



LAMONT BAGBY FOR VIRGINIA HOUSE OF DELEGATES 74TH DISTRICT

PRESENTED TO: LAMONT BAGBY
CANDIDATE

PRESENTED BY: NATHAN THOMAS, SENIOR
INTEGRATED MARKETING
SPECIALIST
RADIO ONE RICHMOND

FRIDAY, APRIL 23, 2021



RECAP OF CAMPAIGN GOALS

During our last meeting, you stated these are the goals you want accomplished from your campaign:

- Goal 1 Target African Americans eligible voters 18+ years old in the Richmond Metro in the 74th District
- Goal 2 Re-introduce eligible voters to Delegate Bagby, and inform them of his platform on issues and accomplishments while in office
- Goal 3 Call to Action Campaign to drive eligible voters to the polls for the June 8th Democratic Primary Election





The Radio One Story began simply with a dream and one radio station. 36 years, 16 markets, and 50+ stations later, we are an urban media empire, spanning multiple media outlets.

The Radio One Richmond Family of Radio Stations

**FUN
FRESH
INNOVATIVE**

IN TOUCH WITH THE COMMUNITY & LISTENERS

As an advertiser, you may need more than one Radio station to sufficiently cover the Richmond market and beyond to help your business. We can help!



- Format: Today's Hip Hop and R&B
- Heritage Station: Debuting in 1987
- Trend Setters, Socially Active, Affluent
- Home to the Morning Hustle Morning Show
- Delivers Multi-generational audience
- Core Audience: Adults 18-34/18-44
- Median Age: 32
- Super serves the 18-44 age cell
- 42% Male 58% Female
- 70% selected WCDX as their preferred station



- Format: Today's R&B/Classic Soul
- Educated, Affluent, Professional
- Home to the Rickey Smiley Morning Show
- Home to the D. L. Hughley Afternoon Show
- Delivers Adults 35+ audience
- Core Audience: Adults 25-54/35-64
- Median Age: 53
- Super serves the 45-64 age cell
- 27% Male 73% Female
- 50% selected WKJS as their preferred station
- Highest Exclusive Audience in Richmond



- Format: Contemporary Inspirational
- Faith, Family, Community Minded
- Home to Get Up! Mornings with Erica Campbell
- High Time Spent Listening
- Delivers the Adult 35-64 Audience
- Core Audience: Adults 45-65+
- Median Age: 60
- 34% Male 66% Female
- 39% selected WPZZ as their preferred station!

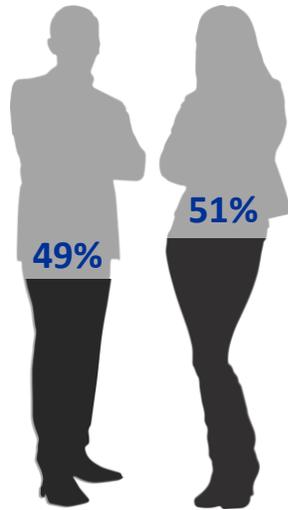
Radio One Richmond



Let RADIO ONE help grow YOUR business!

RICHMOND METRO VOTER PROFILE

There Are Nearly **840,000** Adults in the Richmond Metro Who Vote!



Gender	
49%	Men
51%	Women

Age Composition	
11%	18-24
16%	25-34
16%	35-44
17%	45-54
18%	55-64
22%	65+
Average Age: 48.3	

Ethnic Composition	
63%	White
28%	Black/African American
3%	Hispanic
4%	Other
1 in 4 Are African American!	

Education Composition	
4%	<HS Graduate
28%	HS Graduate
31%	Some College
37%	College Graduate+

Occupation Composition	
33%	Bus/Mgr/Fin/Prof
13%	Sales/Office
20%	Blue Collar
Nearly Half Are White-Collar Employees!	

