

Heritage Radio Network + NYS Agriculture and Markets NYS Dairy Promotion Order

Underwriting Proposal

Contact:
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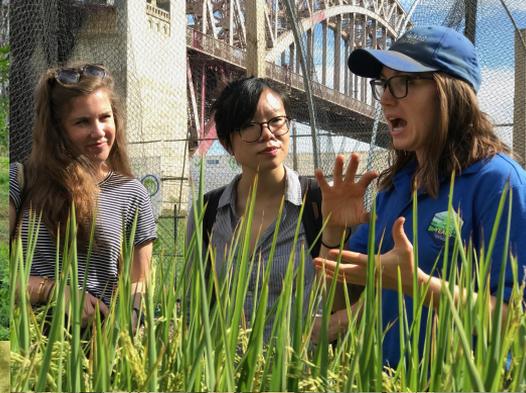
**Agriculture
and Markets**



About Heritage Radio Network

HRN is:

- A 501(c)(3) nonprofit food media organization
- Home to 35+ weekly podcasts
- Based in Brooklyn since 2009
- A respected authority and thought leader in the world of food, beverage, and agriculture.



Heritage Radio Network's Reach

Listeners in over **150 countries**
Typical monthly listens: **800,000 – 1 Million**
540K social media followers across network, hosts,
and shows – and growing!

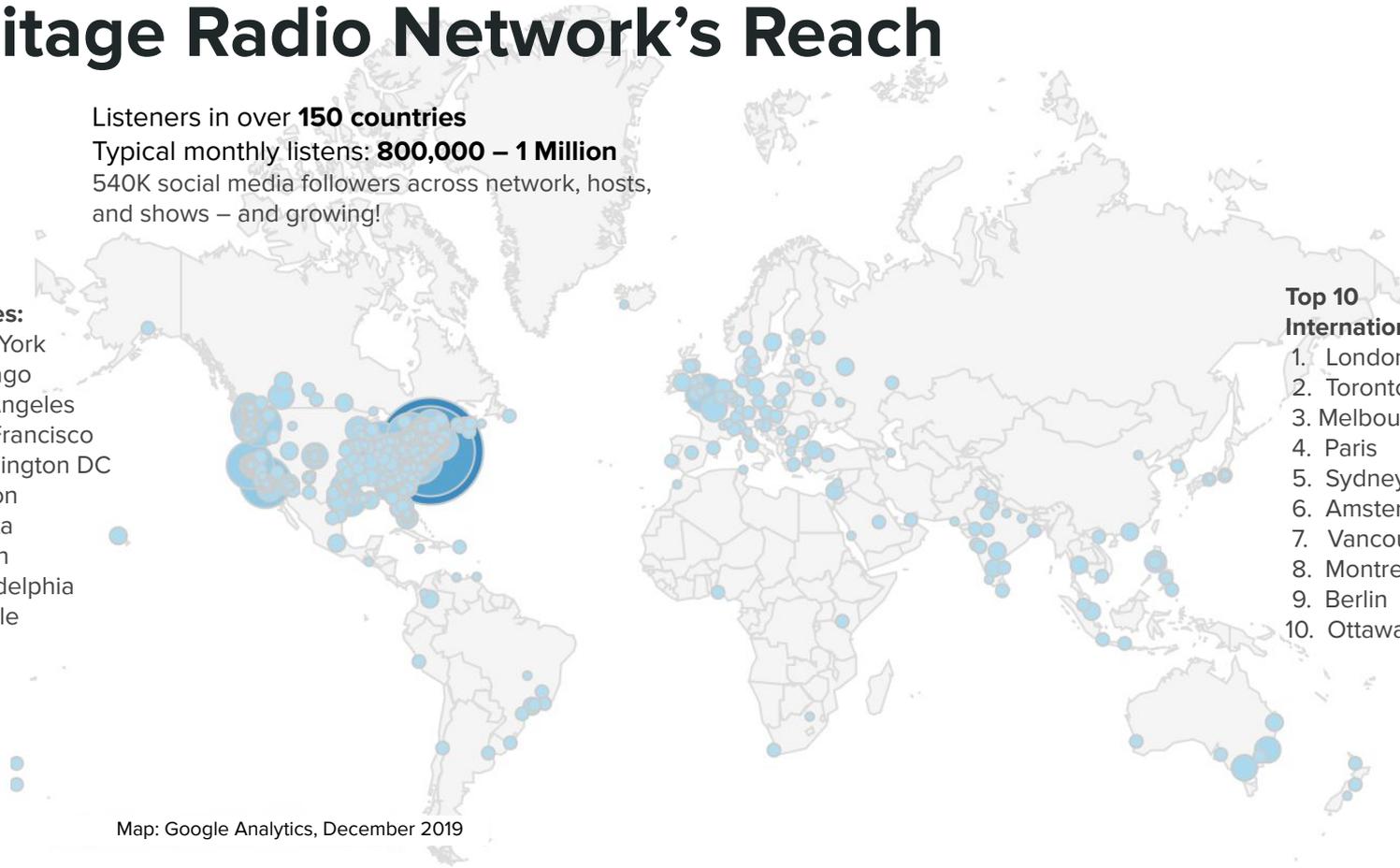
Top 10 U.S. Cities:

