



MARKETING DASHBOARD



Events



Newspaper ads



Shows on the road

The most effective techniques this quarter were joint local promotions, particularly when they were paired with popular programs held in local venues outside of the studio. The least effective tactic this month was the newspaper ads.

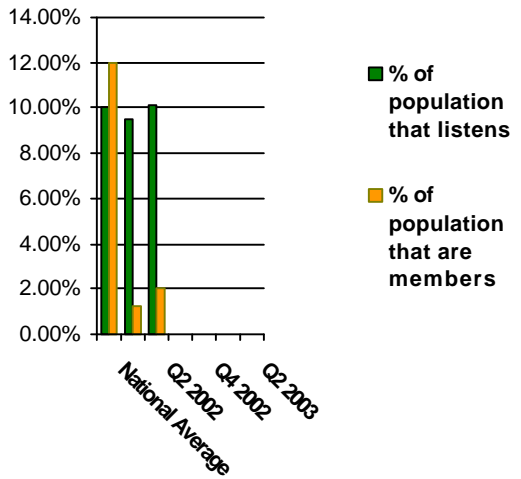
Because the goal of NHPR is to foster a more informed and engaged populace in New Hampshire, the first measure of success should be the “reach” that NHPR achieves. It should therefore judge its success by the percentage of residents of the state that regularly listen to the station. Additionally, by examining those fig-

ures on a region-by-region basis, the marketing department can prioritize its efforts. Because it cannot achieve its primary goal without continuing financial strength and stability, it must also measure its success by the strength of its fundraising and underwriting efforts. Therefore a second measure of success would be the percentage of listeners that are also members of the station. A further qualifying factor would be the average amount contributed by each individual member.

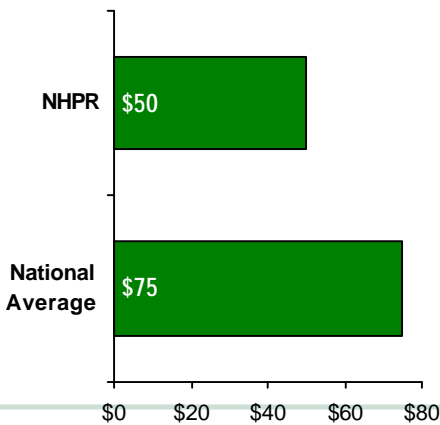
To measure the success of the underwriting effort, NHPR should look at the percentage

Marketing is getting more cost effective

NHPR Dashboard



Average Gift



of businesses in the state that become underwriters as well as the overall amount of underwriting.

Ratings spiked dramatically in the fall of 2000 and again in the fall of 2001 as more people tuned in to follow the Election results and the September 11th events.

What NHPR will be comparing its results to:

NHPR should look at its results quarterly over time, as well as compare itself to the NPR national average. If available it should also compare results to Boston, Vermont and Maine data.



RECOMMENDATIONS

How NHPR should implement its program:

1. Arbitron data should be compared with demographic census data to determine the % of residents that listen. The current average is 9.47% compared to a nationwide average of 10%. While this is respectable, a stretch goal could be set for 12% by 2003.
2. Data from the membership base should be compared to Arbitron data to set a goal for the Listener to Membership ratio. Nationwide the average is 10%.
3. Data from the membership data base should be compared to the demographic data base to derive the % of residents that are members. The current average across the state is 1.24%. A goal to double that by 2003 could be set.
4. Data from the underwriting data base should be compared with data from the Secretary of State's office to determine the % of businesses that underwrite.
5. All NHPR data should be compared to NPR National Statistics
6. All Measures should be presented to the Board Quarterly.
7. Once a year, NHPR should conduct a state-wide survey to determine the following:
 - Why regular radio listeners in New Hampshire do or do not listen to NHPR
 - or
 - Why regular NHPR listeners do or do not become members

Step 1
Track underwriting and membership results over time

Step 2
Survey membership

Step 3
Analyze results



Approximate Budget requirements

Items 1- 5 require staff time only. Item 6 requires a statistically survey of the state. This would involve a telephone survey of 400 to 500 residents of the state. It could be conducted by the University of New Hampshire Survey Center as a work-study project. The approximate budget requirement would be in the neighborhood of \$4000-\$5000 or less than 10% of the current marketing budget.



SITUATION ANALYSIS

New Hampshire Public Radio's situation and objectives

Like most public radio stations, New Hampshire Public Radio (NHPR) faces a constant challenge of running a successful 21st Century Media Company on a budget made up of donations and underwriting. Additionally, NHPR Public Radio faces the additional challenge of only having control over about 10% of the content it broadcasts. Only a few cognoscenti differentiate between locally and nationally produced programs. In 2000 the Board of Directors and Staff agreed upon a new mission statement and set of goals. Their first priority was to “widen the Circle of Informed Citizens,” – i.e. get more New Hampshire residents listening to and engaged in NHPR.

The Challenge

Once the Board had agreed upon the goals, the question became, not just: How do we measure our success against those goals? More importantly, The Board and Staff needed to have measures that would tell them how to improve. In the past, most decisions were made on overall fund raising tallies combined with Arbitron ratings. Unfortunately, both metrics could be heavily influenced by outside factors. For example, ratings spiked dramatically in the fall of 2000 and again in the fall of 2001 as more people **tuned in to follow the Election** results and the September 11th events. Compounding the challenge of finding accurate measures, the addition of a new station and/or a new repeater will also add to the listener base. Fund raising tallies are heavily dependent on the economic climate, so tend to go up in good times, and down in recessions. The purpose of developing this “Dashboard” is to help staff decide what marketing and development activities are most effective in advancing NHPR’s goals of broadening the listening and membership base.

Geographic Reach

Because of the mountainous terrain of northern New Hampshire, NHPR reaches only about 80% of residents of New Hampshire. Its broadcasts also reach into Vermont, and to a lesser extent Massachusetts and Maine.

Staff & Budget

NHPR currently does not have a dedicated marketing staff, but rather shares the marketing and communications tasks between members of the development and membership and underwriting departments. Its annual “advertising” budget, primarily derived from trade outs with local print publications, is approximately \$50,000.

Current marketing activities

In addition to print ads run in local papers, NHPR also sponsors community events and several times a year it takes some of its locally produced programs “on the road” to venues around the state.

Benchmarks & Competition

The National organization provides NPR member stations with a great deal of comparative data that enables NHPR to compare itself to the national average. While this data is frequently useful, the small size of New Hampshire’s population compared to the rest of the country occasionally skews the numbers.

Public radio stations in neighboring states also provide useful benchmarks since their audiences frequently overlap and fund raising is not necessarily geographically limited. On the Seacoast of New Hampshire, for example, the signals from Maine and Massachusetts are in fact stronger than the ones from New Hampshire, and residents are almost as likely to be members of Maine or Boston stations as they are of New Hampshire’s.

Additionally, the underwriting staff at NHPR competes against other local AM and FM radio stations and print media for local promotional budgets.