



EPICOSITY®  
AN IDEAS COMPANY

# Traditional Media 101



EPICOSITY.  
AN IDEAS COMPANY

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# WHO IS EPICOSITY?

**Inc.  
5000**  
(x4)

**50  
BEST**  
Places to work (x3)

**33**  
Team members  
and growing

Experienced in  
**WORKFORCE  
RECRUITMENT**

Specialized in  
**PSA**  
Campaigns



# Agenda

1. What is “Media”
2. Developing an Effective Media Plan
3. Market Insights
4. Bonus/Earned Media
5. General Media Information
6. Summary.



# What is "Media"

# Media

Communication



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Media is the communication outlets or tools used to store and deliver information or data. It is associated with the mass media communication businesses such as print media, the press, photography, advertising, cinema, broadcasting, and publishing. [Wikipedia](#)

# What is a Media Plan

Any paid effort to get your name in front of new and potential consumers and/or retain your current clients.





# How to Develop an Effective Media Plan

1. Identify your target audience
2. Complete a SWOT Analysis
3. Research your market
4. Gather information from media outlets
5. Weigh your options





# 1. Identify Your Target Audience

- Age range (ex. 25-54)
- Gender
- Household income
- Location
- General interest (ex. Business Professionals)
- Needs
- Attitudes and opinions



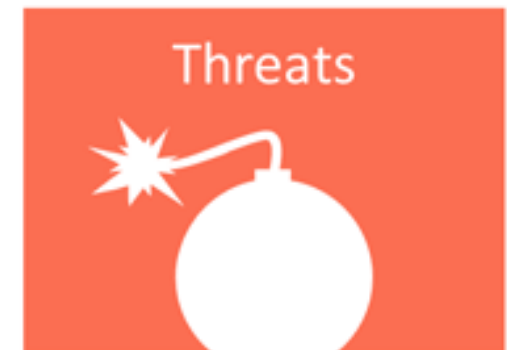
# Tips to Define Your Target Audience

1. Look at your current customer base
2. Check out your competition
3. Analyze your product/service
4. Choose specific demographics to target
5. Consider the psychographics of your target
6. Evaluate your decision
7. Use additional resources at your disposal



## 2. SWOT Analysis

1. Strengths – Internal
2. Weaknesses – Internal
3. Opportunities – External
4. Threats - External





# 3. Research Your Market

- Google searches
- Current media channels
- Local contacts/vendors
- National contacts/vendors
- Software (i.e. comScore)





# 4. Gather Information and Weigh Options

## 1. TV

- Programming, rate & ratings information for your target demo (i.e. Adults 25-54)

## 2. Radio

- Dayparts, rates & rating information (if applicable, as some do not subscribe to ratings)

## 3. Print

- Rates (black and white vs. color), size information, editorial calendars & deadlines

## 4. Billboard

- Board availability during specified timeframe, photos of panels available, cost of board per flight & production cost

## 5. Non-Traditional

- Examples: bus stop/bus signage, bar/restaurant coasters, gas station posters/signage



# Media Terminology

## 1. Ratings

- Research that seeks to determine the audience size within a specific time period for an audience

## 2. Dayparts

- The practice of dividing the day into several parts
- Example: Morning Radio would run from 7am-12pm as a daypart

## 3. Gross Rating Point (GRPs)

- A calculation as a percent of the target market reached and multiplied by the frequency
- Example: 30% of the market sees/hears your ad 4 times, you would have 120 GRPs

## 4. Cost Per Point

- A measure of cost efficiency which enables you to compare the cost of the ad to other ads
- Calculated as media cost (per spot) divided by GRPs





# Market Insights



# South Dakota TV

## South Dakota DMA's (Designated Marketing Area)

*Sioux Falls/Mitchell & Rapid City*

### **Sioux Falls/Mitchell Broadcast Stations**

- \*KELO (CBS) / MyUTV
- \*KSFY (ABC) / NSFY (CW) / MeTV
- \*KDLT (NBC)
- KTTW (Fox)

### **Sioux Falls/Mitchell Cable Providers**

- Midcontinent Communications
- ICAN Media

### **Rapid City Broadcast Stations**

- KCLO (CBS)
- \*KOTA (ABC)
- \*KNBN (NBC)
- \*KEVN (Fox)

