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**An Environmental and Sustainability Platform
Presented by Entercom Communications**



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1Thing: What's Your 1Thing?

Creative Brief

Overview

Ask five people what sustainability means. You'll likely discover their answers are as varied as the ways to support green living. Like many Americans, we (Entercom PDX) didn't know where to start with sustainability. It can be an intimidating subject. The goal of 1Thing is to provide easy, relevant ways to begin living green, from hints on energy efficient appliances to remembering to turn off the water when you brush your teeth. 1Thing is the community's resource for local happenings and events where you can contribute and act locally with regards to sustainability.

Marketing Objective

Get our listeners engaged and involved with embracing the movement and doing just '1Thing' to change their lives and the lives of others around them. Success of the program will be measured by response and reaction as demonstrated through call-ins to our personalities, emails and interactions and postings on the website.

Communications Strategy

Tie in talent's experience with sustainability, integrate 1Thing question into artist interviews and regularly post on the site, encourage listeners to blog and offer their own tips and ideas and be a resource to the community by listing local sustainable happenings/events.

Target Audience

- Women and men, from college-aged to older adults
- Novices in the space that don't know where to begin and how to live green

Target Audience Insight

Such green "wannabees" want an easy-to-digest information outlet to make living green easy and applicable for them. They don't want to be overwhelmed with scientific theories about global warning. Rather, they just want a little help getting started.

Tone and Personality

- Simple, direct, inspiring, easy to apply in real life. For everyday people.
- It's okay to make this a mainstream movement and it's okay to embrace big advertisers who can help spread the word to as many people as possible to make an impact.

What It's Not

- An online community or resource for “green” experts—not for the advanced or hardcore environmentalists and ‘granola’ types.
- A home for scientific explanations of environmental or climate issues
- Not an attempt to address all issues regarding sustainability

Message and Theme Ideas

- What's Your 1Thing?
- Your Source for Sustainability (currently being used in Portland)

1Thing: What's Your 1Thing?

Frequently Asked Questions

Ask five people what sustainability means. You'll likely discover their answers are as varied as the ways to support green living. The goal of 1Thing is to provide easy, relevant ways to begin living green, from hints on energy efficient appliances to remembering to turn off the water when you brush your teeth. 1Thing is the community's resource for local happenings and events where you can contribute and act locally with regards to sustainability.

Executed properly, this program offers our listeners accessible and topical lifestyle information, tactics to improve everyday living, and a forum to interact with the stations and each other to enhance their connection with their communities. If this program is siloed into sales or treated like PSAs, it will fail both our listeners and our potential clients.

It is imperative that there is buy-in and participation from the following: a) GMs who set policy with station practices b) PDs for content development and talent who live or are interested in moving into the lifestyle c) business development and sales who champion the movement d) advertisers whose business practices and/or marketing messages connect with the content.

Steps For Setup:

- 1.) Inform Drew Kondylas that you are beginning to work on setting up and selling the program.
- 2.) Check out the sites that are live. See www.1ThingUS.com: Portland, Sacramento and Seattle.
- 3.) Identify a primary point of contact and go-to person who believes in the initiative. For the most part this should be your Business Development Manager – but it could also be someone on the support staff.
- 4.) Determine which stations in your market should be affiliated with the program.
- 5.) Make a target list of companies in your market that are relevant to the cause(s).
- 6.) Identify local businesses that could provide localized content. We recommend these categories: green, organic, sustainability space/environmental industry, service industries, food/grocery, building/construction, power, publishing, non-profits.
- 7.) Identify talent in your stations that have a passion for and/or sincere interest in learning about green living.
- 8.) Make a list of the environmental practices that you have put into place in your market (check with your GM and Emily DiTomo) and document the plans for future green and sustainable practices you plan on putting in place.
- 9.) **When you are ready to begin using this program, please contact Drew Kondylas at 610.660.5624 first or email dkondylas@entercom.com.** He will

provide you with your next steps and arrange access to the content management system with the Entercom Digital team so they can begin building your site.

- 10.) Have your webmaster work directly with the Corporate Digital team to customize the station/talent branding for your market, and begin to populate your version with content, stories and talent contributions that are relevant to your market and your clients.

Selling The Program

What sort of clients should I pitch this program to?