1. New York
2. Chicago
3. Los Angeles
4. San Francisco
5. Washington DC
6. Boston
7. Atlanta
8. Austin
9. Philadelphia
10. Seattle

Top 10 International Cities:

1. London
2. Toronto
3. Melbourne
4. Paris
5. Sydney
6. Amsterdam
7. Vancouver
8. Montreal
9. Berlin
10. Ottawa

Map: Google Analytics, December 2019



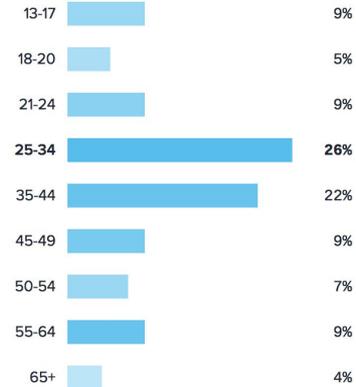
Listener Demographics

HRN listeners appreciate the finer things in life, have high disposable income, and are curious, lifelong learners; in fact, they are **110% more likely to have a graduate degree** than market average.

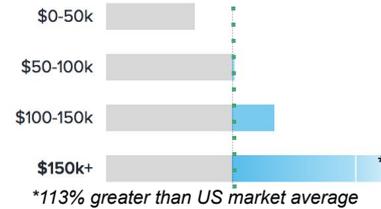
Gender



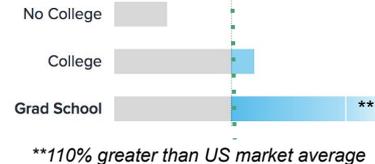
Age



Household Income



Education Level



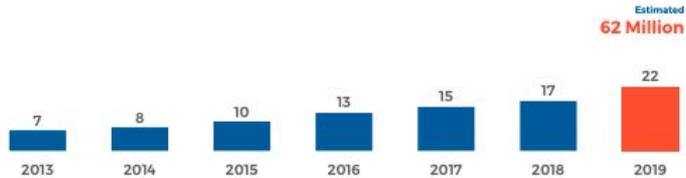
Dotted green line represents US market average

Podcast/ Online Audio Growth

Weekly Podcast Listening

TOTAL U.S. POPULATION 12+
% LISTENED TO A PODCAST IN LAST WEEK

THE INFINITE DIAL 2019



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TRITON

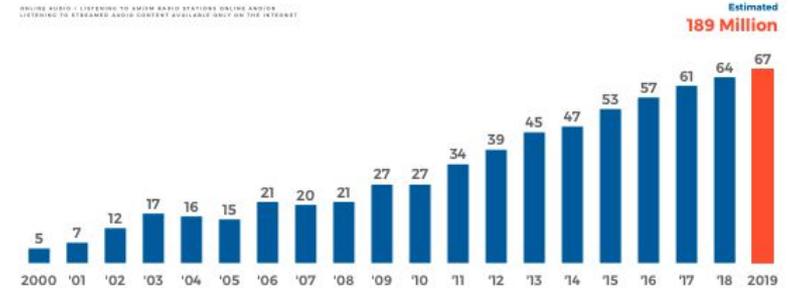
#InfiniteDial

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Monthly Online Audio Listening

TOTAL U.S. POPULATION 12+
% LISTENED TO ONLINE AUDIO IN LAST MONTH

THE INFINITE DIAL 2019



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TRITON

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According to Edison Research:

- weekly podcast listening has nearly tripled in the last 5 years
- online audio listening has grown steadily since 2010

Objective



Promote generic New York dairy to an audience that cares about responsibly produced food and sustainability.