### **Rapid City Cable Providers**

- Midcontinent Communications

*\*indicates full powered station*





# North Dakota TV

## North Dakota DMA's (Designated Marketing Area)

*Bismarck/Minot & Fargo/Grand Forks*

### **Bismarck/Minot Broadcast Stations**

- KFYR & KMOT (NBC/Fox)
- KXMB & KMXC (CBS/CW)
- \*KBMY & \*KMCI (ABC)

### **Bismarck/Minot Cable Providers**

- Midcontinent Communications
- Century Link
- CableONE

### **Fargo/Grand Forks Broadcast Stations**

- \*KVLV (CBS/NBC)
- \*WDAY & \*WDAZ (ABC)
- \*KVRR & KBRR (Fox)

### **Fargo/Grand Forks Cable Providers**

- Midcontinent Communications
- CenturyLink
- CableONE

*\*indicates full powered station*



# South Dakota/North Dakota Radio

A quick Google search can tell you what's available in a specific city or state or websites such as [www.radio-locator.com](http://www.radio-locator.com) are helpful to find specific stations / genres you may be looking for.





# South Dakota/North Dakota Print

## **South Dakota Options (included but not limited to)**

- South Dakota Newspaper Association
  - Statewide newspaper circulation for daily & weekly papers
  - Programs effectively reach many markets
  - Budget conscious
- Sioux Falls Argus Leader
  - Sioux Falls Business Journal
- Sioux Falls/Rapid City Chamber Magazines
- Rapid City Journal
- 605 Magazine (statewide)
- Home Ideas Magazine
- Sioux Falls Woman Magazine
- Hood Magazine
- MED Magazine (statewide)

## **North Dakota Options (included but not limited to)**

- North Dakota Newspaper Association
  - Statewide newspaper circulation for daily and weekly papers
  - Programs effectively reach many markets
  - Budget conscious
- Chamber Magazines (larger markets)
- Bismarck Tribune
- Forum of Fargo-Moorhead
- Grand Forks Herald
- North Dakota LIVING
- North Dakota Business
- Prairie Business Magazine
- Fargo Monthly

*\*many of the newspaper have special sections/additional publications to tailor to your specific audience*



# South Dakota/North Dakota Billboard

## **South Dakota Options**

- Lamar Outdoor Advertising
- Avery Outdoor
- Book Your Billboard (Sioux Falls only)

## **North Dakota Options**

- Lamar Outdoor Advertising
- Newman Signs
- Dakota Outdoor Advertising





# SD/ND Non-Traditional

- All Over Media
  - Gas Stations, Window Clings, Restaurants/Bars
- NCM Cinema
  - Movie Theater Advertising
- Transit Opportunities
  - Bus Stops/Signage, Bus Side and Rear Advertising
- Local Business Partnerships
  - Boots on the Ground – handing out flyers
- Giveaways
  - Promotional items or big ticket items (consider partnerships for these)





**Bonus/Earned Media**



# Make Your Money Work Harder

## **TV/Radio**

- 1:1 spot match (typically for non-profits)
- 20-30% of the paid schedule
- “Bonus” spots on sister stations

## **Print**

- Frequency discounts

## **Press Release**

- Local news stories (on or off air)
- Bonus spots/coverage

## **Billboard**

- 1:1 bonus billboards non-profit customers
- Bonus boards based on spend
- Bonus digital boards
- Bonus production cost

***When in doubt, just ask...  
the worst they can say is 'no'!***



# General Media Information





# Good Things to Know

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## **TV/Radio**

- Larger budgets
- Frequency is KEY
- Specific channels/programming for your demo/audience

## **Print**

- Depends on budget / goals
- Niche groups of people

## **Billboard**

- Larger budgets
- Factor in production costs
- Digital campaign billboard options
- Used mainly as an awareness tactic

## **Non-Traditional**

- Dependent on your audience and budget
- Cost effective (door to door flyers)
- Larger paid efforts (movie theater)



# Summary

1. Define audience, budget, media options and know your market
2. Weigh all options to ensure you're getting the best bang for your buck
3. ASK for bonus/earned media opportunities
4. Remember your end goal and make sure the media you are running can get you there

**Thank you!**



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