

The Business of Radio:

Building Budgets & Reading P & L's

RAB RADIO
ADVERTISING
BUREAU

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Today's webinar...

The Business of Radio: Building Budgets - Reading P & L's...

...begins soon

Upcoming webinars:

Sales Webinars:

How to Develop Effective Local Advertising Strategies

August 22nd @ 10:00am and August 24th @ 3:00pm

Handling Objections With Ease

September 12th @ 10:00am and September 14th @ 3:00pm

Management Webinars:

On-Boarding; The Critical First 90 Days For Seller Success

September 27th @ 12:00pm

All webinars are Central Time. Details on RAB.com under the Training link

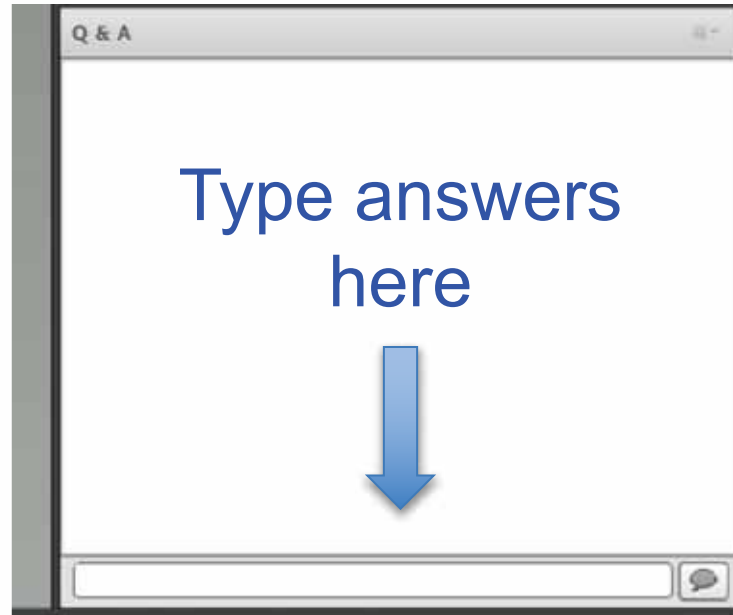
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RAB Member Response, 800-232-3131

While you're waiting for today's webinar to begin...

In the "Q & A" section, we'd love for you to share your market and how many people are in the room with you.





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RAB's In-Person Training for 2017



Lead Your Team To Success

Oct. 31 - Nov. 2 Dallas, TX



Fast Track To Sales Success

Aug. 7 - Minneapolis, MN

Aug. 11 - Dubuque, IA

Oct. 30 - Dallas, TX

Nov. 3 - Oklahoma City, OK

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RADIO SHOW
Produced by NAB and RAB



September 5–8, 2017 | Austin

Radio's Ultimate Destination

www.RadioShowWeb.com

➤ On-Demand link will be available

- Check your email
- Might be in your 'junk mail'
- Slide Deck
- Tools / Resources

