

balance

how do you get even?



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Balance: How Do You Get Even?

Creative Brief

Overview:

Balance. The daily juggling act can put women's universe into a constant spin. Work, family, friends, pull on time and energy daily. The stress causes feelings of guilt and never being able to get ahead. It's a universal feeling. The truth is, there's a lot to share and laugh about with so many other women who feel the same. Find a fun and friendly and no strings attached outlet with Balance – listen on air and visit online. Share anecdotes, tips and ideas with other women looking to 'get balanced' even if it's only for the time that they're listening and participating in that moment. No strings attached. No guilt. A quick escape.

Marketing Objective

Get our listeners engaged and involved with the platform as demonstrated by call ins, emails, and participation on the website and attendance at events.

Communications Strategy

Tie in talent's real experiences and stories, integrate Balance question into artist interviews and regularly post on the site, use anecdotes and some blogging as the catalyst to get listeners involved.

Target Audience

- Women. Working moms with kids of all ages; women with over-scheduled lives
- A woman who works at an office, at home, or is a full time mother and who embraces her busy life
- She is approx. 28-54, college educated, healthy, active, family oriented lifestyle

Target Audience Insight

These women who try to do it know that it's impossible. You never feel 100 percent great about your efforts in all aspects...biz, kids, husband, friends, parents, etc....it's too much. So let go and don't expect perfection. That's the only way you can start to feel somewhat balanced.

Tone and Personality

- Fun, honest, authentic, surprising, relatable, inspiring
- It is engaging, lighthearted and sometimes humorous
- It's like stopping into your favorite coffee house or wine bar for a quick break with familiar faces.
- Quick and easy to tap into at anytime

What It's Not

- A resource for all things
- Expert advice in the areas of health or finance
- A Zen-like place to take you away
- The answer to all your problems

Message and Theme Ideas

- Balance: How Do You Get Even?

Media Channels:

- On air talent integrations / testimonial
- On air pre-recorded spots
- Website-anecdotes, blogging, banners
- Events
- Swag

Balance: How Do You Get Even?

Frequently Asked Questions

Balance. The daily juggling act can put women's universe into a constant spin. Work, family, friends, pull on time and energy daily. The stress causes feelings of guilt and never being able to get ahead. It's a universal feeling. The truth is, there's a lot to share and laugh about with so many other women who feel the same. Find a fun and friendly and no strings attached outlet with Balance – listen on air and visit online. Share anecdotes, tips and ideas with other women looking to 'get balanced' even if it's only for the time that they're listening and participating in that moment. No strings attached. No guilt. A quick escape.

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 PSA's, it will fail both our listeners and our potential customers.

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 authentically live 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 the program.
- 2.) 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.
- 3.) Determine which stations in your market should be affiliated with the program.
- 4.) Make a target list of companies in your market that are relevant to the cause(s).
- 5.) Identify local businesses that could provide localized content. We recommend these categories: health, wellness, fitness industries.
- 6.) Identify talent in your stations that live and believe in the cause(s).
- 7.) **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.
- 8.) 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?

Clients are a key part of Balance and you will rely on them for content and direction. You should carefully select who you approach and consider their ability to provide content as a true partner. A sponsor that writes a big check and walks away may seem ideal, but in the end you will work much harder to keep the site interesting and relevant for your listeners.

Target #1: clients that work specifically in the health, wellness, fitness industries

Target #2: any other company that provides a product or service that might allow your listeners to improve the quality of their health or their lives.

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 “+wellness +Milwaukee” or “fitness companies Milwaukee” or “health information Milwaukee”. You should also check out your local power and energy provider and city, parks and local government sources.

Who are the participating clients and what have clients been saying about this program in the other markets?

Local Direct Clients: Portland Metropolitan Association of Realtors, Portland Women’s Film Festival

National Brands: Scott & White Health Plan, Optima Health

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 specific categories that relate to the sponsor’s specific market.

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. Be creative. This program was built for sponsorship.

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.

For example, in Austin, an annual sponsorship for Balance sold for \$300,000 while in Norfolk, a similar package sold for approximately \$350,000.

How much will this program cost me?

This program can be simplified to be very 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. Additional costs will also include the value of your on-air talent integration and appearance fees, and the on air and digital promotion.

Setting Up The Program

What are the style, personality and tone of this program?

This should be a natural 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:

- Health & Wellness = stress, pregnancy, medicine, pain and illness
- Family & Relationships = children, motherhood, friends, marriage, communication
- Diet & Fitness = healthy food, exercise, weight management, dieting
- Career & Finance = home ownership, time management, career advancement

What are the technical features of the Balance website?

Balance Messages

The Balance website is centered on the concept of "what can you do today to make your life more balanced?" These are quick messages that remind users of the simple things they can do to get perspective on a balanced lifestyle. The messages are either user submitted or station created and should be managed and updated frequently/daily.

Articles

Each market will be responsible for creating article content for the site. These articles should be actions a person can take to create a balanced lifestyle. They are more in depth than the Balance messages and more formal than the blog postings.

Blog

The blog is a way to post informal postings on women's 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 women's issues in the market's area. They can also include information on promotions run by the station(s) under the banner of Balance.

Contesting

Specific contesting information based around the Balance 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 Balance site on your stations and their websites
- forming partnerships in the community that provide relevant content and support
- keeping your talent and listeners are 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. How do your female DJ's find Balance in their lives – or are they far from it? They should strive to address this frequently on-air, and drive to the websites for specific content – a funny blog post, a photo of their yoga mat covered by dirty laundry, 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 "How do you get even?" and post this on the site and promote these new contributions regularly.

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

Much of this site will be built using blog-style content. You should select talent from each station in your market and plan to have them write about two blog entries every week. They can write about a variety of topics as long as the theme of maintaining balance in their lives is part of each entry.

Some nationally-produced content and articles from other Entercom markets may be available, but this will serve only to supplement what you have created specifically for you client(s) and your market.

Where else should I look to get all this content?

A strong partner can be the best source of really good content for the Balance program. Look around your market and examine your current clients. If they provide health or wellness services, they will likely have literature promoting it. Also, talk to you staff members and get ideas from them. If someone is a strong believer in yoga, that person may be a good source of content, or might be able to point you to someone who is.

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 combining user submitted tips, blog and article content under categories.

How do we promote this program?

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 significant 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 a robust 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. Consider running remnant ads in your stream (obviously, only if available) 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 the 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 Balance 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.



Balance tagline goes here

Log In

GO

Sign Up

Home Blogs Audio Contests Wellness Career/Finance Family/Relationships

This is the Balance Message Area for the day.

◀ Previous 1 2 3 4 Next ▶

OmniTrace

Find Your Birth Parents or Adopted Child Today!

- Search Type - [click here](#)

ADVERTISE WITH US

Contest

CURRENT CONTEST

Tara - 94.7 KNRK

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

yoga JOURNAL

Ballerina Gifts

Bags
Clocks
Apparel
Mousepads

Lesrubo designs

Balance Blog

- 05/15/08 - Submitted by: User Name
One Blog Entry Goes Here. The first two lines of the entry can fit in this space....
- 05/15/08 - Submitted by: User Name
One Blog Entry Goes Here. The first two lines of the entry can fit in this space....
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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
Title of Event 08	08/01/08

Poll

2006 FIFA WORLD CUP