



Annual Training **CONFERENCE**

Honolulu, HI ★ Sept. 17-20, 2017

Formulating Powerful Media Partnerships

Presented by: Kelly Ho / Hawaii News Now – CBS & NBC

Patrick Leonard / Salem Media – KHNR, KKOL, KAIM, KHCM, KGU AM & KGU FM

FORMULATING POWERFUL MEDIA PARTNERSHIPS

The genesis of Crime Stoppers Honolulu Marketing Committee:

- Patrick Leonard was nominated to CS Board 5 years ago and then Patrick recruited Kelly Ho = 50+ years of media experience and business partnerships / networking.
- CS Honolulu researched, applied and received a onetime grant from the City & County of Honolulu = hired advertising agency for their creative work on updating and refreshing all CS Honolulu logo collateral:

Original logo



New design



Stop crime. Stay anonymous.

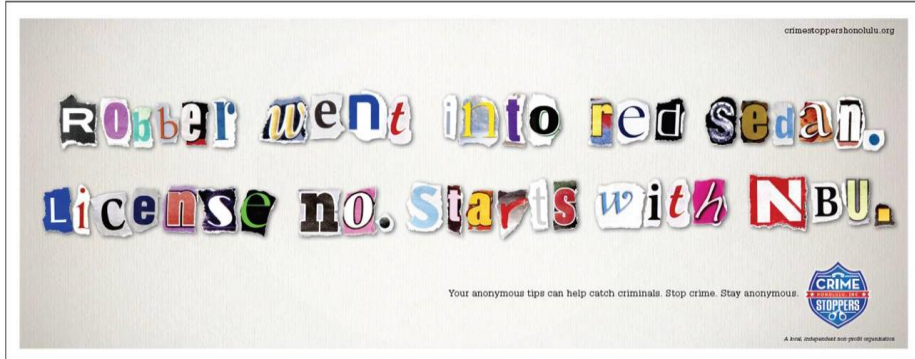
- Because of the relationship of CS Marketing Committee, the agency was very generous with extra work outside of the grant.
- For example. . .