Annual HH Income Composition	
14%	<\$25,000
21%	\$25,000-\$49,999
15%	\$50,000-\$74,999
17%	\$75,000-\$99,999
33%	\$100,000+
Average Annual HH Income: \$89,298	

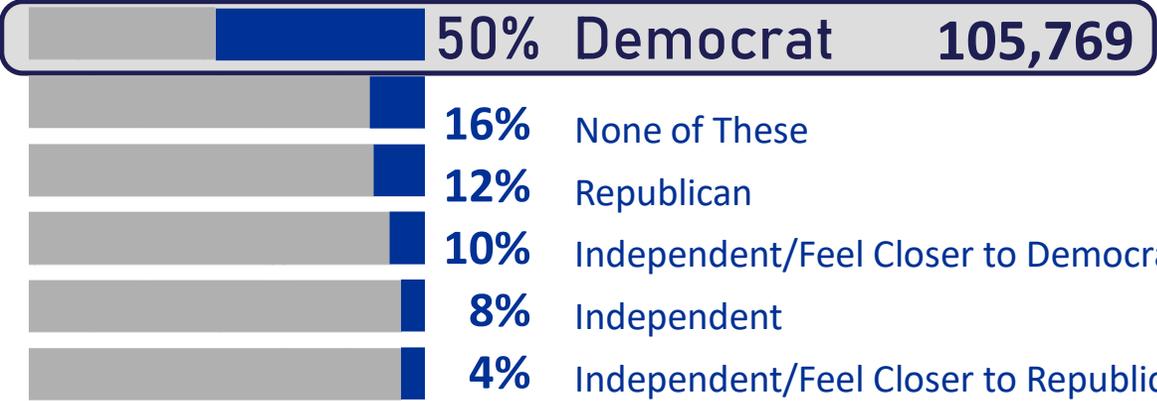
Based on Always or Sometimes Vote in Presidential, Statewide or Local Elections.

Estimates based on % of target, target persons, and mean.
 Nearly 840,000 = 839,680 Nearly half = 46% Age Composition and Average Age based on A18+.

Source: Nielsen Scarborough, Richmond MSA, R2 2019, M-Su 6a-12m, A18+



Radio One Richmond Reaches and Influences Over 100,000 Democrats!



63% more likely to be affiliated with the **DEMOCRAT** political party!
1% more likely to be **INDEPENDENT**, but feel closer to the **DEMOCRAT** party!

Estimates based on political party affiliation, % of target, target persons, and index.
 Source: Nielsen Scarborough, Richmond MSA, R2 2019, M-Su 6a-12m, A25-64

Radio One = WCDX-FM, WKJS-FM, WPZZ-FM, WXGI-AM



Radio One Richmond Reaches and Influences Nearly 190,000 Adults Who Are Registered to Vote!

89% NEARLY 9 OUT OF 10 ARE REGISTERED TO VOTE!

Types of Elections Always or Sometimes Vote in:



This is **4% more likely** than the market average.
Targeting **192,695** of these listeners each week.



*Estimates based on % of target, target persons, and index.
Nearly 190,000 = 188,784*

Radio One = WCDX-FM, WKJS-FM, WPZZ-FM, WXGI-AM

Source: Nielsen Scarborough, Richmond MSA, R2 2019, M-Su 6a-12m, A25-64



MARKETING PLAN



MONTHLY INVESTMENT: \$300

- Includes ONE (1) 64 character message to run for 4 weeks/30 days
- Includes TWO (2) Facebook post per month (Added Value)
- **\$300 PER station**

RDS - RADIO DATA SYSTEM

WHAT IS RDS? (RADIO DATA SYSTEM)

RDS (Radio Data System) is the display unit in all vehicles where artist name and song title appear. RDS messaging allows advertisers to display their company name, message and contact information on the same screen during our music programs as well as 'jock chatter'.

The messaging will never run during an on-air commercial ad and conflict with another advertiser.

