

Account Retention: Reduce Attrition - Raise Revenue

July 8, 2025, 2:15pm, Rm. Franklin 10



Chris Koller

Chief Revenue Officer
ShareBuilders
Moderator

Trudy Six

Development Director
KACU
Panelist and Greater Public's
Account Retention Contest Winner

Melanie Dyer

Director of Sales
Kentucky Public Radio
Panelist

Amy Griffith

Director, Corporate Sponsorships
Central Florida Public Media
Panelist



Announcement of Greater Public's Account Retention Contest – Chris Koller & Laura Landress

Winner KACU - Trudy Six, Development Director

- presenting their Account Retention Corporate Support appreciation example



Cultivating Connection: A Grassroots Approach to Account Retention

How KACU Uses Gratitude to
Sustain Corporate Support

Trudy Six
Development Director
KACU 89.5, Abilene, TX

KACU89.5

Grassroots Retention That Works: KACU's Annual Gift Strategy

What We Did

- Launched in 2023: annual, hand-delivered holiday gifts for sponsors and major donors
- Local, seasonal, personal
 - Fresh holiday florals (e.g., Christmas cactus)
 - KACU-branded ornament
 - Handwritten thank-you cards signed by staff + board
- Delivered by staff



Why It Matters

- Shows authentic appreciation, not just ROI
- Strengthens sponsor relationships
- Builds anticipation and tradition
- Supports local makers and reinforces community connection

The Impact

- 85%+ retention rate since program launch
- Increased giving from multiple corporate partners
- High praise from major sponsors:

"The personal touches from KACU remind us our partnership is truly valued—it's rare to feel this appreciated in media sponsorship."



Key Takeaways

- Lead with gratitude: Personal touches build loyalty
- Make it local & authentic: Small businesses + station branding = deeper community ties
- Keep it doable: Low-cost, team-led, repeatable

Contact Information



Trudy Six

Development Director

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At your tables: start thinking about creating an **annual Account Retention plan**.

What could you do at your station to show appreciation to your CS supporters?



KENTUCKY PUBLIC RADIO

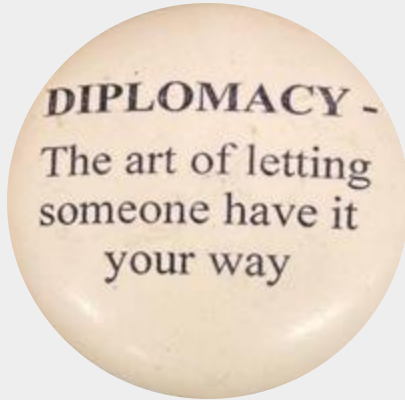
ASSOCIATION OF KY PUBLIC RADIO STATIONS

Melanie Dyer

Director of Sales



Win Someone Over



Positive Connection

Good Impression

Genuine Interest

Active Listening

Showing Kindness

Respect in Your Interactions



Acknowledge Passions Be Open to Alternatives Ask the why



Acknowledge Passions



Be Open To Alternatives

Anything to
make it
easier

Investigate
Solutions & Options

Don't Say No
Right Away

Pay
Attention

Ask The Why

» DON'T
BE SHY!

**“What Can I Do to Gain a Larger
Share in Your Communication Plans?”**

Key Takeaways

- Acknowledge Passions & HELP CREATE THEM
- Be Open to Alternatives & MAKE IT EASY
- Ask the why & DON'T BE SHY



Clients
Are Rooting
For you



Contact Information



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At your tables: thinking about an
annual Account Retention plan.

What could you do at your station to
cultivate and show appreciation to
advertising agencies you work with?



**Central Florida
Public MediaSM**

Trustworthy. Independent. Journalism.

Amy Griffith
Director, Corporate Sponsorship



9-Month Recaps

- Provide direction for renewal meetings
- Provide data for campaign results
- Give you a feel for where the client is in terms of renewal
- Reiterate the value of our unduplicated audience
- Remind the buyer how smart it was to choose us in the first place
- Layout a plan/recommendation for the upcoming year based on feedback from the client



9-Month Recap Example - Embry Riddle Aeronautical University

First two slides - Laying the groundwork for the why.

Embry-Riddle

And Central Florida Public Media

Embry-Riddle Aeronautical University is a valued partner of Central Florida Public Media due to its commitment to advancing aerospace education. The university is expanding its presence within this new aerospace hub and promoting high-paying jobs. This initiative aligns with Embry-Riddle's broader mission to foster the next generation of space professionals through its comprehensive space-related degree programs.

Embry-Riddle will continue making a positive impact by leveraging its partnership with Central Florida Public Media. By supporting Central Florida Public Media, the university demonstrates its dedication to fostering academic excellence, technological innovation and community engagement — values that resonate deeply in both its messaging and community involvement.



