



Radio in Today's Media Landscape

The technical marvel of its time, commercial radio broadcasting, was birthed on KDKA AM1020. The year was 1920 when voices and music began to transmit over the air in Pittsburgh. Much has changed in media since. Today's consumers enjoy a plethora of media choices to select content that is relevant and meaningful to their lives. How is radio faring in today's super-fragmented media landscape?

In releasing its 2018 Total Audience Report, Nielsen shares with the advertising industry media usage of various age groups and ethnicities across linear (television and radio) and digital platforms that consumers use to access media. Below are some of the highlights from the report:

- On average, U.S. adults are spending over 11 hours a day connected to linear and digital media.
- 18-34's spend the largest percentage of time with TV-connected devices and digital services.
- Two-thirds of US TV households have devices capable of streaming video content to the TV set.
- Almost 20% of consumers use a smart speaker in the household.
- **92% of US adults listen to radio each week, the highest reach across all media platforms.**

The finding about radio's big reach may be a surprise to industry pundits. According to Nielsen, radio outperforms TV in its weekly reach of adults 18+. In the report, TV is defined as live+time-shifted TV viewing. Below are the Nielsen's rankings of media platforms in weekly reach:

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| • AM/FM Radio | 92% |
| • Live+Time-Shifted TV | 88% |
| • App/Web on smartphone | 79% |
| • Internet on computer | 60% |
| • App/Web on tablet | 47% |
| • Internet connected device | 35% |
| • Game console | 15% |
| • DVD/Blue-ray device | 15% |

Source: Nielsen 2018 Total Audience Report

Footnote: Nielsen measures AM/FM radio listening, both over-the-air stations and their online streaming.

Local Radio

According to Nielsen, AM/FM radio is America's leading medium in weekly reach, appealing to different generations, age groups and ethnicities. How does broadcast radio manage to rank number one in weekly reach among so many media choices today?

People listen to radio for one reason: **Radio is local**. People trust their local radio stations to provide the information they need when they need it. Not to mention radio broadcast is easily accessible, with radio tuners nearly everywhere in America. Streaming online has also turned the ubiquitous digital devices into hi tech radio players.

The “Rodney Dangerfield” of Media

In spite of radio's impressive weekly reach among all media platforms, there is a bias about radio's important position in the media landscape.

According to Westwood One, ad agencies and brand managers incorrectly perceive radio's weekly reach to be 62% versus Nielsen's 92% reality. The following are the main takeaways from the Westwood One blog by Pierre Bouvard about the importance of reach in marketing:

- At the June 2017 Advertising Research Foundation conference, Nielsen unveiled a massive ROI study of nearly 500 different advertising campaigns. The two biggest sales drivers are **ad creative** and **reach**. Nielsen concludes to grow sales, advertisers have to reach a lot of people. Reach beats targeting.

Source: Westwood One Chief Insights Officer Pierre Bouvard, blog October 2017

Return on Investment

Dollar for dollar, radio provides advertisers a bigger lift than television. In Radio Ad Lab's third major study, it addresses the core issue of advertising—Return on Investment. The results confirm that **Radio's ROI in this test was 49% higher than television**.

This “real world” study was conducted by Millward Brown and Information Resources Inc. (IRI), and it examined four pairs of radio and television campaigns in a range of product categories over a six month period. The product categories included Grocery Food, Grocery Non-Food, and two very distinct Over-The-Counter Drug products. By conducting the study in four IRI BehaviorScan markets, IRI was able to create four test cells—one with no TV or incremental radio; one with incremental radio only; one with national TV only; and, one with both national TV and incremental radio.

After the six month campaigns, IRI was able to analyze scanner sales data for each of those controlled test cells. The key finding is that **incremental radio campaigns showed significantly better ROI for these advertisers than did their television campaigns**, whether the TV ROI was measured by this test's results or by the advertisers' own historical return estimates for television.

Source: 2017 Millward Brown and Information Resources In

We Reach the Great Outdoors

North Central Washington Adorned with stunning summits, pristine rivers and creeks, and green valleys filled with fruit trees and crops, the natural beauty of North Central Washington is a stark contrast to the overcrowded urban living on the other side of the Cascades. North Central Washington is comprised of five counties: Okanogan, Chelan, Douglas, Grant and Kittitas. According to 2016 American Community Service, total population is estimated at 291,476. The economic hub in the region is Wenatchee, with a population of 33,257. Though smaller in size compared to Wenatchee, the region also includes the communities of Leavenworth, Lake Chelan, Brewster, Pateros, Okanogan, and many more reaching all the way to Canada and sees over 3 million visitors annually.