RDS is a 'billboard on your dash' for cars built in the years from 2000-2019. This product is available on WCDX, WKJS, WPZZ and WXGI

CATEGORIES

- Medical
- Government / Military
- Attorney / Law
- Food / Restaurant
- Clothing / Apparel
- Automotive
- Furniture
- Home Services (HVAC)
- Electronics / Appliances
- Sports / Hobbies
- Home Improvement

BENEFITS

- 64 Character Limit
- One message per advertiser
- Equal SOV rotator (12 Ads)
- 30 Sec Display
- (Mon-Sun 12m-12m)
- 20,000 Estimated plays monthly
- Radio One is the only radio group in RVA to offer this feature.

MARKETING PLAN

LAMONT BAGBY FOR DELEGATE 4-23-21

From: Nathan Thomas
 Phone: (804) 501-0718
 Email: nthomas@radio-one.com
 4/23/2021 2:04 PM



Flight Dates: 04/28/2021 - 06/08/2021
 Demo: P 18-64

Radio Market: RICHMOND
 Survey: FEB21 (DEC-FEB)
 Geography: Metro

ScheduleDescription:
 2021 PRIMARY ELECTION

	Daypart	Spots	Unit Rate	Length	Notes	Weight	Average Rating	% Reach	Frequency	Net Reach	Total Cost
Radio Total		300	\$13.40				0.3%	34.1%	3.3	262,900	\$4,020.00
WCDX-FM		75	\$14.60				0.4%	13.1%	2.7	100,800	\$1,095.00
Flight A - 3 wks (05/03, 05/17, 05/31)											
One Week Total		69	\$11.52				0.5%	10.3%	3.1	79,500	\$795.00
		23	\$11.52				0.5%	5.2%	2.0	40,300	\$265.00
	M-F 6A-10A	3	\$25.00	30		100.0%	0.5%	1.3%	1.2	9,900	\$75.00
	M-F 3P-7P	5	\$20.00	30		100.0%	0.6%	2.3%	1.4	17,900	\$100.00
	M-F 7P-12M	10	\$2.00	30		100.0%	0.3%	2.1%	1.6	16,000	\$20.00
	Sa 3P-7P	2	\$15.00	30		100.0%	0.7%	1.0%	1.3	7,800	\$30.00
	Sa 7P-12M	1	\$15.00	30		100.0%	0.3%	0.3%	1.0	2,600	\$15.00
	Su 3P-7P	1	\$15.00	30		100.0%	0.4%	0.4%	1.0	2,800	\$15.00
	Su 7P-12M	1	\$10.00	30		100.0%	0.3%	0.3%	1.0	2,600	\$10.00
Flight B - 6 wks (05/03, 05/10, 05/17, 05/24, 05/31, 06/07)											
One Week Total		6	\$50.00				0.1%	2.8%	1.1	21,200	\$300.00
		1	\$50.00				0.1%	0.5%	1.0	4,000	\$50.00
	M-Su 6A-12M†	1	\$50.00	30	RDS SPONSORSHIP	10.0%	0.1%	0.5%	1.0	4,000	\$50.00
WKJS-FM		60	\$18.25				0.7%	13.2%	3.3	101,300	\$1,095.00
Flight A - 3 wks (04/26, 05/10, 05/24)											
One Week Total		54	\$14.72				0.7%	11.3%	3.5	86,700	\$795.00
		18	\$14.72				0.7%	6.1%	2.2	46,700	\$265.00
	M-F 6A-10A	2	\$25.00	30		100.0%	0.9%	1.5%	1.1	11,700	\$50.00
	M-F 10A-3P	3	\$15.00	30		100.0%	1.0%	2.2%	1.3	16,700	\$45.00

† - These dayparts contain ratings estimates that have been weighted or manually adjusted by the user.

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: RICHMOND; FEB21 (DEC-FEB); Metro; Multiple Dayparts Used; P 18-64; See Detailed Sourcing Page for Complete Details.

