

RICK STONEKING

Media Marketing Portfolio

Client strategy, broadcast and digital campaigns, promotions, lead generation, and live events.

WILX-TV | KCFX-FM | KOMU-TV



WHY CUMULUS KC?

101 FOX
Kansas City's #1 Hit Music Station

- #1 in Kansas City with 435-54
- 8.7 Average Rating & 261,400 Weekly Cum
- Reaching 14,300 Capital Federal customers each week
- Reaching 436,500 non-Capital Federal customers each week

94.9 KCMO
Kansas City's #1 Country Station

- Strong in Kansas City with 435-54
- 8.7 Average Rating & 270,760 Weekly Cum
- Reaching 56,400 Capital Federal customers each week
- Reaching 462,700 non-Capital Federal customers each week

95.7 THE VIBE
Kansas City's #1 R&B Station

- Strong in Kansas City with 435-54
- 8.6 Average Rating & 331,400 Weekly Cum
- Reaching 46,400 Capital Federal customers each week
- Reaching 458,500 non-Capital Federal customers each week

105.1 JACK
Kansas City's #1 Rock Station

- Kansas City's Newest ICOM
- Rising from a 29,400 weekly cum (A+E) in August of 2014.
- To a 58,500 weekly cum (A+E) in December of 2014.
- An audience that has DOUBLED in just 5 months!

THE ULTIMATE AIR GUITAR CONTEST

Promotional Details:
KOMU (radio) and Mid-Missouri's CW teamed with the Blue Note to put on the "Ultimate Air Guitar Contest."

Client Investment:
\$1,000 advertising schedule + One Prize

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As a Valentine's Day present, KOMU and Mid-Missouri's CW is giving a lovely prize package to a local couple. Viewers and users were asked to submit their best love story on KOMU.com. The five best love stories will then be posted on KOMU.com. Users will vote on the best mid-Missouri love story. The tale with the most votes will be receiving the title of "loveliest story" and the story's author will win a great prize package from our sponsor.

Client Investment:
\$1,250 advertising schedule+ One Prize

The Ultimate Air Guitar Contest 2

The Ultimate Air Guitar Contest 2 promises to be even crazier, more exciting and more outrageous than the first!

As a sponsor, your business will receive:

- Your business will serve as a contest registration point.
- Mid-Missouri CW television advertising schedule valued at \$1,000 (to be used anytime in 2016).
- Large placement and audio mention in Mid-Missouri CW "Ultimate Air Guitar Contest 2" promotional messages to air over a minimum two week period (approximately 50 / week).
- Live on-air mentions on KOMU (approximately 7 per day over a minimum two week period prior to the contest).
- In location recognition during the "Ultimate Air Guitar Contest 2" to be held on April 19th at the Blue Note.
- Large placement (and hyperlink if applicable) in a special "Ultimate Air Guitar Contest 2" section of WWW.MIDMISSOURICW.COM.
- Category Exclusivity.

Your Investment: \$1,000
and a prize valued at \$100 or more

MID-MISSOURI CW **THE BLUE NOTE**

Sponsor's Business _____
Sponsor's Signature _____

A marketing role inside media sales

Across three stations, combined client consulting with audience research, creative development, and campaign execution.

My role

- Developed customized plans rather than relying on spot schedules alone.
- Used research to explain audience fit and media value.
- Built promotions, sponsorships, and digital extensions.

WHY CUMULUS KC?



- **#1 in Kansas City with A25-54**
- *0.7 Average Rating & 281,600 Weekly Cume*
- Reaching 44,300 Capitol Federal customers each week
- Reaching 430,500 non-Capitol Federal customers each week



- **Kansas City's Newest ICON!**
- Rising from a 29,400 weekly cume (A 6+) in August of 2014...
- To a 58,500 weekly cume (A 6+) in December of 2014!
- An audience that has DOUBLED in just 5 months!