Wenatchee Fondly referred to as the “Apple Capital of the World”, Wenatchee has defined the region’s agricultural infrastructure and boasts a world class wine industry. Thanks to the rapids surging down snow-fed rivers, there is an abundance of water to generate hydro-electric power to meet the rising needs of economic growth. As the urban center in North Central Washington, Wenatchee is poised to lead the region into a bright future. Wenatchee has placed a great deal of emphasis to encourage tourism, health care and technology. According to the Wenatchee Economic Development report, “The valley boasts multi-million dollar data-centers for Yahoo and the Sabey Corporation and numerous high technology businesses. In 2015, Forbes magazine ranked the Wenatchee Metro Area 7th in the country for cost of doing business.

Leavenworth Why fly half way around the world to visit Germany when you can enjoy the Bavarian hospitality right here in Leavenworth? With snow-capped peaks in the backdrop and streets lined with buildings constructed in Bavarian design, the Bavarian Village in Leavenworth offers local residents and visitors a taste of Alpine-style living. The Bavarian Village also serves as the gateway to nearby popular ski areas and wineries. Annually Leavenworth hosts the festive Oktoberfest celebration, attracting thousands of visitors near and far. Each year during the Christmas season, the Bavarian Village is decorated head to toe with holiday lights and transforms into a land of magical enchantment. Leavenworth is named the Ultimate Holiday Town USA by A&E.

Chelan Lake Chelan is regarded by many as the crown jewel of living in Chelan. Narrowly shaped and stretched over 50 miles in length, Lake Chelan is the largest natural lake in Washington State. Lake Chelan's year round population is about 4,000 but swells to over 25,000 in the summer months and boasts one of the most impressive wine regions in the Pacific Northwest. The area’s perfectly clear water, gorgeous mountains, chic shops and quaint hometown feel truly offer something for everyone.

Okanogan County

For outdoor enthusiasts, Okanogan County is an excellent destination with over 3,000 miles of trails and the largest cross country ski trail system in North America. Communities like Brewster, Bridgeport, Omak, Okanogan, Twisp, and Winthrop are part of the local charm that attracts thousands of visitors to this region year round.

Hometown Radio Stations

It's All About Being Local Locally owned and operated, KOHO-FM, KZAL-FM, KOZI-AM & KOZI-FM are part of Icicle Broadcasting. The Icicle radio stations exist for one purpose - **to serve the people of North Central Washington**. The broadcast signals of Icicle's three FM and one AM stations cover five counties, from south Okanogan to east Chelan, all of Douglas, and west Grant to northwest Kittitas. Wherever the listeners may be, to keep them in touch with North Central Washington, Icicle radio stations also stream online.

The music formats on the three Icicle FM radio stations are designed to cater to the lifestyles of the people living and working in North Central Washington. Whether it's pop music or country favorites, every song is handpicked to produce a rewarding experience to suit the listener's lifestyle.

The Icicle FM radio stations are more than music jukeboxes; they provide listeners with extensive local news coverage and updates. Every week, over 40 hours of radio programming are dedicated to local news and information to keep listeners informed and in touch.

North Central Washington listeners have developed a special bond with the Icicle radio stations. Whether it's about listening to news and weather updates to start a day, catching up with their favorite DJ on their commute, listening to music at work to keep them going, or tuning in for high school sports, the Icicle radio stations are there for them.

Up Close and in Person Local involvement is woven into the fabrics of Icicle radio stations. There isn't a week that goes by that Icicle radio stations aren't involved with local happenings and events around North Central Washington.

Advertisers can buy impressions on any media platform. When advertising with Icicle radio stations, Icicle can deliver more than getting impressions. Because of Icicle radio stations' extensive involvement with local communities, advertisers are able to bring their message and brand up close and in person with the consumers of North Central Washington.

Customized Approach Not every company is faced with the same business challenges and advertising needs. At Icicle Broadcasting, we approach each business with a customized approach. Our goal is to utilize our media assets to help our clients increase revenue and grow their bottom line.

Want to learn more about how Icicle Broadcasting can help your business? Please give me a shout. Below is my contact information. Look forward to hearing from you. Thank you for your kind consideration.

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Station Profile

KOZI-FM Known as Your Community Radio, KOZI-FM is synonymous with Chelan in the region because of the loyal support from listeners and advertisers. KOZI-FM is licensed to broadcast 24/7 on FM 93.5, and also on FM 103.1 and FM 100.9. Like its sister stations of Icicle Broadcasting, KOZI-FM is locally owned and operated with the mission of serving the people in the region both on air and online.