The Glass is Half Full



The Glass is Half Full

- Dairy is ~50% of NYS Ag Sales
- **Goal:** drive dairy sales through promotion and farmer education
- **HRN is uniquely positioned** to share stories of sustainability, family farming, quality standards, and deliciousness



The Glass is Half Full: Three Audiences



Farmers

Training on marketing,
sustainability storytelling,
and media relations

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Training on marketing,
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Consumers

Generic promotion,
uniqueness of NY dairy
products

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Youth

Making milk fun and
educational through
imaginative storytelling!

Underwriting



10 second pre-roll

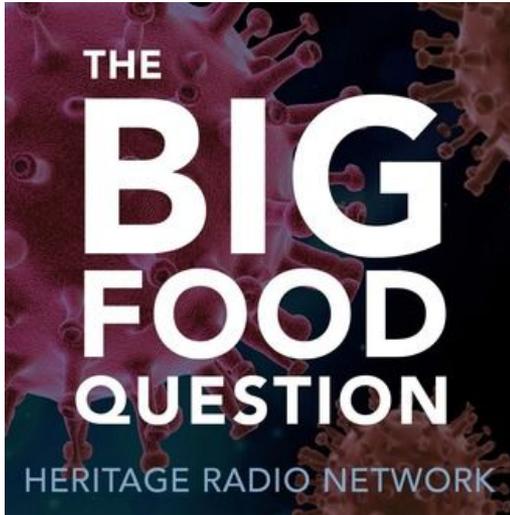
60 second mid-roll

Dedicated Episode



Full Podcast Episode

Audience 1: Farmers



2

Dedicated Episodes



1

Dedicated Episode



20

Underwritten Episodes

Audience 2: Consumers



1

Dedicated Episode



1

Dedicated Episode



44

Underwritten Episodes

Audience 3: Youth



1

Dedicated Episode



6

Underwritten Episodes



*Targeted Outreach
and Marketing*

A Comprehensive Network-Wide Strategy



Customized messaging will run across HRN's network of 35+ shows to maximize audience targeting

How *The Glass is Half Full* Helps Farmers



Empowering farmers to share their stories – in their own voices.



Reaching a key local audience for NYS dairy
New York State is HRN's largest audience pool



Educating consumers around the country about NYS dairy

Proposal for *The Glass is Half Full* Project



| Placement Opportunities | \$49.3k |
|---|-------------------------|
| Underwritten Episodes (run-of-network, per targeting goals) (10-second pre-roll, 60-second mid-roll) | 70 |
| Dedicated Episode of <i>The Farm Report</i> | 1 |
| Dedicated Episodes of <i>The Big Food Question</i> | 2 |
| Dedicated Episode of <i>Meat and Three</i> | 1 |
| Dedicated Episode of <i>Cutting the Curd</i> | 1 |
| Dedicated Episode of <i>Time for Lunch</i> | 1 |
| Social Media Campaign (FB: Facebook, TW: Twitter, IG: Instagram) | 15 FB 20 TW 10 IG |
| Full-day IG Story Takeover (6-10 posts) | 1 |
| Sponsored blog posts on heritagerradionetwork.org | 5 |
| HRN mailing list email mention (>20k) | 3 |

Thank you!

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Appendix: Detail Slides



Objective

NYS Department of Agriculture and Markets will leverage the reach and influence of Heritage Radio Network (HRN), the country's leading food radio station, with 35 weekly live shows and podcasts dedicated to all aspects of the industry, from farming to chefs, beverages, social justice, current events, and more.

Through dedicated content featuring NYS Dairy Farmers and engaging audio placements in consumer-facing podcasts, the partnership will provide access to HRN's listeners, hosts, and influential guests. This passionate group cares deeply about responsibly produced food and sustainability.