➤ Lines are muted

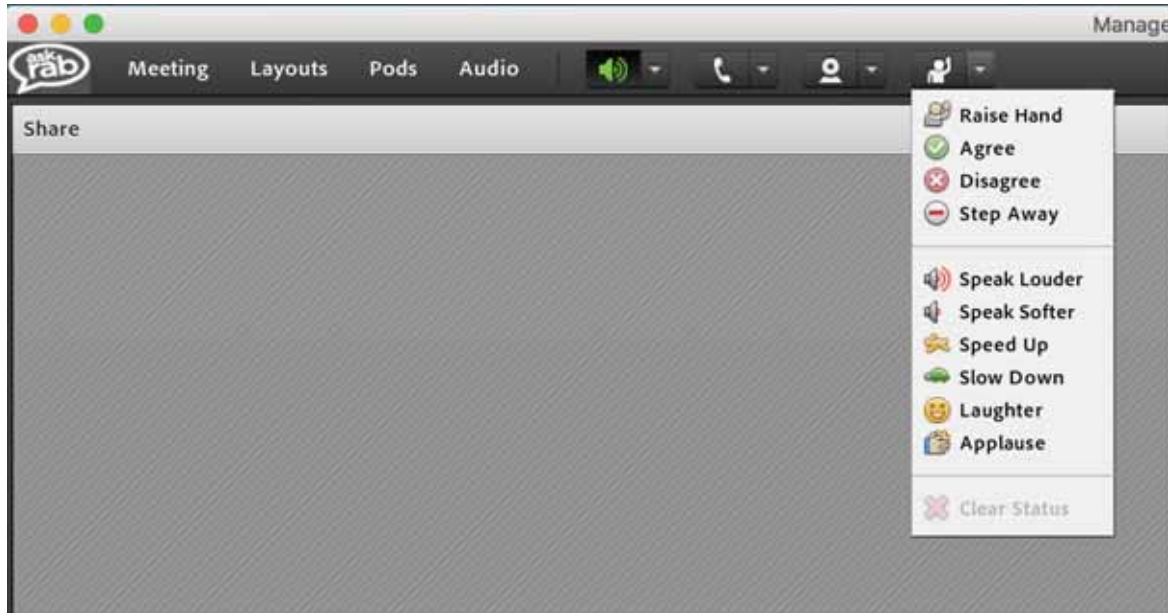
- Q & A
- Type your message

➤ Problems?

RAB Member Response
800-232-3131



Poll Questions – Agree/Disagree



The Business of Radio: Building Budgets – Reading P & L's

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Look familiar?



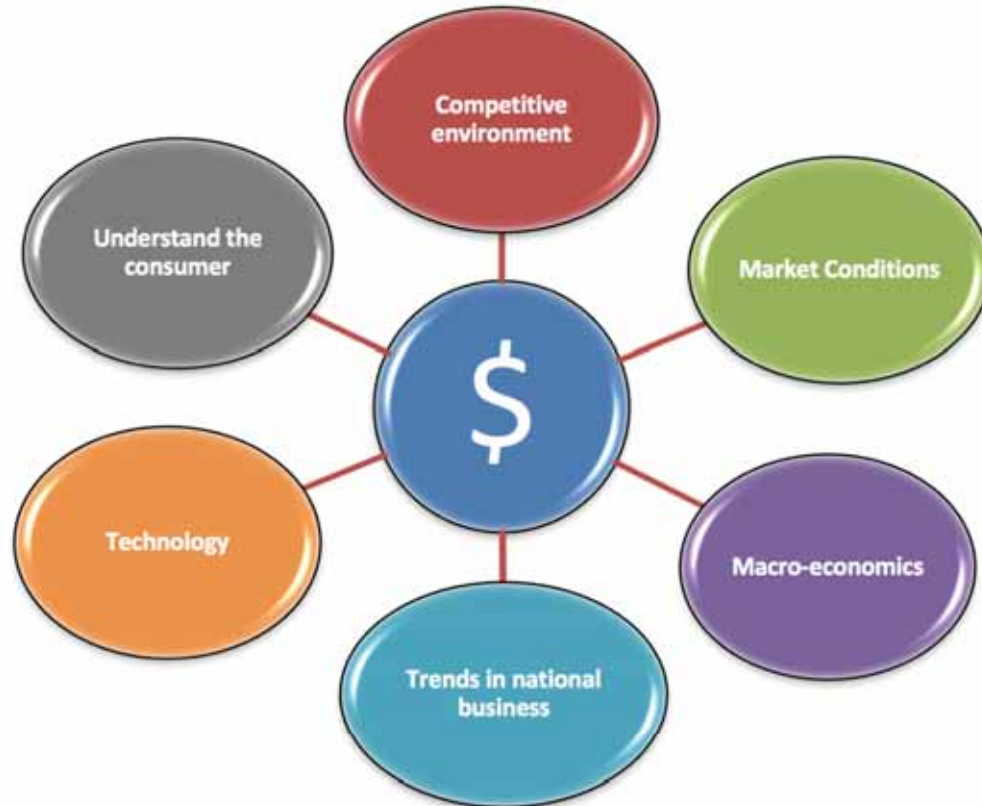
Poll question
Time to participate!

Think strategically



- What's our winning aspiration?
- Where are we now?
- Where will we play?
- How will we win?
- What capabilities must we have?
- What management systems are required?

Think big picture...



Then drill down into the details

- Understand your historical trends and forward-looking expectations:
 - agency vs. direct business
 - local vs. national business
 - station performance
 - advertiser spend
 - key categories
 - sales staff performance
 - sell-out percentage
 - rates
- NTR initiatives
- Product
- Ratings

Historical trends help tell the story

Market DASHBOARD

Year-over-Year Broadcast Revenue Detail

SCRIPPS
BROADCAST ANALYTICS

Select a media type, market, station, date level and years to customize your view. Hover over data points to see details.
*For market with multiple stations, filter for Station after selecting Market.