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Bus signs



Bumper Stickers



Public Event Banner

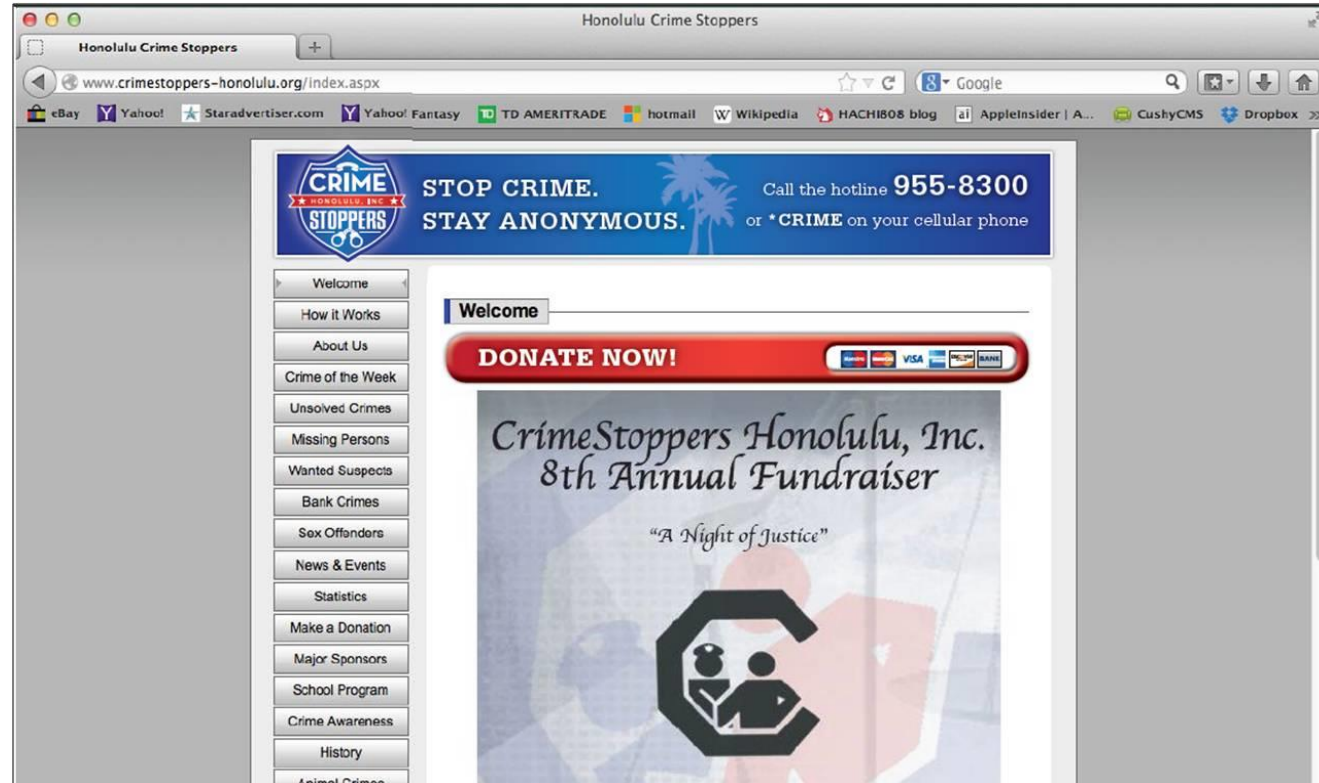


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Retail Window Clings

www.crimestoppers-honolulu.org website header



**** POWERFUL MARKETING SYNERGY ****



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- Because the success of fighting crime is aided by anonymous tips, CS Honolulu allocated advertising dollars to educate and influence Hawaii and its' 1,400,000+ residents statewide. . .it was up to the Marketing Committee to make the marketing dollars stretch and work as hard as possible!

February – April 2017 campaign:

Television strategy – digital advertising on stations' website mobile App + :15 PSAs to run concurrently

728x90 web ad



300x250 web ad



300x150 web ad



468x60 web ad



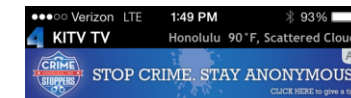
www.hawaiinewsnow.com



www.khon2.com



www.kitv.com



Kalakaua teacher surprised with Milken award

Updated: 10:06 PM March 03, 2014

HONOLULU

Michelle Kay, a Kalakaua Middle science teacher, was surprised Monday by the Milken Family Foundation as Hawaii's latest recipient of the prestigious Milken Educator Award.

Click here to watch Paula Akana's report.

"Because of you guys I am a teacher and



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“Anonymous” :15 PSA



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HNN.com Digital February Report



DIGITAL CAMPAIGN SUMMARY

CLIENT: Crime Stoppers
CAMPAIGN DATE: February 2017

HNN Mobile	impressions	clicks	click thru
320x50 ROS	42,046	140	0.333%
300x250 ROS	63,002	104	0.17%



Thank you- we appreciate your business!

Stations

Television PSA Media Value

KHNL / NBC	3-months 154x	:15 \$15,400
Antenna TV	3-months 175x	:15 \$3,875
KGMB / CBS	3-months 143x	:15 \$15,730
This TV	3-months 180x	:15 \$4,000
KITV / ABC	3-months 93x	:15 \$14,245
MeTV	3-months 101x	:15 \$1,195
KHON / Fox	3-months 74x	:15 \$7,400
CW	3-months 82x	:15 \$2,870
total:	1002x	\$64,715



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“Bleeped Out” :30



“Disguised Voice” :30



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<u>Station Groups</u>	<u>Radio Media Value</u>	
Salem Media – KHNR (news talk), KKOL (oldies), KAIM (Christian music), KHCM (country), KGU AM (business) & KGU FM (Christian talk)	432x :30	\$14,960
<ul style="list-style-type: none">• Mike Buck Show / Crime Stopper Monday Show<ul style="list-style-type: none">➤ First Monday of each month, CS Honolulu coordinator Sgt. Kim Buffet plus accompanied by one board member are feature on the show.➤ LIVE interactive format; e.g. phone calls, emails and text		
iHeart Radio – KSSK (contemporary hits) & KUCD (alternative)	220x :30	\$17,600
Ohana Broadcasting – KUMU (new oldies), KPOI (alternative), KDDB (hip hop) & KQMQ (Hawaiian contemporary)	279x :30	\$10,610
Total:		841x :30
		\$43,170