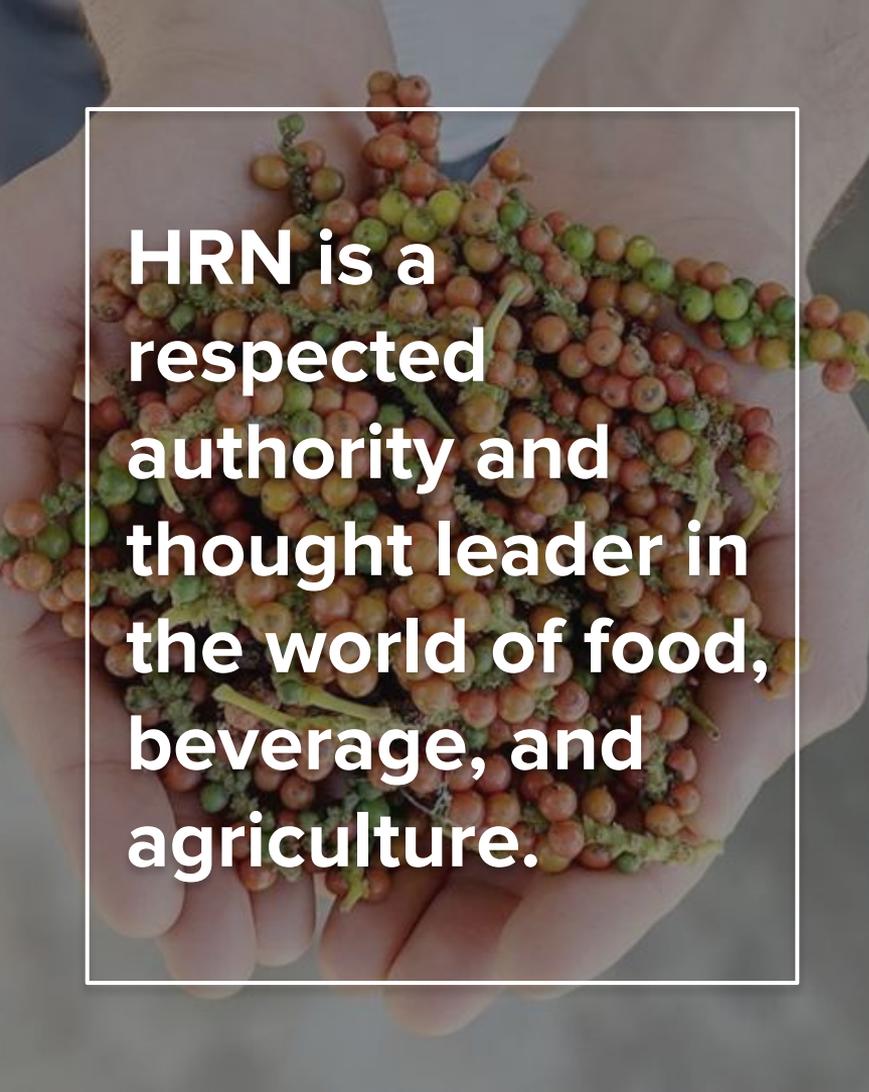


About Heritage Radio Network

HRN (Heritage Radio Network) is an independent, member-supported, web-based radio station and media organization focused on creating a more equitable, sustainable and delicious world by expanding the way eaters think about food. Comprised of dozens of unique shows broadcasting to the world, HRN is a 501(c)(3) not-for-profit.

Founded in 2009 in alignment with the principles of the Slow Food movement, HRN operates its studios out of two converted shipping containers in Bushwick, Brooklyn. HRN welcomes the best and brightest thought leaders in the food world as guests, and regularly hosts events and panels on a variety of culinary topics.

In addition to its digital radio programming, HRN runs a scholarship program which trains high school students in food media production and storytelling.



**HRN is a
respected
authority and
thought leader in
the world of food,
beverage, and
agriculture.**

“HRN takes me to issues and ideas that most other food coverage does not.” – **Mimi Sheraton**,
Author and *New York Times* Food Critic

“HRN is my go-to resource for news and all information on food and food policy. I can always find inspiration and information from the excellently curated, authentic and knowledgeable voices that populate this radio station and website.” – **Michael Anthony**, Celebrity Chef

“At HRN, you can geek out on in-depth, opinionated, and fun information about food culture and food issues.” – **Mitchell Davis**,
Executive Vice President, The James Beard Foundation

The Glass is Half Full: Three Sectors



Farmers: Featured interviews with farmers about their sustainability stories and quality standards will help increase the awareness and consumption of New York milk and dairy products.