As with all big pool prospecting and planning, the process starts with research. To get started on both targeting local clients and identifying local market content sources, you should Google terms similar to “+green +Milwaukee” or “green companies Milwaukee” or “green sustainable information Milwaukee.” You should also check out your local power and energy provider and city, parks and local government sources.

Clients are a key part of 1Thing and you will rely on them for content and direction. Target categories include:

Target #1: Clients that work specifically in the green, organic, sustainability space/environmental industry; Service industries, food/grocery, building/construction, power, publishing, non profits.

Target #2: Any other company that has an interest in the green space or has developed an initiative to improve their own environmental impact; Green practices have become a way of business. You'll find varying degrees of participation from many businesses in your market.

Who are the participating clients in other markets?

Local Direct Clients: Columbia Credit Union, Miller Paint Co., Oak Tree Digital, Entergy Trust, Oregon Environmental Council, Saving Water Partnership, Northwest Environmental Education Council, Earth Corps, Seattle Parks & Recreation, King County

National Brands: Chevy, Home Depot

How should we sell this program?

It is best if you sell one or two main (non-competing) sponsorship(s) (on an annual basis) and several secondary sponsorships (on a quarterly basis). This will allow you to lock in a large client and fund the program for the next year while also giving you the flexibility to seek out new content ideas and work with several new partners, allowing the program to grow and remain fresh for your listeners.

Main sponsors are site-wide and can control all or some of the ad inventory of the entire website. Secondary sponsorships will own advertising of content under each category on

the website – home, work, community, school, transportation, etc; and should be sold to an individual sponsor. These are focus areas for local market sponsors that tie in their specific products and services.

How do I package this program?

There are many ways to package the media for this program. We recommend selling one or two primary (non-competitive) sponsorship(s) for a term of one year and then several secondary sponsorships (who commit at least quarterly), and include the cost of on-air and digital media within those sponsorships. Of course, you can sell by the week, by the month, or using any term that makes sense for your client. Promos for the program should also be sold into every sales package you put together.

What is the potential revenue I can expect from this program?

This all depends on your market, how many clients you sell the program to, the length of the campaign, and the add-ons that you include. In Portland, 1Thing was sold to multiple sponsors for total revenue to-date of over \$360,000.

How much will this program cost me?

This program can be simplified to be low cost and turnkey. The Entercom Corporate Digital team will provide the website for free.

If you do choose to purchase content for the sites, you should build the cost into your sponsorship packages. Seattle, for example, set up a content deal with the Northwest Environmental Education Council who provides all the content and assists with sponsors and networking with the sustainable community for \$1200 monthly fee.

Additional costs include the value of your on-air talent integration and appearance fees, and the on air and digital promotion.

How do we tie this program into Entercom's corporate sustainability effort?

The 1Thing program aligns perfectly with Entercom's overall corporate sustainability plan. Here are examples of what some Entercom markets are already doing in this area

Austin

- Enrolled in Austin Energy Green Choice Program – all office power is being provided by alternative energy sources (i.e. wind power, etc...)
- Replacing light bulbs station wide with CFL's and LED's
- To help meet mayoral goal of reducing landfill growth, have abolished all paper cups and plastic utensils – instead utilize ceramic coffee mugs, etc.
- Implemented recycling bins at all employee desks, copy machines, and mail rooms
- AC off at 6 pm on weeknights and all weekends (except in-studio)
- All paper is from recyclable materials; company cards printed on recycled cardstock

Denver

- Entire broadcast area powered by wind energy – from the towers to the studio and everything in-between
- www.themountainogreen.org – designed to provide community with green tips and green event volunteer opportunities (tree plantings, park clean-ups, etc.)
- 99.5 The Mountain recently partnered with the State of Colorado in a pilot Environmental Leadership Program that recognizes leaders in the sustainability movement and businesses that represent forward progress in the quest to reduce their carbon footprint. As the first Colorado-based radio station to participate in the program, The Mountain will work with state environmental officials to study how office buildings can help reduce their overall greenhouse gas emissions

Madison

- On the Green Team for 15 years; The Green Team is a group of community volunteers who have planned and organized green projects throughout the Madison community
- The Green Guide on the www.1055triple.com
- The promotional partner for Madison annual “Green Expo”

