Lorain Port Authority
2014 Media Plan

Presented by:
Dan Repas and Michael Dolan
2014 Goals and Strategies

Introduce new concepts to maximize the strong reputation of Black River Landing

Leverage media dollars by consolidating media spend for greater impact

Leverage strong current relationships and develop on-going partnerships
  LPA
  Maximum Velocity
  LPA Board (as practical)

Grow awareness and attendance at LPA venue and events beyond Lorain while maintaining strong local presence

Build a cross media platform that brings greater value to national, regional, and local sponsors

Introduce and extend non-cash value, promotions and publicity
Highlights of Plan

Introduces Clear Channel (CC) as a strong cross promotional partner.
• Highest rated stations in Lorain County plus it extends LPA into Cleveland/Akron markets
• $20,000 cash radio buy leveraged into an additional $200,000 cross-media support through deep relationships and CC’s understanding of Black River Landing as a first-class venue
• Specific CC stations will support specific concerts and Jet Express
  – Concerts – WGAR, WMMS, WHLK and related websites
  – Jet Express – WTAM, WMJI
• Cross media support includes strong web presence, on-air promos, email blasts, on-site involvement, personality involvement, etc.
• Offers opportunity to adjust tactics as needed
• CC has a high level of interest in expanding the relationship with LPA
Highlights of Plan

Maintains local print and online relationships with Morning Journal, Chronicle Telegram and LorainCounty.com
- LPA's deep relationship with MJ is rewarded by strong cash/trade relationship and preferred placement
- Special print and online combo pricing for specific events

Increases emphasis on online keywords and pay per click to compliment on-air and other messaging

Utilizes capabilities of media partners to minimize production costs

Introduces non-cash tactics to extend media value and build awareness/attendance
- Tony Rizzo – Jet Express
- New Day Cleveland
Cash Buy with Clear Channel

Black River Landing Concerts
(5 total events) 1 week schedules

Jet Express Cruises + 1st 3 Browns Games
(11 total excursions) 1 week schedules

Lead Station (WMMS, WHLK, WMJI or WGAR):
  M-F 6a-12m :30s – 12x
  M-F 6a-12m :15s – 5x
  M-F 12m-12m :15s – 13x
  M-F 12m-6a :30s – 10x
  Friday 7a-8a :30 – 1x

  99X support:
  M-F 6a-11p :30s – 20x
  Friday 7a-8a :30 – 1x

2-3 Station Concert Update (WMMS, WHLK, WMJI and/or WGAR):
  Friday 7a-8a :30 – 1x each station

Total Weekly Value = $4,700
Total 5 Week Value = $23,500

WMJI Majic 105.7:
  M-Thru 6a-12m :30s – 5x
  M-Thru 12m-12m :15s – 10x

WTAM 1100 AM:
  M-Thru 6a-12m :30s – 5x
  M-Thru 12m-12m :15s – 10x

Total Weekly Value = $2,386
Total 14 Week Value = $26,250

Total Cash Buy: $20,000
## Promotional Schedule

**JUNE 7 – Jersey**
- WMMS WEB PRESENCE  
  Event Info will be posted on WMMS.com  
  Inclusion in weekly Eblast (week of June 16)
- WTAM WEB PRESENCE  
  Event Info will be posted on WTAM.com
- WMJII WEB PRESENCE  
  Event Info will be posted on WMJII.com
- WHLK WEB PRESENCE  
  Event Info will be posted on 1065TheLake.com

**VALUE:** $5,000

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**JUNE 21 – ALMOST QUEEN**
- WHLK WEB PRESENCE  
  Event Info will be posted on 1065TheLake.com

**ON-AIR “LAKE AROUND TOWN UPDATES” week of June 16 – June 21**

Concert info will be included in The LAKE Around Town Updates which highlights upcoming events in Cleveland

**PRODUCED PROMOS: 35 :15’s**

**VALUE:** $12,250

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- WMJII WEB PRESENCE  
  Event Info will be posted on WMJII.com

**ON-AIR “MAJIC OF CLEVELAND UPDATES” week of June 16 – June 21**

Concert info will be included in The MAJIC of Cleveland Updates which highlights upcoming events in Cleveland

**PRODUCED PROMOS: 35 :15’s**

**VALUE:** $12,250

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- WTAM WEB PRESENCE  
  Event Info will be posted on WTAM.com

**VALUE:** $5,000

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**JULY 4 – PORTFEST**
- WMMS WEB PRESENCE  
  Event Info will be posted on WMMS.com
- WHLK WEB PRESENCE  
  Event Info will be posted on 1065TheLake.com