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MARKETING PLAN

LAMONT BAGBY FOR DELEGATE 4-23-21

From: Nathan Thomas
 Phone: (804) 501-0718
 Email: nthomas@radio-one.com
 4/23/2021 2:04 PM



	Daypart	Spots	Unit Rate	Length	Notes	Weight	Average Rating	% Reach	Frequency	Net Reach	Total Cost
WKJS-FM (continued)											
	M-F 3P-7P	3	\$20.00	30		100.0%	1.2%	2.7%	1.3	20,600	\$60.00
	M-F 7P-12M	5	\$5.00	30		100.0%	0.4%	1.2%	1.5	9,200	\$25.00
	Sa 3P-7P	2	\$20.00	30		100.0%	1.0%	1.4%	1.4	10,700	\$40.00
	Sa 7P-12M	1	\$15.00	30		100.0%	0.3%	0.3%	1.0	2,600	\$15.00
	Su 3P-7P	1	\$20.00	30		100.0%	0.6%	0.6%	1.0	4,500	\$20.00
	Su 7P-12M	1	\$10.00	30		100.0%	0.4%	0.4%	1.0	2,900	\$10.00
Flight B - 6 wks (05/03, 05/10, 05/17, 05/24, 05/31, 06/07)											
		6	\$50.00				0.1%	3.8%	1.2	29,000	\$300.00
One Week Total		1	\$50.00				0.1%	0.8%	1.0	5,800	\$50.00
	M-Su 6A-12M†	1	\$50.00	30	RDS SPONSORSHIP	10.0%	0.1%	0.8%	1.0	5,800	\$50.00
WPZZ-FM		63	\$17.38				0.4%	9.5%	2.9	73,100	\$1,095.00
Flight A - 3 wks (05/03, 05/17, 05/31)											
		57	\$13.95				0.4%	7.9%	3.2	60,600	\$795.00
One Week Total		19	\$13.95				0.4%	4.1%	2.1	31,400	\$265.00
	M-F 6A-10A	3	\$20.00	30		100.0%	0.5%	1.2%	1.3	9,600	\$60.00
	M-F 10A-3P	3	\$20.00	30		100.0%	0.5%	1.1%	1.3	8,400	\$60.00
	M-F 3P-7P	3	\$20.00	30		100.0%	0.4%	0.9%	1.3	6,700	\$60.00
	M-F 7P-12M	5	\$5.00	30		100.0%	0.2%	0.7%	1.4	5,100	\$25.00
	Sa 10A-3P	1	\$15.00	30		100.0%	0.4%	0.4%	1.0	3,200	\$15.00
	Sa 3P-7P	1	\$15.00	30		100.0%	0.3%	0.3%	1.0	2,500	\$15.00
	Su 10A-3P	2	\$10.00	30		100.0%	1.1%	1.7%	1.3	12,800	\$20.00
	Su 3P-7P	1	\$10.00	30		100.0%	0.4%	0.4%	1.0	3,400	\$10.00
Flight B - 6 wks (05/03, 05/10, 05/17, 05/24, 05/31, 06/07)											
		6	\$50.00				0.0%	2.2%	1.2	16,600	\$300.00
One Week Total		1	\$50.00				0.0%	0.4%	1.0	3,200	\$50.00
	M-Su 6A-12M†	1	\$50.00	30	RDS SPONSORSHIP	10.0%	0.0%	0.4%	1.0	3,200	\$50.00
WXGI-AM		102	\$7.21				0.1%	2.1%	2.7	16,500	\$735.00

† - These dayparts contain ratings estimates that have been weighted or manually adjusted by the user.

The first demo listed is the Primary Demo.

