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94.5 COUNTRY

AM 580
WIBW
NEWS • TALK • SPORTS

Kansas
Radio
Networks



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For those who can't convince themselves they can do without other forms of advertising, radio is an excellent complementary tool, according to Ezine Marketing Research.

Radio commercials in conjunction with newspaper advertising increased brand recall almost three times more than newspaper advertising alone. Used in conjunction

The Big 94.5 Country Draws Spectators To Extreme Cowboy Race Championship

Three days of horseback excitement attracted large numbers of spectators to the Kansas Expocentre in Topeka for the first Extreme Cowboy Association World Championship.

Credit for the bleacher-crowd during the entire competition must go to the advance radio promotion on The Big 94.5 Country.

A total of 103 cowboys and cowgirls from Florida to California and 24 states in-between came to participate. With riders from age eight to 65, horses and mules were from three to 26 years of age.

Big winner was legendary Kansas cowboy Lee Hart of Gardner riding his three-year-old black Quarter Horse called Buster. Their take-home prizes, valued at \$4,000, included a Colt 45 pistol and trophy buckle.

Highlight of the event was a competition between The Big 94.5 Country's Rusty Walker on her Paint gelding

and Extreme Cowboy Association founder Craig Cameron riding his sorrel horse.

No official scores were posted, but spectator response revealed Rusty was the hands-down champion.

Evaluating the championship as a "great success," Bill Hull, Extreme Cowboy Association president, said, "Plans are underway to have a bigger and better championship next fall in Topeka." Everyone at WIBW Radio is anxious to assist that endeavor.



The Big 94.5 Country's Rusty Walker rode Cowboy in a special match at the Extreme Cowboy Championship in Topeka. (Merrick Studios Photo)

Radio Complements Other Advertising

with television advertising, radio commercials expanded brand recall by 34 percent over television advertising alone.

In conjunction with internet marketing, radio advertising raised the return on investment 4.5 times more than just using the internet.

All of this proves that the advantages of radio are tremendous.

Where Shall I Put My Advertising Dollars?

With all of the ways a business can advertise, sometimes figuring out the best one is mind boggling.

There are legitimate benefits in nearly every advertising medium, but is it cost effective? Does the investment yield a net return? Ezine Marketing Research has helped answer these questions.

A distinctive advantage of radio promotion over print is that the audience is more focused on the message, especially through repetition.

Radio reaches 93 percent of all adults every week. The average person spends 1,000 hours per year listening to the radio, second only to television at 1,500 hours.

Time spent with internet, newspapers and magazines are all under 200 hours per year each.

Most radio commercials generate emotional levels equal to or higher than television. Only a tiny fraction of those receiving print circulation read the advertising, and the actual number who take action is in the single digits.

Thus, radio has a 49 percent better return on investment than television, and a much higher response than print promotion. Proof is in the pudding.

Padre Says:

"A sweet, young bride-to-be turned to her future husband at the marriage license window and said, 'Seems kind of silly to buy a license now that the hunting is over.'"