**Producers Include:**
- Inclusion in weekly Eblast (week of June 30)
- WMJII WEB PRESENCE  
  Event Info will be posted on WMJII.com

**ON-AIR “MAJIC OF CLEVELAND UPDATES” week of June 30 – July 4**

Concert info will be included in The MAJIC of Cleveland Updates which highlights upcoming events in Cleveland

**PRODUCED PROMOS: 35 :15’s**

**VALUE:** $12,250

- WTAM WEB PRESENCE  
  Event Info will be posted on WTAM.com

**VALUE:** $5,000
# Promotional Schedule

**JULY 31 – AUGUST 3 – RIBS ON THE RIVER**

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
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<tbody>
<tr>
<td>WMMS WEB PRESENCE Event info will be posted on WMMS.com</td>
<td>$5,000</td>
</tr>
<tr>
<td>WHLK WEB PRESENCE Event info will be posted on 1065TheLake.com</td>
<td>$5,000</td>
</tr>
<tr>
<td>Inclusion in weekly Eblast (week of June 30)</td>
<td>$1,000</td>
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**ON-AIR “LAKE AROUND TOWN UPDATES” week of July 28 – August 3**

Concert info will be included in The LAKE Around Town Updates which highlights upcoming events in Cleveland

**PRODUCED PROMOS: 35 :15’s**

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<th>Value</th>
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<td>$12,250</td>
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**-WMJL WEB PRESENCE**

Event info will be posted on WMJL.com

Inclusion in weekly Eblast (week of July 28)

**ON-AIR “MAJIC OF CLEVELAND UPDATES” week of July 28 – August 3**

Concert info will be included in The MAJIC of Cleveland Updates which highlights upcoming events in Cleveland

**PRODUCED PROMOS: 35 :15’s**

<table>
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**-WTAM WEB PRESENCE**

Event info will be posted on WTAM.com

**-WGR WEB PRESENCE**

Event info will be posted on WGR.com

**WGAR Country Calendar – Week of 7/28**

Concert info will be included in WGAR’s which highlights upcoming events in Cleveland

**PRODUCED PROMOS: 28 :15’s**

<table>
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<td>$9,800</td>
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**-WAKS WEB PRESENCE**

Event info will be posted on KISSCLEVELAND.com

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<tr>
<td>$5,000</td>
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Promotional Schedule

AUGUST 23 – LYNYRD SKYNYRD TRIBUTE BAND
-Paid spots on WMMS
- WMMS WEB PRESENCE
  Event info will be posted on WMMS.com
  VALUE: $5,000

- WHLK WEB PRESENCE
  Event info will be posted on 1065TheLake.com
  Inclusion in weekly Eblast (week of August 18)
  VALUE: $5,000
  VALUE: $1,000

ON-AIR “LAKE AROUND TOWN UPDATES” week of August 18 – August 23
Concert info will be included in The LAKE Around Town Updates which highlights upcoming events in Cleveland
- PRODUCED PROMOS: 35 :15’s
  VALUE: $12,250

- WTAM WEB PRESENCE
  Event info will be posted on WTAM.com
  VALUE: $5,000

Total Promotional Value: ~$200,000
## Clear Channel Value

### Concerts
- GRP’s: 121
- Reach: 66%
- Frequency: 1.8

### Jet Express
- GRP’s: 121
- Reach: 66%
- Frequency: 1.8

### Website Impressions over all weeks of promotion
- WMMS: 134,000
- WTAM: 300,000
- WHLK: 56,000
- WMJI: 78,000
- WGAR: 32,000
- WAKS: 14,000

### Eblasts
- WMJI: 18,000
- WGAR: 36,000
- WHLK: 15,000

### On-Air Promos
- Too numerous to calculate
Print/Social/Online/Outdoor

Similar to 2013 but adjusted to fit new 2014 strategies and tactics

Morning Journal
• Combination of print and online supporting individual events

Chronicle Telegram
• Pencil Pushdown and online ads supporting individual events

Loraincounty.com
• Section and site sponsorship, online calendar, etc. On-going for campaign and supporting individual events

SEM/Keyword
• Ownership of keywords consistent throughout all media. Ongoing through campaign

Omni Media
• Strategically located kiosks promoting concert schedule to west side concert goers. Supporting events

Lake Erie Crushers
• On-site and in-game promotions. Cash and Trade. Ongoing through campaign