **3 Community Partners, 2018-2019**
 - **12 Community Partners, 2019-2020**
 - **Program will expand to iHeartMedia Lexington and Indianapolis during the 2020-2021 year**

BUSINESS OBJECTIVES

- **Increase awareness of iHeartMedia Metro Kentucky-Indiana's community engagement activities and station properties**
- **Help establish brand identity for iHeartMedia Metro Kentucky-Indiana**
- **Leverage iHeartMedia Metro Kentucky-Indiana's ability to mobilize listeners across its local region**

WHAT IS A LOCAL ADVISORY BOARD?

Mission:

- **The mission of the 53-member iHeartMedia Chicago Local Advisory Board is to provide unprecedented service to the Chicagoland community by utilizing our combined resources.**

Expectations of Local Advisory Board Members:

- **15 years and still growing strong!**

Strengthen existing partnerships between the communities we serve and local management

Engage in open discussion with an eye toward creating a collegial environment between our respective businesses and the community

- **Monitor public opinion and the players who shape it**
- **Serve as Community Ambassadors**
- **Identify and implement community initiatives and partnerships**





- **2019-2020**

- In-kind media for 12 local nonprofits (iHeartMedia Louisville)**

- **Three month campaign based on each organization's specific needs**
 - **More volunteers?**
 - **Donations?**
 - **Awareness?**
 - **Theme: Kids, Heart of Kentuckiana (as decided by the Local Advisory Board)**
 - **Campaign theme differs depending on the needs of the community**
 - **PSAs, Streaming, Talent Integration, Digital Placement and (1) Community Affairs interview**





Media Campaign Example:

HEUSER HEARING INSTITUTE Jan-March 2020



Take the Heuser Hearing Challenge Today!

Heuser Hearing Institute
Heuser Hearing & Language Academy

100.5FM - Your Life on Shuffle

Listen Live on HeartRADIO

Music News Connect Contests

Search icon and user profile icon

100.5FM Contests



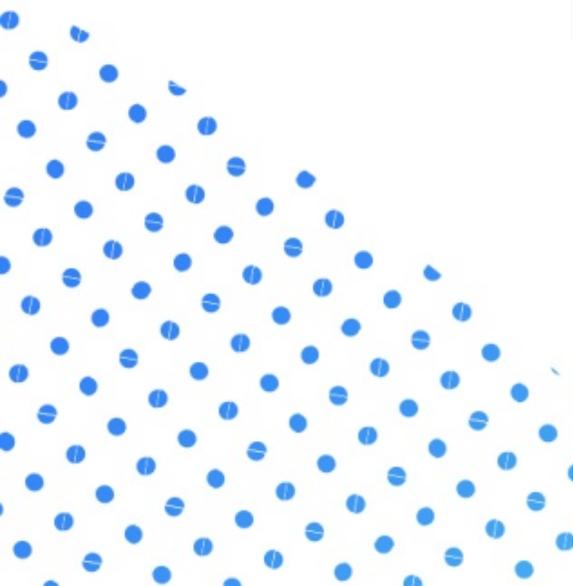
Win Tickets to the Kosair Shrine Circus!

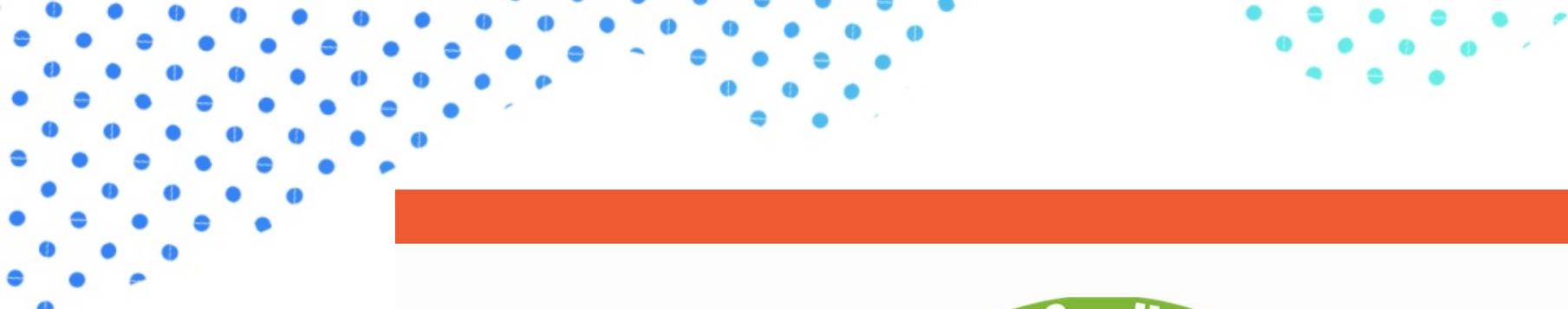


Win Tickets to see The Lumineers!



Listen to Win \$1,000 Every Hour!





CRS
2020
FEBRUARY 19-21 | NASHVILLE, TN



Our Approach - "Win-Win-Win" for Patient, Community, and FCC

ACCESS

Free, high quality healthcare rendered by volunteer healthcare providers.

SERVICES

For services not provided, patients will be referred to other affordable, high quality providers.

BENEFIT

Healthier populations, and reduced utilization of inappropriate emergency room visits.

The FCC will improve the health of the medically uninsured in Louisville and surrounding areas.



iHeartMedia Campaign Impact



- **15% increase in the number of new patient visits**
- **270% increase in volunteer applications**
- **400% increase in the number of donations**
- **Monthly media inquiries**