Portland

- Created internal newsletter based on 1Thing platform to provide tips to employees for green living
- Instituted various office sustainability programs, including cardboard recycling boxes for co-mingling recyclables, Bike to Work Day, 1 Thing mugs for each employee and other initiatives designed to help employees reduce their carbon footprint
- Have drafted vehicle reduction plan to help company fleet reduce carbon emissions

Rochester

- Switched to paperless faxing
- Switched to paperless sales order, paperless approval system, and paperless online show prep
- Utilizing recycled paper, recycling bins, can and paper product recycling
- Installed water machines to limit the use of water bottles internally
- Replaced standard lighting with high efficient lighting
- Installed motion detectors for lighting to save on energy usage
- Purchased Energy Star appliances
- Heating and Cooling systems are on a timer system
- Recycling ink cartridges
- Rochester’s back-up generator runs on natural gas instead of Diesel

Seattle

- Created carbon footprint reduction portion of Marymoor Concert Series in Seattle area (going on 2 years in a row) - this includes recycling, commuting, composting and 100% renewable energy power sources. Also conduct onsite outreach and market-wide communications about the concert series
- Spearheaded carbon neutral Earth Day shows two years in a row

In addition, in summer 2008, we will announce a corporate Greenhouse Gas (GHG) emissions reduction goal, as well as a series of company-wide activities that will help us achieve this goal. Examples include:

- Earmarking a "Sustainability Champion" in each market to aid in corporate goal implementation
- Implementing ETM Vehicle Procurement guidelines to help market fleets reduce their Greenhouse Gas (GHG) emissions by a minimum of 25% per vehicle
- Implementing ETM Office Operations guidelines to help markets effectively reduce their energy consumption (focus on recycling, electricity sub-metering, CFL/LED lighting, reduced consumable purchases, green office appliance practices, etc...)
- Investigating market-specific employee commute programs to reduce individual carbon emissions
- Driving industry innovation to break new ground in reducing energy and employing renewable resources, including solar, wind and battery technologies

By incorporating your local initiatives and Entercom's corporate objectives into your 1Thing pitch, you have the ability to present a comprehensive, well-rounded approach to sustainability that will attract clients looking for advertising partners that not only "talk the talk," but "walk the walk." More detailed information about any of the above initiatives may be obtained by contacting Emily DiTomo.

Setting Up The Program

What are the style, personality and tone of 1Thing?

This should be treated as a brand extension to the style, personality and tone of our brands. It is unlikely that we will be able to present any sort of editorially definitive content on this topic; there is so much media, indeed, entire magazines and websites, devoted to this area that we do not have the credibility to attempt to be (or claim to be) the foremost authority. Our best approach, and the one that will resonate the best with our listeners, is to present OUR take on the topic, touch on locally relevant angles and perspectives, and encourage our air talent to extend the honesty and humor that is the earmark of their shows.

How do we launch our website for this program?

The Entercom Corporate Digital team has created a scalable template platform for this program. You will need to notify Nick Borders of your launch date several weeks prior and

you should plan to work with your clients to understand what they are looking for. Your template will be ready a week before the launch date, and you will need to start adding content and stories that are relevant to your market and your clients. Make sure you set aside plenty of time to prepare and post the content before you begin promoting the site.

For complete details, please see the section “Technical Requirements for Webmaster and Project Manager” that follows these FAQs in this document.

What are the important content sections of the website?

The website is divided into individual sections that reflect the daily lives of our listeners. Each section can be sponsored separately and will provide direction for you to engage different sets of target clients

Sections can include:

- Home / Living Space = energy, recycling, organic food, décor, pets, gardening
- Office / Work Space = energy, conserving, commuting, corporate responsibility
- School = energy, recycling, technology, volunteering, fund-raising, school supplies
- Public Space = farmer’s markets, parks and recreation, getting involved
- On The Go / Transportation = alternative fuels, bicycles, public transit, car share
- Community = government services, programs, participation, localism
- Rebuilding / Remodeling = roofing, carpeting, green tech, windows, paint, appliances

What are the technical features of the 1Thing website?

1Thing Message

The 1Thing website is centered on the concept of "what is your 1Thing". Simply put, simple messages that remind users of the simple things they can do to help the environment. The messages are either user submitted or station created and should be managed and updated frequently if not daily.