Mission Alignment

Local Journalism is Critical to Thriving Communities

Strong LOCAL Journalism means

- More civic participation
- More political participation
- Less government and corporate corruption
- Lower municipal borrowing costs
- Less reliance on misinformation
- Less partisan division

More people empowered to take action

65% of people who closely follow local news said they "know how to make a difference" ... compared to 31% of people who don't follow local news. (Few)



Impact of Local Journalism

9-Month Recap Example - Embry Riddle Aeronautical University



Next two slides - Campaign Performance Summary (for current year)

Broadcast Performance Summary

July 3, 2024 – June 29, 2025

:20 Messages	
Total Messages Ordered	985
Persons Reached <small>The minimum number of individual listeners that heard your message at least once during the schedule run</small>	193,500
Frequency <small>Average number of times a listener heard your message</small>	15.8
Gross Impressions <small>Total number of exposures to your messages</small>	3,059,000
% of Market Reached	4.9%

Messages are on track to be delivered in full by campaign end date

Digital Display Performance Summary

July 24, 2024 – July 20, 2025

300x250 Banner Ad on cfpb.org	
Impressions Delivered	173,633
Total Clicks <small>The number of times users clicked on your digital ad</small>	162
CTR <small>Clickthrough rate is the number of clicks that your ad received divided by the number of times your ad was shown</small>	.16%

Impressions are on track to be delivered in full by campaign end date

2025-2026 Campaign Recommendation



Central Florida Public Media's Space Reporting Desk 12 Month Sponsorship

Broadcast

Days	Daypart	Messages	Message Type
M-Su	5a-10p	ROS 20x / month	Support Recognition: tagged promos
M-F	5a-10p	ROS 20x / month	:20 Sponsor Messages
M-F	10a-3p	ROS 20x / month	:20 Sponsor Messages
M-F	3p-8p	ROS 20x / month	:20 Sponsor Messages
M-F	6a-8p	ROS 20x / month	:20 Sponsor Messages (includes 4 Engage spots)

Digital

Media and Ad Unit

Sponsor logo and link on [Space News](#) webpage and [Are We There Yet?](#) webpage

Are We There Yet? weekly podcast – 40,000 avg. downloads per month – 50% SOV

Annual Totals

Broadcast Sponsor Messages	Broadcast Support Recognition
960	240

Note: 1 Partnership Available to Non-competing Sponsors

SAMPLE SUPPORT RECOGNITION MESSAGE

*"Support for Space Reporting on
Central Florida Public Media
comes from Embry Riddle, with a
commitment to trusted journalism
on earth and in space."*



Key Takeaways



- Utilize recaps on all key/large account renewals
- Recaps provide direction and data for the meeting and the buyer
- Recaps also provide information for buyer to share with larger team
- Recap meetings give you insight on the status of the renewal
- Meeting also gives you an opportunity to reiterate the value of you station and audience
- This is an opportunity to make changes if necessary for the remainder of the campaign.
- When appropriate, ask for the renewal

Contact Information



Amy Griffith – Director, Corporate Sponsorship

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At your tables: thinking about an
annual Account Retention plan.

How and when could you add an
account review prior to account
renewal time at your station?



Chris Koller
Chief Revenue Officer



Stop the Leaks: Data-Driven Client Retention

- Segment your customer list using a version of Strategic Account Management
- Use your CRM to track touchpoints
- Export your client list or use your CRM to keep up with continual "non-sales" communication
- Keep the touch points high with Key Sponsors



Account Category Definitions



Tier	Definition
Key (billing)	Top 20 % revenue, strategic mission fit, multi-year potential
Secondary (billing)	Stable renewals, mid-level revenue, moderate growth
Target (prospect)	Emerging spenders with high upside
Extra (prospect)	Low spend, ad-hoc or seasonal, minimal strategic fit

Strategic Account Management & Relationship Bandwidth



Tier	Personal Touches Per Month		Quarterly Reviews
Key	2 personal touches		Full 30-min review
Secondary	1 touch		Light 15-min review
Target	1 touch		Metrics snippet email
Extra	Newsletter only		None

Relationship Touch Matrix



Tier	Holiday Gift	Quarterly Review	Newsletter	Tickets / Experiences
Key	Premium basket + note	30-min video or lunch	Personalized intro	First Right 2-4 per yr
Secondary	E-card	15-min call + slides	Standard	Overflow seats 1-2 per yr
Target	E-card	Metrics snippet by email	Standard	Studio tour invite
Extra	—	—	Opt-in	—

Contact Information



Chris Koller – Chief Revenue Officer

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At your tables: thinking about an
annual Account Retention plan.

What are some ways you can use
your CRM or account software to
increase more touchpoints to your
active accounts?

Chris Koller

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