Each weekday early morning, award-winning broadcaster Jim Trout hosts his popular national radio show *America in the Morning* to help start the day. Another popular morning feature on KOZI-FM is the *2nd Cup of Coffee*, where local listeners get to chat and sell stuff. If you think yard sale is ho-hum, you ought to give 2nd Cup a listen.

On the music front, KOZI-FM presents a special blend of popular music designed to appeal to a wide range of demographic groups. The station is much more than a music jukebox. It keeps listeners informed throughout the day with local and national news updates, as well as local happenings and community events.

KOZI-FM runs with a very active events calendar year-round. To just name a few, KOZI-FM is the official radio station of Memorial Day Parade, Veteran's Day Parade, Manson Apple Blossom Festival, Halloween and Chelan Evening Farmers' Market.

To support hometown pride, KOZI-FM is the home of local high school sports. The station also carries all of the NFL Seahawks football games. Go Hawks!

SPANISH RADIO PROGRAM To serve the rapidly growing Hispanic audience in North Central Washington, KOZI-FM is proud to offer an all Spanish radio program that airs on Sunday from 4pm to 10pm. The program host Gilberto Romero, well known in our local community, has been hosting this locally produced program for 30 years. This popular local program on KOZI-FM features Mexican popular music, community news, and interviews with local movers and shakers who want to connect with the KOZI-FM Hispanic audience in their native language. This program is ideal for advertisers who wish to spotlight their businesses to the Hispanic consumers in North Central Washington.

KOZI-AM Known as 1230 News Radio and licensed to broadcast on AM 1230, KOZI-AM is the source for news and conversation in the region. Like its sister stations of Icicle Broadcasting, KOZI-FM is locally owned and operated with the mission of serving the people in the region both on air and online.

In early weekday mornings, Jim Trout's *America in the Morning* kickstarts the day and is followed by *KOZI Morning News* to keep listeners informed of what's going on. From 8:45 to 10:00 AM, with the popular featured *2nd Cup of Coffee program*.

1230 News Radio has expanded its already expansive news and talk programming by adding national and business news with FOX News Radio and other syndicated talk providers. The station's talk line-up includes the popular Northwest talk talent Lars Larson and nationally known financial advisor Dave Ramsey who anchors the evening show on 1230 News Radio.

KOHO Broadcasting 24/7 on FM 101.1, KOHO 101 has been on the air in North Central Washington since 1994. Like its sister stations of Icicle Broadcasting, KOHO 101 is locally owned and operated with the mission of serving the people in the region both on air and online.

As a contemporary music station, KOHO is more than a music jukebox. It keeps listeners informed with frequent news and information along with weather updates throughout the day. The station's morning show provides extensive news and information features, along with informative interviews with local notables in the community. Speaking of the music on KOHO 101, the station takes great care in its song selection. Every song is picked by hand to treat listeners to a special musical experience.

Striving to be a positive contributor to the local community, KOHO 101 boasts an action-packed events calendar year round. Fourth of July Fireworks LIVE is one of the marquee events on the station calendar. To support hometown pride, KOHO 101 is the flagship station for Wenatchee High School sports.

KZAL Known as Z Country 94.7, KZAL broadcasts 24/7 on FM 94.7 in North Central Washington. Like its sister stations of Icicle Broadcasting, Z Country 94.7 is locally owned and operated with the mission of serving the people in the region both on air and online.

Agriculture plays the leading role in the region's economy, representing 24% of the region's employment. Country music is highly popular among people who live and work in this five-county region. The station programs Country favorites of today and yesterday.

The morning show on Z Country 94.7 features nationally known Big D & Bubba. Following **The Big D and Bubba Show** is **Country with Carsen**. Before heading to Nashville, Carsen worked at MTV and Saturday Night Live. In between spinning records, Carsen loves to include calls from radio listeners and interviews with Country artists. Let Carsen brighten your midday on Z-COUNTRY 94.7!

In the afternoon, long time Pacific Northwest radio personality Randy Roadz takes over the studio and treats you to a wide range of Country favorites, along with local news and events, as well as weather updates.

Similar to sister station KOHO 101, Z Country 94.7 also carries a busy events calendar, including station appearances at Country music concerts to welcome Country stars touring through the region.

In closing, our broadcast services are dependent on the support of listeners and advertisers. Our aim is to continue fulfilling our mission of serving the people of North Central Washington for years to come and making sure radio broadcasting is as indispensable as its first day of service over the airwaves in Pittsburgh.