Articles

The market will be responsible for creating article content for the site. These articles should be actions a person can take to support an environmentally responsible lifestyle. They are more in depth than the 1Thing messages and more formal than the blog postings.

Blog

The 1Thing blog is a way to post informal postings on environmental causes, news and information. They are meant to be quick postings, not more than a few paragraphs, in the voice of the writer and timely.

Events

Events are a listing of public gatherings, classes, speaking engagements, etc, centered on environmental causes in the market's area. They can also include information on promotions run by the station(s) under the banner of 1Thing.

Contesting

Specific contesting information based around the 1Thing initiative for the market is available. Please work with Entercom Digital to help in initiating this into your website.

For questions about these technical features, contact Nick Borders at 503.535.0168.

What is ETM Corporate responsible for? What is my market responsible for?

Entercom Corporate will build the framework of your website and provide you with the tools to manage the content. We will also maintain the backend of the platform to make sure that the site is available to your listeners and can be edited by your staff at all times.

Occasionally, we will also make minimal content and material available for all markets to use on their individual sites, but that content will still need to be posted and maintained by the staff in each market.

Each individual market is responsible for:

- creating and posting the content for the website
- building sales presentations and selling sponsorships
- maintaining and updating the site with new content on a regular basis
- promoting the 1Thing site on your stations and their websites
- forming partnerships in the community that provide relevant content and support
- keeping your talent and listeners engaged
- coming up with creative ways to keep the site fresh, including blog posts, listener feedback and comments, and event calendars

How should our talent be involved?

Whether it's your on-air staff, a behind-the-scenes producer or other station staff, their comments, blog postings and on-air promotion will drive the success of this platform. What's the 'one thing' that they do for the environment? Or are they not participating in the sustainability effort, and ripe for education? They should strive to address this frequently on-air, and drive to the websites for specific content – a funny blog post, a funny cartoon or YouTube video they saw on the topic. There should be one talent-relevant reason to visit the sites at least a few times a week.

Producers and talent should also incorporate a question into the studio visits that take place on an ongoing basis. Ask artists and well known people to answer the question

"What's your 1Thing?" and post this on the site and promote these new contributions regularly.

What type of supporting content do we need for this program?

Because environmental needs are different in every city and every market, you will need to work to highlight your local issues and focus the content as needed. Is yours a biking-friendly city for commuters? Do you have unusual recycling rules? Can you start a 'swap board' where your listeners offer up goods to exchange for free? You should also build a calendar that lists all green-related events – such as park clean-ups and the like – as well as your own green pages that list businesses and organizations that are important in the space.

Where else should I look to get this content?

Work with the team in your market and examine the green initiatives that your stations have already started. Perhaps you are reducing your vehicle fleet or switching to wind-powered energy to broadcast your signals. The things you are already doing will provide both ideas and direction and could lead you to great content ideas.

Executing The Program

What are the on-going content needs for this program?

Content is vitally important to this program and your team should plan to contribute several hours every week updating and adding to the site and using this content as on-air and promotional messages. You will need to have a strong local focus and work with your clients or content partner to use their most relevant content.

A key part of the content and a success metric for your sponsors will be getting your listeners to contribute their tips and tricks online (i.e. the 'one thing' they do that is environmentally friendly). Uniquely combine user submitted tips, blog and article content under categories.

How do we promote this program?

The goal is to get people engaged and involved with the program: talent, producers, listeners, etc. Their responses, combined with tips and local messages, should be used as the foundation of the program and to promote the program, as well.

Multi-platform promotion is also very important to the success of this program. In addition to using display ads, your website flipper, and your email newsletters, your Programming department needs to contribute to the promotions – this comes back to the talent and producers who are participating believing in the concept and being able to contribute on-air resources.

How do we know this program is resonating with the listener and the client? What do we need to look out for?

You don't want to build a platform with digital extension that no one goes to. You should measure the site traffic and newsletter sign-ups (if you offer platform-specific newsletters) to see how they're growing. Pay special attention to the success of content that your talent specifically promotes on-air. Only if available, you should also consider running remnant ads to promote traffic to the site.

How are we going to get everything done?

