

Radio Broadcasters of Chicagoland

Background

- The Radio Broadcasters of Chicagoland (RBC) is a committee of the Illinois Broadcasters Association comprised of 40+ broadcasters, singularly focused on demonstrating the power, influence and evolution of radio as the most effective results-driven medium through innovative collaboration.



Objectives

- Drive increased attention for the power of radio among the Chicago business-to-business and advertising community.
- Build awareness and drive action among the entire Chicago community in support of current information and events.
- Generate data that may be used to support Chicago radio advertising initiatives.

Strategy

- Come together as an industry to engage 6.5MM+ active Chicago adult listeners with news, information, entertainment and ways to support the community.
- Actively showcase the power of radio and the results it achieves for advertisers and their agency partners.

▶ RBC Art Van Roadblock

▶ RBC Wintrust Roadblock

Solution: RBC Roadblock

- 40+ Chicago radio stations simultaneously run the same content – exact date, exact time.

Inaugural Event: Chicago Radio Town Hall Meeting

- Nov. 14, 2016 - 30-minute, commercial free, live broadcast conversation with Chicago Mayor Rahm Emanuel
- Bill Kurtis, Award winning and IBA Hall of Fame broadcast journalist moderated the event that included questions from listeners posed directly to Mayor Rahm Emanuel.

Ongoing Advertiser Testimonials

- Featuring advertisers who are experiencing indisputable results and great success with radio.
- :60 spots that air for simultaneously through the RBC Roadblock event and with an ROS schedule of the same content on all stations at a frequency of 25X per week for approximately one month.

Results

Inaugural Event: Chicago Radio Town Hall Meeting

- One third of the population listened to the broadcast.
- 7 in 10 Chicagoans were aware of the event, with nearly half knowing about it prior to the air date.
- 88% of those who tuned in listened to all or most of the broadcast.
- Eight in 10 adults dialed in to their preferred station.
- The location of listening was equally split between those listening at home and away from home.