



REDWOOD EMPIRE
STEREOCASTERS

"Think Local First"

A Campaign for Local Sonoma County Businesses

In Partnership
with



From KZST, KJZY & Country 106.3

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What to do?

GOAL

There is no doubt the “buy local” and “shop local” message has value for businesses in regards to their marketing efforts, but more importantly are the benefits felt by the community. Buying local will keep Sonoma County strong financially while having a positive impact on the environment. Most of us already know all this. Now it is time to create top of mind awareness for the average consumer.

Why Radio?

Radio (data from RAB Performance Report and Arbitron)

- Radio in Sonoma County reaches 337,800 people. This is up +1.7% from 2005.
- The average radio listener tunes in for 2 hours and 42 minute each day!
- Radio is a positive emotional media outlet.
- In one week on KZST, KJZY and Country 106.3 you could reach well over 100,000 listeners.
- KZST, KJZY and Country 106.3 are locally owned and operated and have a long history in Sonoma County, with KZST being the first FM station.

Delivering Your Message

The “Think Local First” radio campaign will be a co-op effort, which is supported by the GoLocal Cooperative. Each sixty second commercial will contain three local businesses with a 15 second intro from one of the GoLocal staff members. The intro will deliver a fact or benefit for why our listeners should shop local. By repeating this message we will create top of mind awareness so every time a consumer needs to make a purchase they will “Think Local First!”



Sample Script:

Intro Music (uniform for branding of campaign)

GoLocal Staff: "Buying from locally owned businesses rather than chain stores keeps your money circulating 3 times longer in the local economy. Think Local First! "

ANNCR: "This Think Local message is supported by:"

Anncr #1: "PH Creative Group, if you need advertising, web design, logos or E-marketing call PH Creative Group at 523-4060, that's 523-4060 or PH Creative dot com."

Anncr #2: "Community First Credit Union. Helping your wallet while helping local schools, communities and the economy. Call 546-6000 or log on to comfirstcu.org and let us help you today."

Anncr #1: "Mary's Pizza Shack. Serving Sonoma County since 1959. Come down today and enjoy our lunch specials or super meatball challenge. Located in Windsor, Santa Rosa, Sonoma and Sebastopol."



“Think Local First” Campaign

KZST, KJZY and County 106.3 Local Cooperative Campaign

Benefits to GOLocal Members

- Affordable: 60% savings on the largest locally owned media outlet
- Reach: Deliver your message to over 110,000 listeners 18+ per week
- Flexible: You choose what to say to our listeners
- Member Benefit: GoLocal network discounts available
- Brand Your Business: Drive traffic, build awareness and reach new consumers

“Think Local First” Campaign Details

- 12 consecutive week schedule
- 9 fifteen second commercials (40-45 words) per week (3 per station)
- Monday-Sunday 5am-Mid Schedule
- We will help you write a script that works
- No production costs
- Nothing will air until approved by your business
- \$126 investment per week
 - 45% savings from normal rates
 - Same schedule, individually, per week would cost \$585

(Projected start date of March 1st)



Added Benefits Page

Reach of Campaign

Monday-Sunday 5am-Midnight on KZST, KJZY and Country 106.3

Demographic

Cume # of Listeners

Adults 12+ Years of Age	170,000
Adults 25+	145,100
Females 35+	73,100
Males 35+	50,600

Local Roots

KZST, KJZY and Country 106.3 are Sonoma County's only locally owned radio stations. KZST was Sonoma County's first FM station hitting the airwaves in 1971. Our properties have a rich history in Sonoma County and we continually thrive to provide our listeners with information to help their lives. the "Think Local First" campaign will continue this tradition while connecting your business to our listeners and in the long run help keep Sonoma Country one of the most beautiful places to live.



CREDIT CARD AUTHORIZATION

Account Name: _____

Please pay \$ _____

Invoice #(s) _____ \$
_____ \$
_____ \$

_____ Visa # _____ exp _____
v-code (3 numbers on back) _____

or

_____ MasterCard # _____ exp _____
v-code (3 numbers on back) _____

Name on card _____

I authorize KZST/KJZY/Country 106.3 to charge to my account the amount of \$ _____ to my credit card listed above.

Signature _____

(If completed on email, please write "email approval" on signature line with your initials.)

Date: _____

Thank you for your payment.

Linda Gummerson (linda@kzst.com)
VP/Business Manager

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WWW.KJZY.COM
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WWW.K1063.FM