- Strong in Kansas City with A25-54
- *0.7 Average Rating & 270,700 Weekly Cume*
- Reaching 50,400 Capitol Federal customers each week
- Reaching 462,700 non-Capitol Federal customers each week



- Strong in Kansas City with A25-54
- *0.6 Average Rating & 331,400 Weekly Cume*
- Reaching 48,400 Capitol Federal customers each week
- Reaching 458,500 non-Capitol Federal customers each week

KCFX and both combo Source: KANSAS CITY: DEC14 / NOV14 / OCT14, Metro; M-Su 6a-12m; P 25-54; Scarborough R2 2014; Sep13-Aug14 P18+
Nash Icon Source: KANSAS CITY: DEC14 / NOV14 / OCT14, Metro; M-Su 6a-12m; P 25-54; Scarborough R2 2014; Sep13-Aug14 P18+



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Integrated hospital campaign

Worked with a hospital marketing director on a six-month brand campaign across TV, radio, newspaper, and billboards.

My role

- Coordinated channel messaging and media planning.
- Developed recurring “Medical Minute” educational content.
- Extended the hospital story beyond standard commercial spots.

CAMPAIGN COMPONENTS

01 Coordinated channel messaging and media planning.

02 Developed recurring “Medical Minute” educational content.

03 Extended the hospital story beyond standard commercial spots.

Campaign description from earlier-career experience record.

Creative and response

Developed local commercials and a registration campaign designed to turn broadcast exposure into client follow-up.

My role

- Wrote commercial concepts and used Nielsen research for placement.
- Shot, edited, wrote, and voiced a regionally seen commercial.
- A TV and web contest produced registrants and 27 client-reported sales.

CAMPAIGN COMPONENTS

- 01 Wrote commercial concepts and used Nielsen research for placement.
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- 03 A TV and web contest produced registrants and 27 client-reported sales.

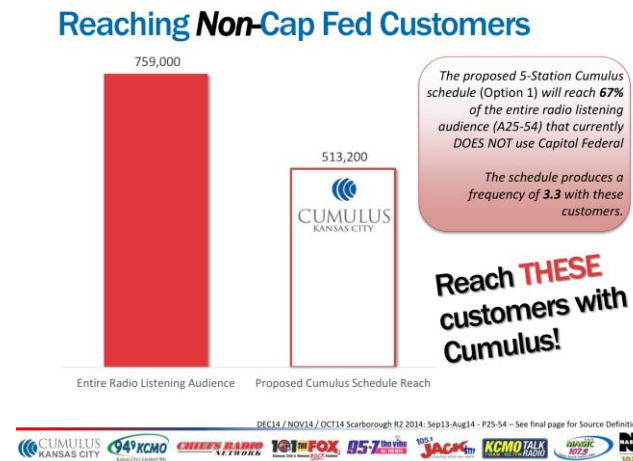
Project details and reported result from earlier-career experience record.

Audience-led planning

Translated research into client-specific radio and digital recommendations for Kansas City advertisers.

My role

- Used Nielsen and Scarborough to examine audience segments.
- Compared reach, frequency, audience fit, and media efficiency.
- Built tailored recommendations for Capitol Federal.



Why Cumulus KC?

Capitol Federal

- Because KCFX is the **NUMBER 1** station in Kansas City for A25-54!
- Because the **KMIJ/KCMO-FM** Combo produces the **NUMBER 2** station in Kansas City for A25-54!
- Because the **KCHZ/KCIJ** Combo produces the **NUMBER 3** station in Kansas City for A25-54!
- Because the **KMIJ/KCMO-FM** Combo will produce a more efficient buy than can be provided by KPRS – reaching more people, more African Americans, more Cap Fed and non-Cap Fed customers...and reaching them with family-friendly programming!
- Because the proposed **5-station Option 1** schedule will reach 2 out of every 3 adults age 25-54:
 - in the entire Kansas City listening area.
 - that don't currently bank with Capitol Federal.
 - that participate in Transactional Banking.
 - that currently borrow from their financial institution.
- Because purchasing the proposed **5-station Option 1** schedule will:
 - provide Capitol Federal with incredibly efficient rates on **KCFX, KCMO-FM, KMIJ, KCHZ** and **KCIJ**!
 - provide Capitol Federal with a terrific Added Value sponsorship opportunity on Nash Icon!
- Because Cumulus-Kansas City will provide Capitol Federal with an incredible on-air and on-line contest that will not only enhance your current branding efforts, but will also generate leads!

