

Client: WJHL-TV (Media General) and Dr. Phil

Situation Set-Up

MPI has just started working with WJHL-TV and budgets were tight. Really tight. But, there were ample TRADE contracts in place in the market that could boost program exposure. We needed co-op “buy in.”

The Challenge:

Many of the co-op providers do not accept TRADE schedules for CASH support. And, there had been no history of Dr. Phil accepting TRADE schedules for WJHL or any other Media General station up to that point. We needed to think “outside the box” and find a way to maximize existing TRADE contracts, and get Dr. Phil to play along.

The Approach:

MPI entered into discussions with the folks at Dr. Phil to secure grant funds for a declining program in the Tri-Cities, TN market. MPI presented the ratings from when the show was first launched, and the declining numbers in recent books. By remaining vigilant, and patient at the same time, we kept the request in front of “the powers that be” at The Agency for GRANT consideration and ultimately secured a \$10K grant for Dr. Phil. The only stipulation for receiving these GRANT funds was a matched TRADE schedule for \$10K exclusive to Dr. Phil.

The Marketing Tools:

Radio schedules and :10 liner copy were used to promote Dr. Phil and their daily programming. Using episodic spots and daily traffic, we kept “today’s” program front and center.

Results:

A first time, one-of-a-kind TRADE match for GRANT dollars and improved numbers in the next rating period. Win-Win.

| Dr. Phil | Date | Metro Rating | Metro Share | DMA Rating | DMA Share |
|------------------------|--------|--------------|-------------|------------|-----------|
| w/ \$20K co-op support | Nov-09 | 6 | 12 | 5 | 9 |
| w/ no co-op support | May-09 | 3 | 7 | 3 | 6 |