Media: (All) | Market: [Dropdown] | Entity: (All) | Date Level: Month | Year to Compare: 2015 (Multiple values) | 2016

Year-over-Year Total Broadcast Revenue



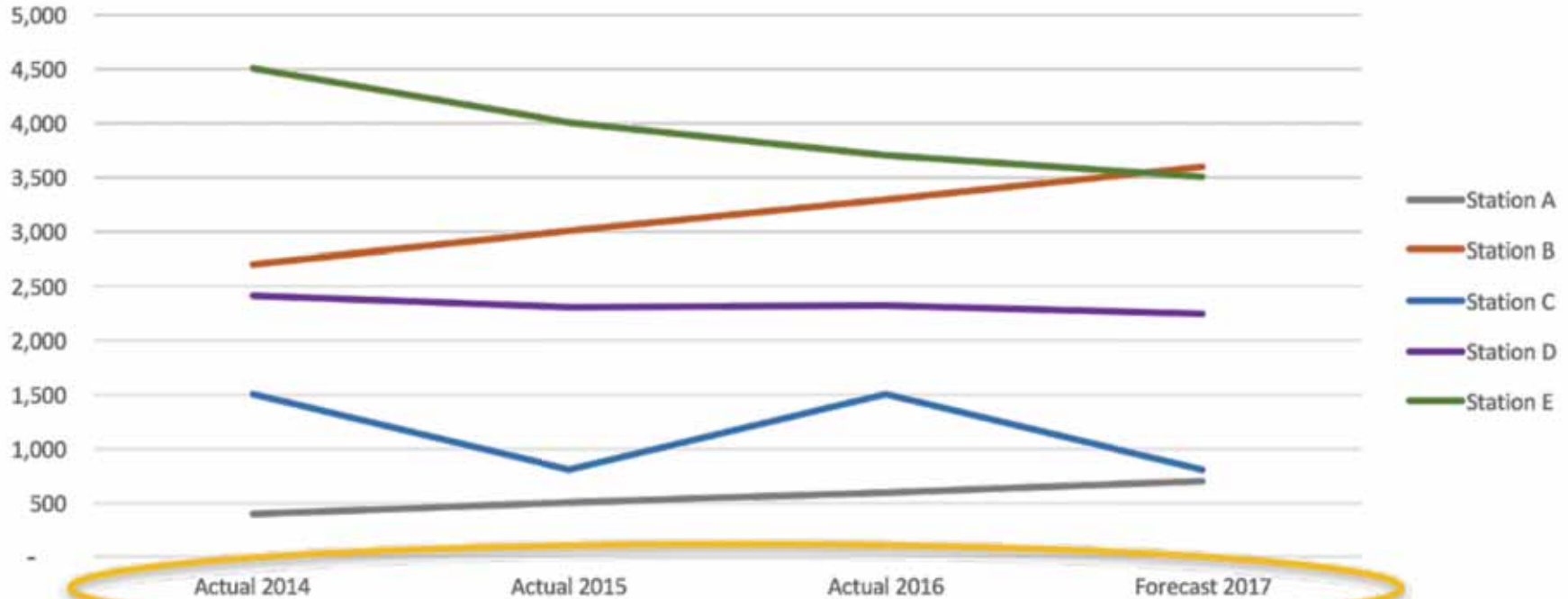
Year-over-Year Local Revenue



How have your stations performed?

% to PY	Actual	Actual	Actual	Actual	Actual	Actual	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast
	January	February	March	April	May	June	July	August	September	October	November	December	YTD
Station A	83%	74%	90%	113%	102%	105%	131%	122%	107%	107%	122%	126%	107%
Station B	98%	103%	103%	115%	113%	102%	109%	99%	93%	99%	107%	109%	104%
Station C	80%	95%	80%	123%	117%	115%	118%	101%	107%	89%	81%	93%	100%
Station D	107%	91%	106%	102%	97%	81%	97%	97%	96%	93%	97%	103%	97%
Station E	104%	94%	81%	87%	95%	98%	100%	94%	93%	95%	99%	106%	95%
Market Total	99%	96%	93%	103%	103%	97%	105%	97%	95%	95%	100%	104%	99%

