Podcasting| MFM 2019
HUBBARD
RADIO

About Us

HUBBARD RADIO

- Founded in 1925
- Family Owned and Operated
- 8 Markets Across the US
- 49 Radio Stations

Monthly Uniques

Traditional Broadcast

11.6 Million

Online Streams

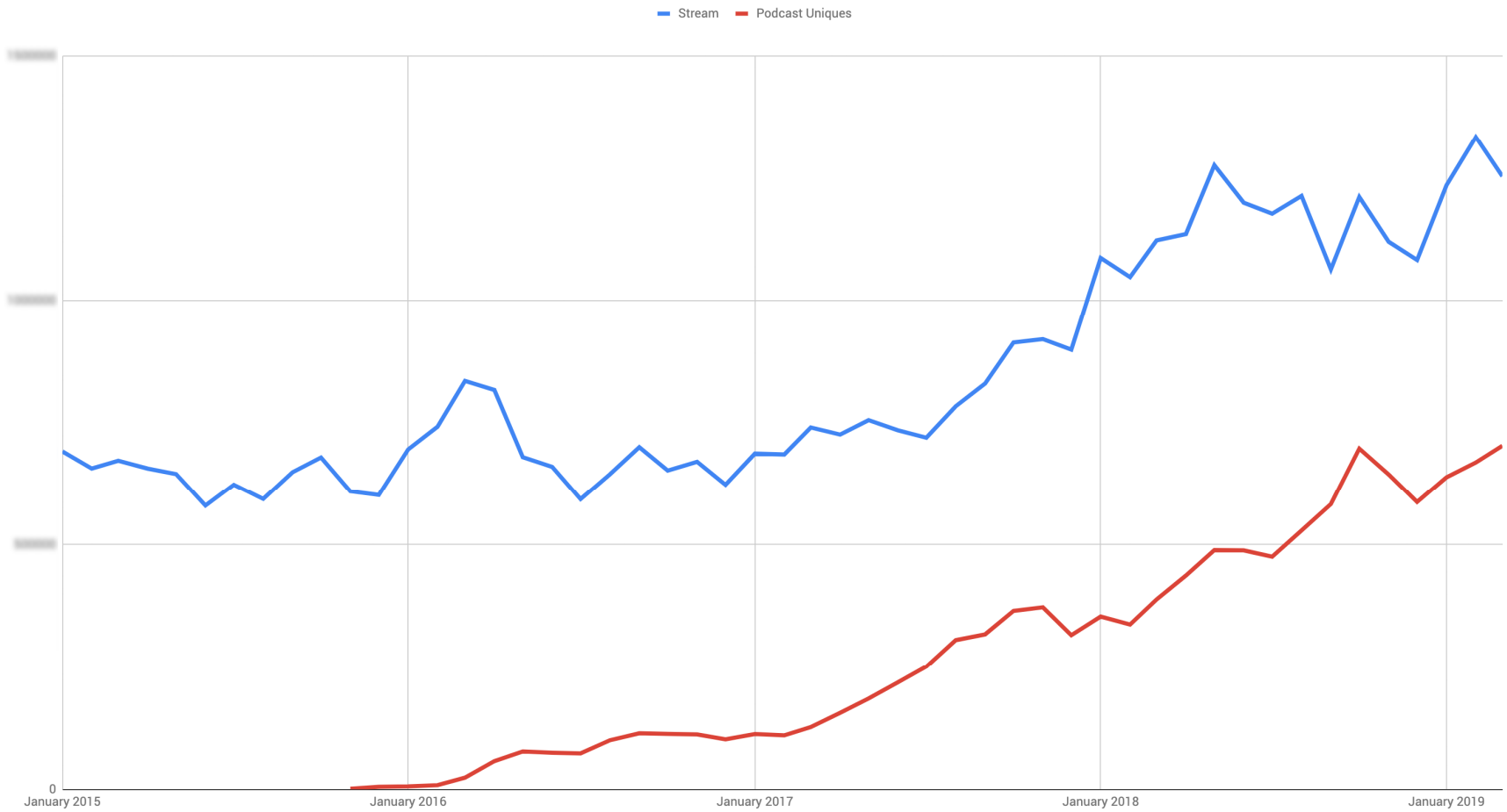
1.3 Million

Podcasts

700K

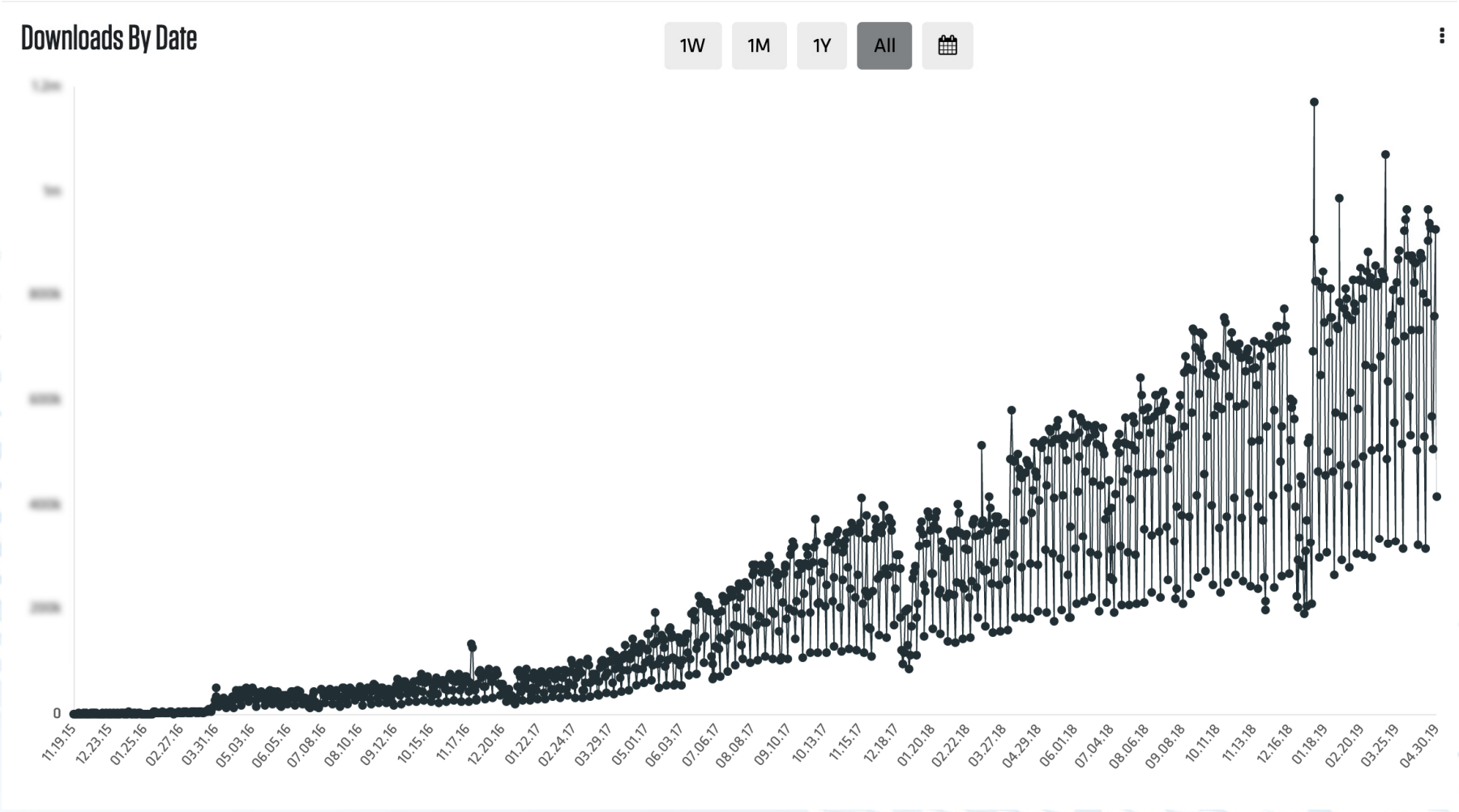
*March 2019

Non-Traditional Listeners Are On The Rise



Over 150 Shows and Growing

Our Podcast Growth Trend



Year Over Year - % Change in Downloads

Downloads in April 2018 vs. in April 2019

1,112% increase Downloads

240% increase Downloads

98% increase Downloads

51% increase Downloads

856% increase Downloads

180% increase Downloads

110% increase Downloads

44% increase Downloads

525% increase Downloads

126% increase Downloads

87% increase Downloads

31% increase Downloads

415% increase Downloads

110% increase Downloads

72% increase Downloads

24% increase Downloads

275% increase Downloads

100% increase Downloads

65% increase Downloads

7% increase Downloads

On average

2.5X MORE

uniques over the life of a podcast episode than live streaming uniques between 6-10am weekdays

105.7 THE POINT
EVERYTHING ALTERNATIVE

wtop

Investigative News Podcasts

New!
Released June 10

TWIN CITIES BUSINESS

Hubbard Broadcasting's Skor North aims to innovate AM radio

By Adam Platt | 04/16/2019

Email Facebook Twitter Print

Courtesy of Twin Cities Business

Afternoon co-host Phil Mackey leads Skor North's content development.

ESPN 1500 had a problem. Well, it had a few problems. One was that it was a distant also-ran in the sports radio wars. KFAN had the Vikings, and that would seemingly never change. KFAN moved to an FM signal a decade ago, which was the proverbial game-changer. 1500's core talent, Joe Soucheray and Patrick Reusse, were eligible to collect Social Security in a business whose prime demographic caps out 20 years younger.