Consumers: A strategic underwriting campaign will promote the uniqueness of New York dairy products and increased accessibility through e-commerce, curbside pickup, and more.



Youth: A special milk-focused episode of *Time for Lunch* will increase the awareness and consumption of New York milk and dairy products in school-aged children across the US.

Custom Audio

Engage a discerning audience to promote a powerful, delicious dialogue and awareness about NY Dairy.

UNDERWRITING

Underwritten episodes are an opportunity to reach engaged listeners as they enjoy their favorite audio programs via custom recorded pre-rolls and mid-rolls.

LENGTH

Pre-roll :10 seconds

Mid-roll :60 seconds

PODCAST EPISODES

HRN's talented production team creates dynamic custom episodes on behalf of and in collaboration with your brand. We bring a sharp sense of exploration into the world of food, agriculture, and beverage to broadcast your message through the intimate power of audio.

PODCAST STYLES

Episode Length 15-45 minutes

Two-Way

One-on-one interview with a host & guest

Roundtable

Interview with host & 2-3 guests

Documentary Style

Narrative storytelling with sound design

Sector 1: Targeting Farmers



HRN will help dairy farmers to tell their stories on programs like *The Farm Report* and *The Big Food Question*, resulting in programs that will provide valuable resources to support their NY colleagues and help them make the most of a new world of sales including e-commerce, contactless, and direct-to-consumer strategies.

Custom Episodes

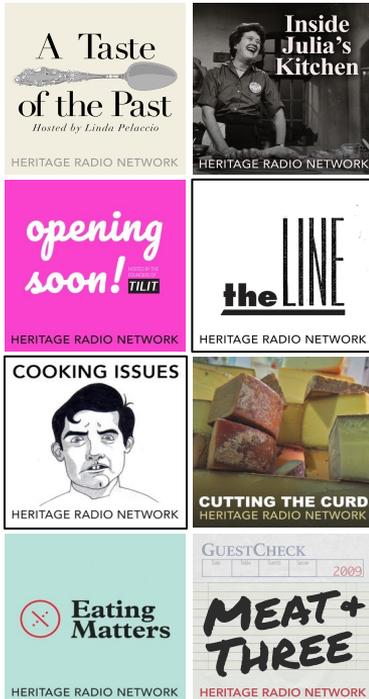
- **1 Dedicated Episode of *The Farm Report***
 - Topics to include sustainability practices, quality standards, entrepreneurship, impacts of Covid-19 on the industry, and more.
- **2 Dedicated Episodes of *The Big Food Question***
 - navigating new sales platforms and promotion in the age of COVID-19
 - Pitch training for farmers: how to work with media to tell your story for maximum impact and sales

Underwriting

- 20 underwritten episodes targeting NY Dairy farmers with messaging promoting strategies for telling your sustainability story.

Sector 2: Targeting Consumers

international thoughtful eaters + influential chefs



Through audio placements on our specialty and general interest food podcast series, HRN will promote generic NY dairy to a broad swath of consumers in New York and around the world.

Custom Episodes

- **1 Dedicated Episode of *Cutting the Curd*** focused on NY cheese
- **1 Dedicated Episode of *Meat and Three*** about resilience and sustainability in the NY dairy industry

Underwriting

- 44 underwritten episodes targeting a broad, international, discerning audience of eaters and chefs with messaging promoting the consumption of NY dairy

Sector 3: Targeting Youth



HRN will promote generic NY dairy to youth through storytelling and imaginative audio placements on our first food podcast for kids, *Time For Lunch!* (currently in its second season).

Custom Episodes

- **1 Dedicated Episode of *Time for Lunch*** focused on NY dairy

Underwriting

- 6 underwritten episodes of *Time for Lunch*

Additional Promotion

- Special outreach to schools across NY and the nation promoting *Time for Lunch* and the NY Dairy episode in particular in support of health and nutrition curriculum ideal for remote learning applications

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