While this program may seem complicated, it is our intent to provide a roadmap for you to easily sell, implement, and manage them. As with any big project, you should have one person oversee and champion the entire program, while lots of other people provide support and contribute to finish small tasks. If there is something explicitly missing that would make this process easier, please inform Kathryn Kercher, Drew Kondylas, Sandy Smallens or Nick Borders.

I'm stuck. Who do I call?

Call Drew Kondylas first at 610.660.5624.



Technical Requirements for Webmaster and Project Manager

Needs from the Markets

A firm understanding of the staffing and sales expectations should be completed before any of this process can begin. An e-mail or phone call to the Entercom Digital Support staff will start the process listed below. **Remember to contact Drew Kondylas at 610.660.5624 first, before you begin this process.**

The market should compile the following list before starting this process. The deadlines for each of these are listed below in the timeline.

- Logos of stations participating in the program(s)
- Images (photos) of local talent(s) responsible for adding content and their email addresses
- Email address of administrator who will approve messages, and review comments
- Any locally produced articles the market wishes to include in the website (these are handy to use as examples for updating/adding article content to the website)
- Any custom images the station wants included on the site
- Any MP3 audio files that will go with the site at launch
- Any contesting information (more detail the better)
- Ad assets gathered for Site, category and secondary sponsorships

Deliverables from Entercom Digital

Entercom Digital will provide the following for the market's use before the launch of the website.

- Our contact information and best ways to reach us for technical issues
- An hour of training for your local site administrator and blogging staff
- Documentation on the system and process for site up keep
- Four hours of technical and/or design assistance in getting the website ready for launch.
- Links to web reporting for your website
- Ability to download your user list and the ability to send email newsletters to this list

Training Agenda

Training for the staff involved with managing users and the content of the website will occur before the site is released to the market's control.

The items covered during training will be:

- Adding a blog post to the blog
- Adding an article
- Understanding associations of blog posts, articles and messages with categories
- Approving/editing/deleting a user submitted message
- How to manage image assets for flipper.
- Q&A

Timeline

Once the person requesting the site has talked with the station talent about the planned site and has gathered the assets in the list “Needs from Market,” that person should then send an e-mail or make a phone call to the Digital staff member responsible for launching new 1Thing website (this person to be determined). The Digital staff member will review the current job cue and report back the same day of when the launch process can begin.

Launch Process

After the launch process dates have been sent the following timeframe will come into effect:

- **Day 1**
 - Need number of talent/blogger accounts for the stations, and images of these users (for their blogs)
- **Day 2**
 - Need the logos of the station(s) associating themselves with the program
 - Need MP3 Audio files for launch
 - Specifics on contesting information
- **Day 6**
 - Station website will be completed for review by the station and Corporate Business Development Manager
- **Day 7**
 - Training with staff on how the backend works and process for keeping site updated
 - Submit ads for trafficking through 24/7 web form
 - Full release to market for pre-launch work
- **Days 8-9**
 - Working with Digital staff to get site ready for launch
- **Day 9**
 - QA of site by Digital team and Corporate Business Development Manager (spell checking, verifying links work, etc.)
- **Day 10**
 - Launch. Please give 6 hours for launch process to complete

If you have technical questions, please contact Nick Borders at 503.535.0168.

1-Thing tagline goes here

Log In

GO

Sign Up

Home Blogs Audio Contests Health Work Family Spirit

This is the 1Thing Message Area....



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1 2 3 4

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CURRENT CONTEST

Tara - 94.7 KNRK

"Avacados help enhance my ability to cope with stress."



Deep Thoughts



"When in Rome, do as the French."

Debbie Sue, Portland, Or.



"Drink Yerba Mate instead of coffee. It wakes you up, while being easier on your nerves"

Vicky Vail, Los Angeles, Ca.



"Eat, sleep, drink, dream... But do it with someone you love"

Buffy Paddington, Milwaukee, Or.



"Live music is best. Go out and see some tonight"

Tara, Portland, Or.

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Events

Title of Event 01	06/13/08
Title of Event 02	06/20/08
Title of Event 03	06/27/08
Title of Event 04	07/11/08
Title of Event 05	07/18/08
Title of Event 06	07/18/08
Title of Event 07	07/25/08
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Poll