



***Lorain Port Authority
2014 Media Plan***

Presented by:

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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



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

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



WMJI Majic 105.7:

M-Thu 6a-12m :30s – 5x
M-Thu 12m-12m :15s – 10x

WTAM 1100 AM:

M-Thu 6a-12m :30s – 5x
M-Thu 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	Paid Spots on WHLK Event info will be posted on WMMS.com	VALUE: \$5,000
-WTAM WEB PRESENCE	Event info will be posted on WTAM.com	VALUE: \$5,000
-WMJI WEB PRESENCE	Event info will be posted on WMJI.com	VALUE: \$5,000
-WHLK WEB PRESENCE	Event info will be posted on 1065thelake.com	VALUE: \$5,000
Inclusion in weekly Eblast (week of June 16)		

JUNE 21 – ALMOST QUEEN

-WHLK WEB PRESENCE	Paid Spots on WMMS Event info will be posted on 1065TheLake.com	VALUE: \$5,000
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

-WMJI WEB PRESENCE	Event info will be posted on WMJI.com	VALUE: \$5,000
Inclusion in weekly Eblast (week of June 16)		
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

-WTAM WEB PRESENCE	Event info will be posted on WTAM.com	VALUE: \$5,000
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JULY 4 – PORTFEST

-WMMS WEB PRESENCE	Paid Spots on WGAR Event info will be posted on WMMS.com	VALUE: \$5,000
-WHLK WEB PRESENCE	Event info will be posted on 1065TheLake.com	VALUE: \$5,000
Inclusion in weekly Eblast (week of June 30)		
-WMJI WEB PRESENCE	Event info will be posted on WMJI.com	VALUE: \$5,000
Inclusion in weekly Eblast (week of June 30)		
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

Paid Spots on WGAR

-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	VALUE: \$5,000
Inclusion in weekly Eblast (week of June 30)		VALUE: \$1,000

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		VALUE: \$12,250

-WMJI WEB PRESENCE	Event info will be posted on WMJI.com	VALUE: \$5,000
Inclusion in weekly Eblast (week of July 28)		VALUE: \$1,000

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		VALUE: \$12,250

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

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		VALUE: \$9,800

-WAKS WEB PRESENCE	Event info will be posted on KISSCLEVELAND.com	VALUE: \$5,000
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Promotional Schedule

AUGUST 23 – LYNRYD 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

VALUE: \$5,000

Inclusion in weekly Eblast (week of August 18)

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

