



Station Call Letters: WSTM

Campaign Name: Obituaries Promo

1. **Challenge.** What was the challenge that motivated the sale to this advertiser?

For centuries, obituaries had been printed in the local newspaper. Not only were funeral home directors not used to working with a television station, the public was not used to seeing obituaries on TV. But, because of the decline of the newspaper, there had to be another option.

2. **Objective.** Describe the objective(s) of the campaign.

The objective was two-fold. First, we wanted to capitalize on our local Syracuse paper dropping from 7-day delivery to 3-day delivery, specifically capturing the revenue traditionally spent on printed obituaries. We also wanted to give the public an opportunity to honor and recognize their deceased loved ones, not only on a more consistent 7-day basis, but also on a medium that reaches 99% of the Central New York demographic, broadcast TV.

3. **Multiple Platforms.** How did the campaign use each of the following platforms?

- On-air: In-news obituary segment. Because we are a four-station organization, we featured the obituaries of the deceased during our newscasts across our NBC, CBS, CW, and CNY Central 24-hour news, weather and entertainment stations every day. We also created promos to educate the public on when to look for the obituary segment and why it's important to honor your loved one with a televised obituary.
- Online: We feature full length obituaries on our website. Funeral Home directors will upload obituaries to our website through our partner's software. We also run banner ads promoting the daily airings of the obituaries.
- Mobile: We run mobile banner ads promoting the airings of the obituaries on television.

4. **Revenue.** Did this campaign bring new or incremental dollars to the station?

Yes. We are currently averaging \$4-\$6k a month in obituaries, all of which is new dollars to our station. Since its launch in February 2013, we have generated \$23k and project to end the year at \$50k+ for this project in its first year.

5. **Results.** Describe the quantifiable or measurable results of the campaign. Can this campaign be scaled to other markets?

We currently have 49 funeral homes signed up for the program that have signed an agreement to participate in our program at various levels. We are also actively prospecting new funeral homes in outlying areas that would be interested in participating in our program, as well.

6. **Tell Us More.** What else is there to know?

We began by working with various funeral home associations in our market, talking to the board of directors and giving numerous presentations at various levels throughout the association. This is the way we were able to sign up so many funeral homes in Syracuse before it's launch. We are currently revamping our promos and have on-going communication with the board of directors in an effort to get feedback from the funeral home directors and ensure that we are continually meeting the expectations and needs of the association.