Don't just look one year back



Know your key advertisers

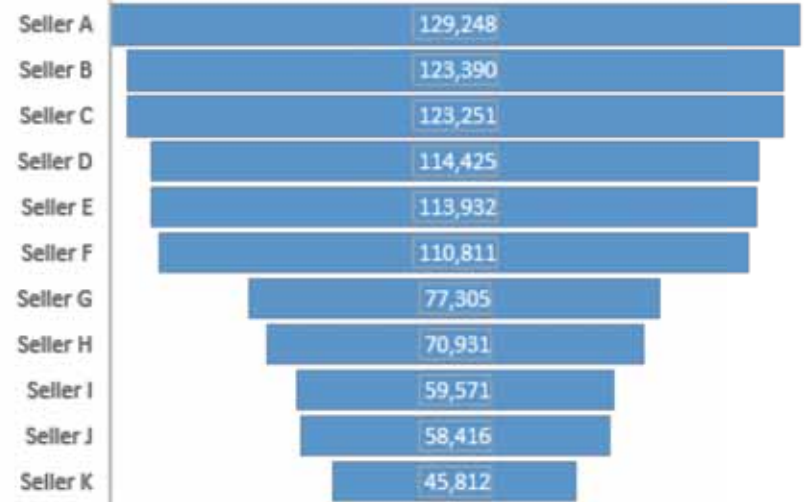
Who are your top advertisers?

Where's your new business coming from?

What advertisers are driving attrition?

Understand your sales team

% to Budget						
Account Executive	January	February	March	April	May	June
Seller A	105.8%	93.8%	116.2%	87.1%	113.5%	118.2%
Seller B	96.6%	113.4%	136.9%	83.5%	119.8%	135.3%
Seller C	158.8%	135.4%	130.9%	116.9%	127.2%	108.8%
Seller D	101.1%	108.9%	98.5%	91.4%	117.4%	116.9%
Seller E	89.2%	66.6%	80.2%	79.0%	92.4%	91.2%
Seller F	124.2%	135.9%	159.2%	100.7%	136.6%	134.7%
Seller G	91.5%	103.8%	113.1%	102.0%	103.9%	110.0%
Seller H	83.7%	73.1%	103.2%	93.3%	107.6%	85.6%
Seller I	84.4%	107.4%	59.5%	64.8%	40.2%	54.3%
Seller J	103.4%	95.4%	92.6%	75.4%	79.1%	86.1%
Seller K	71.7%	138.7%	161.1%	125.8%	143.0%	67.9%

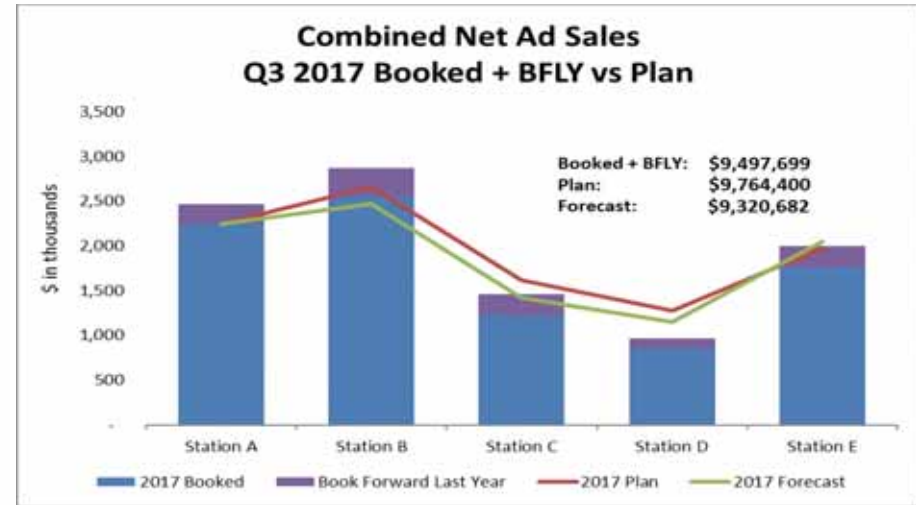
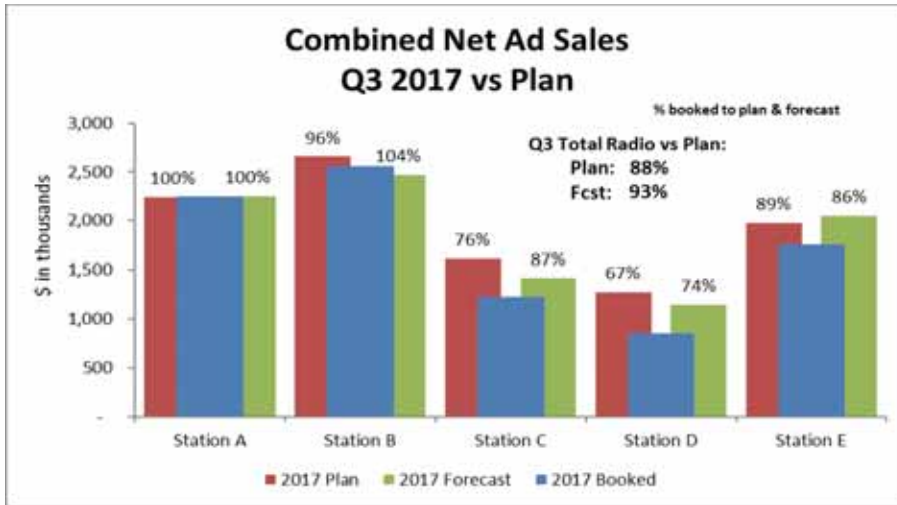