CUMULUS KANSAS CITY 94.9 KCMO CHIEF'S RADIO 101 FOX 95.7 The Blue 100.1 JAGG KCMO TALK RADIO 103.5

Original Capitol Federal and Cumulus Kansas City proposal pages.

Integrated client proposal

Built a longer-duration Dream Motorsports plan around awareness, location visits, and raffle ticket sales.

My role

- Connected station exposure with online and onsite recognition.
- Organized a calendar of sponsor opportunities.
- Presented media options in a client-specific plan.



2015 CALENDAR

Power Drops

→ 13-weeks on 101 The Fox

Dream Concert Ticket Hit Sponsor

→ Inclusion in 3 E-blasts
 → 3 Event calendar listings on 101theFOX.net's events page
 → Minimum of 3 posts on the KCFX Facebook fan page
 → 3 Ticket hits from your location (July, Aug, Sept)
 → Minimum 12 promos prior to each ticket hit (min 36 total)
 → Booth/Table Space at each event (3 total)
 → 4 VIP Passes to each event

2015 Ride Guide

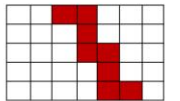
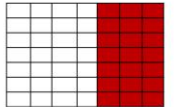
→ Recognition in Dream Concert Series ad
 → 1/2 Page ad

Traditional 30-second radio advertising

→ "Summer Sale Package" - week of 5.25.15
 → "Summer Sale Package" - week of 6.1.15
 → "Summer Sale Package" - week of 6.29.15
 → "Summer Sale Package" - week of 7.6.15
 → "Summer Sale Package" - week of 7.27.15



Mar Apr May Jun July Aug Sep



Sellable promotions

Created sponsor-supported station promotions that combined broadcast exposure, digital participation, and local events.

My role

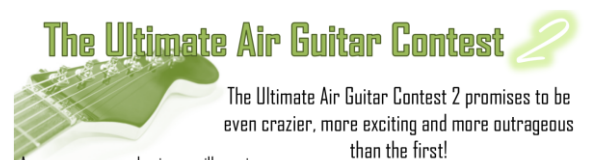
- Developed promotion mechanics and sponsor benefits.
- Supported sales with packages and creative.
- Coordinated partner, prize, and onsite details.



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- Logo placement and audio mention in all Mid-Missouri CW "Ultimate Air Guitar Contest 2" promotional messages to air over a minimum two week period (approximately 50 / week).
- Live on-air mentions on KCMQ (approximately 7 per day over a minimum two week period prior to the contest).
- On location recognition during the "Ultimate Air Guitar Contest 2", to be held on April 9th at the Blue Note.
- Logo placement (and hyperlink if applicable) in a special "Ultimate Air Guitar Contest 2" section of WWW.MIDMISSOURICW.COM.
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		_____ Sponsor's Business
		_____ Sponsor's Signature

Original 2007 promotions deck and Air Guitar sponsor form.

Biggest Loser, locally

Ran a 12-week localized promotion tied to the national program.

My role

- Coordinated with show producers on brand guidelines.
- Shot and edited contestant video and posted weekly web content.
- Helped secure sponsors and supplied material for TV promos.



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Original KOMU sales-promotion materials; project details from experience record.

Events and local identity

Created the Ultimate Air Guitar Contest and a CW brand ambassador program for community and advertiser activations.

My role

- Air Guitar drew 20 performers and 500+ attendees, per project record.
- CW Crew gave the new affiliation six student ambassadors.
- Structured sponsor packages around events and appearances.



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Original Air Guitar sponsorship form and KOMU promotions material.

What this work shows

Client marketing, creative development, and media sales worked together.

Research

Used audience and competitive data to inform recommendations.

Creative

Built spots, storyboards, proposals, and branded content.

Programs

Developed sponsor-backed promotions and live activations.

Response

Connected exposure to registration, follow-up, attendance, and sales.