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Additional on-going marketing campaigns. . .Mall Signs on top highly visited shopping malls on O`ahu:



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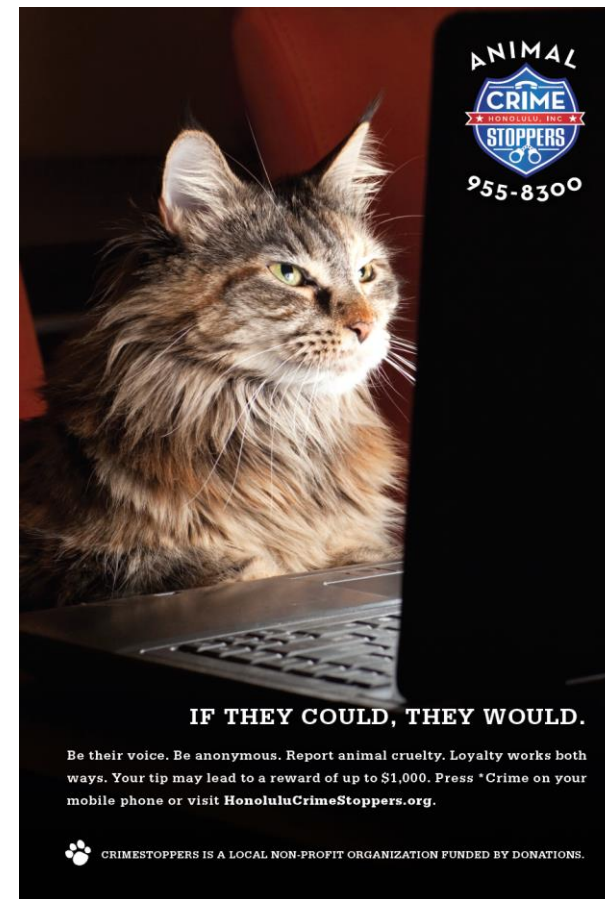
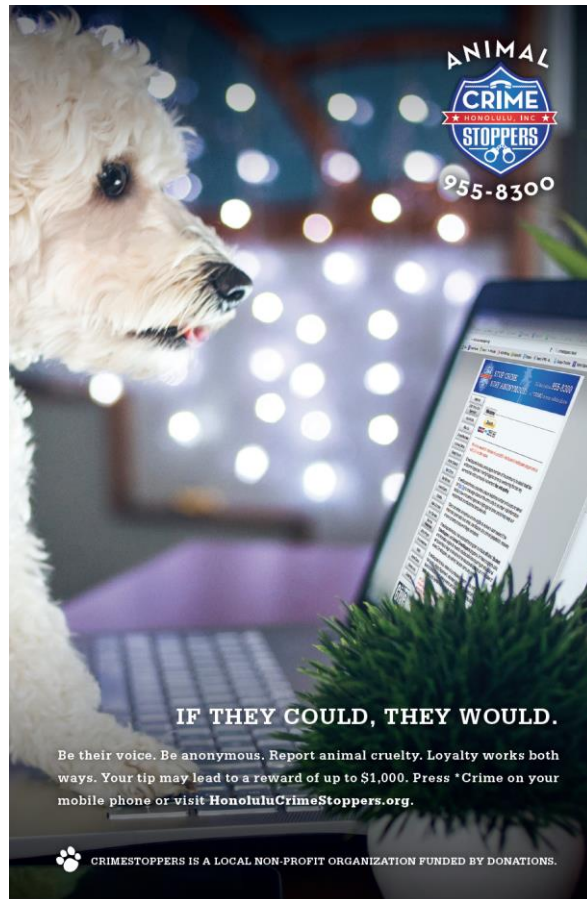
Student Crime Stopper posters for local schools. . .



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Also Animal Crime Stoppers posters for veterinarian offices, animal hospitals, ASPCA, Hawaiian Humane Society etc. . .



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Overall Media Value of February – April 2017 campaign:

	<u>Investment + PSAs</u>
➤ Television – four networks, four digital channel	\$72,415
➤ Radio - three radio groups, 12 stations	\$43,170
➤ Mall Signs – three shopping malls	\$2,500
➤ Bus Signs	\$7,500

Total Media Value: \$125,585

Crime Stoppers Honolulu Investment: \$20,000 + tax



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