Consider your product and ratings

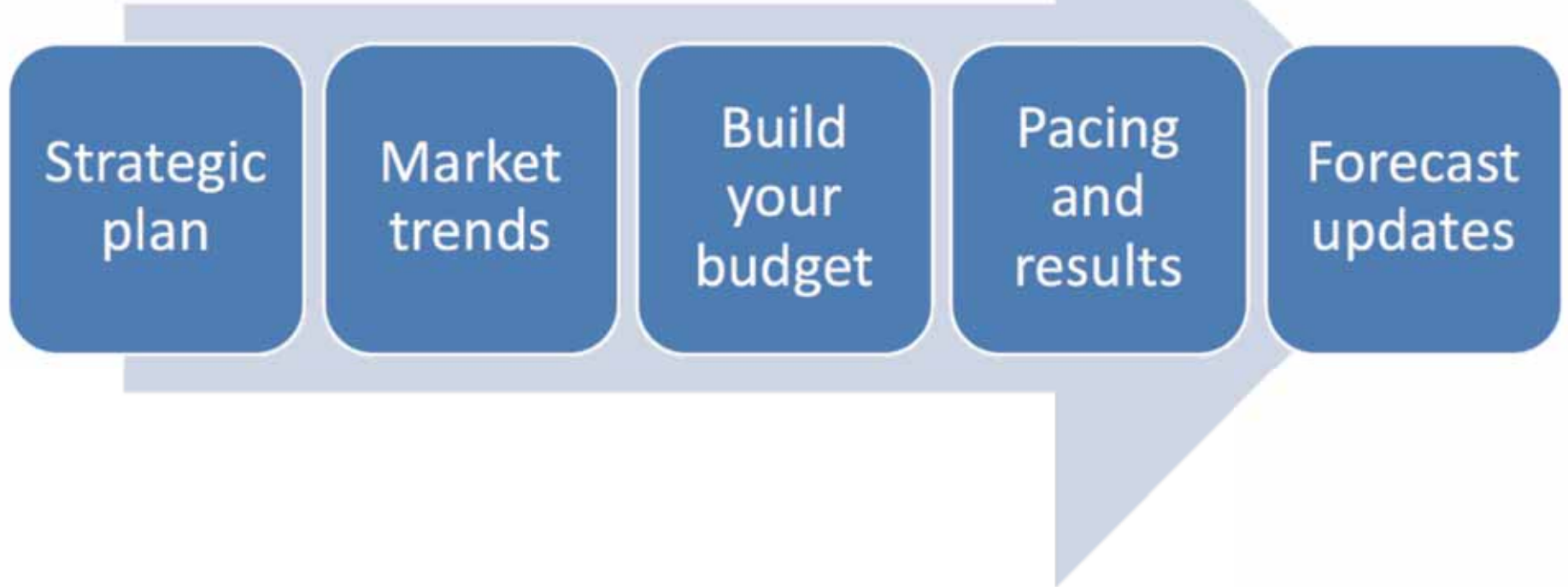
- Do we have any new products or are we making any changes to our products?
- What are our planned promotional and/or marketing initiatives?
- What are current ratings?
- What's our projected ratings?
- Know your power ratio



What's your pacing data telling you?



Pulling it all together



Poll question
Time to participate!

Make it a collaborative process



The 20,000 foot view

Step away from the details and ask yourself:

- Is it aligned with your strategy?
- Does it make sense?
- Is it aligned with the trends?
- Can we achieve it?
- Is it realistic?
- What are the risks?
- What are the opportunities?
- If I get challenged on my number, can I support it?



Technology and tools

- Excel
- Forecasting and budgeting systems
- Data analytics software



Poll question
Time to participate!

Revenue and ratings are key – develop incentive plans



- Consider developing plans for sales management, account executives, and programming
- Have a clearly defined plan document, including terms and conditions
- Aligned with your strategic objectives
- Keep it simple
- Review annually to ensure it's working, update accordingly

Questions?



Thank You!



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