



## LANE COUNTY SKILLED WORKERS RADIO CAMPAIGN

Lane County is experiencing a critical shortage of skilled workers. It's a problem that is starting to cripple important local industries like plumbing, electrical, welding, construction and other businesses that rely on a skilled workforce.

Contributing to this chronic problem is the decline of specialized trade classes in our schools, and the misperception from today's students about how valuable these careers really are.

This shortage has ignited new efforts to; 1) fund these important high school programs, 2) involvement from industry leaders to educate school counselors and administrators of these lucrative careers for young adults and 3) inform the community of the important role these careers play in our local economy.

McKenzie River Broadcasting has the power to advance this movement through a concentrated radio campaign that supports the tremendous energy that has already been invested in creating awareness of this issue and the opportunities to support a healthy economy. Locally owned, McKenzie River Broadcasting is the most listened to radio group in our community, **reaching 3 out of every 4 people in Lane County**; teens, parents, grandparents, educators and individuals looking for a new career.

The "Lane County Skilled Workers" campaign will reach approximately 228,000 people ages 18+ over the course of 12 months. This is a focused campaign that builds awareness among the broader market, broadcasts the lucrative career opportunities that these industries offer, and provides a vehicle for interested listeners to learn more and connect with campaign sponsors.

By becoming a sponsor, not only will your business be associated with a campaign that is dedicated to improving the health and wellness of our community, it will be a prominent resource for interested job seekers.



KMGE FM



KEUG FM



KKNU FM



KEQB FM

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### Campaign Dates: Aug'18-Jul'19

- :30 radio campaign to air on KEUG-FM Bob 105.5, KMGE-FM Mix 94.5, and KGNU-FM New Country 93.3 valued at \$74,568
- 3,120 total :30 commercials, reaching 228,000 persons ages 18+ (75.6 % of Lane County)
- Web exposure on all three radio station's websites

**Total Annual Campaign Value: \$78,000**

### Sponsorship Opportunities

#### Sponsorship Package A:

- 195x "brought to you by" mentions within the skilled workers messages on KGNU-FM New Country 93.3, KMGE-FM Mix 94.5 and KEUG-FM Bob 105.5 **PLUS** 195x matching mentions provided by MRB at no additional charge
- 395x total on-air sponsorship mentions
- Listing on station's websites including company logo, name and link to company's career or training webpage.

**Sponsorship investment: \$750/month Aug'18-Jul'19**

#### Sponsorship Package B:

- Listing on station's websites including company logo and link to career or training webpage.

**Sponsorship investment: \$200/month Aug'18-Jul'19**

To join the campaign or for further questions, contact **Danielle Uhlhorn** at McKenzie River Broadcasting at 541-484-9400 or via e-mail at [danielle@keug.fm](mailto:danielle@keug.fm)