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MARKETING PLAN

LAMONT BAGBY FOR DELEGATE 4-23-21

From: Nathan Thomas
 Phone: (804) 501-0718
 Email: nthomas@radio-one.com
 4/23/2021 2:04 PM



	Daypart	Spots	Unit Rate	Length	Notes	Weight	Average Rating	% Reach	Frequency	Net Reach	Total Cost
WXGI-AM (continued)											
Flight A - 3 wks (04/26, 05/10, 05/24)											
		102	\$7.21				0.1%	2.1%	2.7	16,500	\$735.00
One Week Total		34	\$7.21				0.1%	1.0%	1.9	7,800	\$245.00
	M-F 6A-10A	5	\$8.00	30		100.0%	0.1%	0.2%	1.5	1,700	\$40.00
	M-F 10A-3P	5	\$8.00	30		100.0%	0.1%	0.3%	1.4	2,200	\$40.00
	M-F 3P-7P	5	\$8.00	30		100.0%	0.1%	0.2%	1.5	1,700	\$40.00
	M-F 7P-12M	5	\$5.00	30		100.0%	0.0%	0.2%	1.3	1,200	\$25.00
	Sa 10A-3P	2	\$8.00	30		100.0%	0.1%	0.2%	1.3	1,200	\$16.00
	Sa 3P-7P	3	\$8.00	30		100.0%	0.1%	0.2%	1.5	1,800	\$24.00
	Sa 7P-12M	2	\$5.00	30		100.0%	0.0%	0.0%	0.0	100	\$10.00
	Su 10A-3P	2	\$8.00	30		100.0%	0.1%	0.1%	1.6	500	\$16.00
	Su 3P-7P	3	\$8.00	30		100.0%	0.0%	0.0%	1.0	300	\$24.00
	Su 7P-12M	2	\$5.00	30		100.0%	0.0%	0.0%	0.0	0	\$10.00

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MARKETING PLAN

LAMONT BAGBY FOR DELEGATE 4-23-21

From: Nathan Thomas
 Phone: (804) 501-0718
 Email: nthomas@radio-one.com
 4/23/2021 2:04 PM



Schedule Grand Totals: 7 Weeks

Stations	Spots	Unit Rate	Average Rating	% Reach	Frequency	Net Reach	Total Cost
Radio Total	300	\$13.40	0.3%	34.1%	3.3	262,900	\$4,020.00
WCDX-FM	75	\$14.60	0.4%	13.1%	2.7	100,800	\$1,095.00
WKJS-FM	60	\$18.25	0.7%	13.2%	3.3	101,300	\$1,095.00
WPZZ-FM	63	\$17.38	0.4%	9.5%	2.9	73,100	\$1,095.00
WXGI-AM	102	\$7.21	0.1%	2.1%	2.7	16,500	\$735.00

Accepted by Station

Date

Accepted by Client

Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

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MARKETING PLAN

Detailed Sourcing Summary

Radio Market: RICHMOND
Survey: Nielsen Radio February 2021 (December - February)
Geography: Metro
Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 18-64 (Primary)	770,200	1,512

Stations: User Selected

Additional Notices: † - These dayparts contain ratings estimates that have been weighted or manually adjusted by the user.

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diarykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website:

<http://ascription.nielsen.com>

Rating Reliability Estimator:

<https://rne.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.

<https://ebook.nielsen.com/secure/CR8/2021FEB/0105/pdfs/SpecialNotices.pdf>

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MARKETING PLAN SUMMARY

LAMONT BAGBY FOR DELEGATE PRIMARY CAMPAIGN

WCDX/WKJS/WPZZ/WXGI-FM:

TOTAL NUMBER OF ON-AIR COMMERCIALS: 282

RDS SPONSORSHIP & SOCIAL MEDIA POSTS: 230,000 IMPRESSIONS

TOTAL CAMPAIGN INVESTMENT: \$4,020

RADIO ONE IS THE ONLY RICHMOND COMPANY WITH IDEAS TO ENGAGE THE URBAN CONSUMER – ON-AIR, ONLINE AND ON-SITE! THANK YOU FOR CONSIDERING RADIO ONE RICHMOND!



AGREEMENT PAGE

Yes, sign me up! Radio One Richmond and Lamont Bagby for Delegate agree to the terms of this proposal in it's entirety.

Client Signature _____

Radio One Signature _____

Date _____





Thank you !

NATHAN THOMAS

RADIO ONE, RICHMOND

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