In the final ratings periods before its format refresh last fall, the station ranked 17th in the media market, with a roughly 1.3 to 1.4 percent share of the radio audience among adults ages 35 to 64. During that same period, KFAN ranked sixth and held down roughly a 5 share.

MOST COMMENTED STORIES

Could Trump turn Minnesota red in 2020? Anything's possible, but there's little evidence to support the case (57)

Minnesota should approve driver's licenses for undocumented immigrants (47)

Accessory dwelling units were supposed to help ease the Twin Cities' housing crunch. How's that working out? (38)

Trump admirer Judge Andrew Napolitano seems pretty sure Trump obstructed justice (33)

Why it's so expensive to build a house in Minnesota right now (22)

RECENT POSTS

Meet the guy who wants to change the way Minneapolis elects city council members

An update on my post about Andrew Napolitano, Alan Dershowitz and Fox News

Why it's so expensive to build a house in Minnesota right now

Osmo Vänskä named music director of Seoul Philharmonic; Northfield student wins Poetry Out Loud

Environmental review in Minnesota: a brief history of its birth and decline

There's no good time to find out you have cancer — but the middle of a tight city council race seems like a particularly bad time

As legislative leaders meet to hash out spending targets, House and Senate remain miles apart on budget bills

D.C. Memo: The strangest days, Barr

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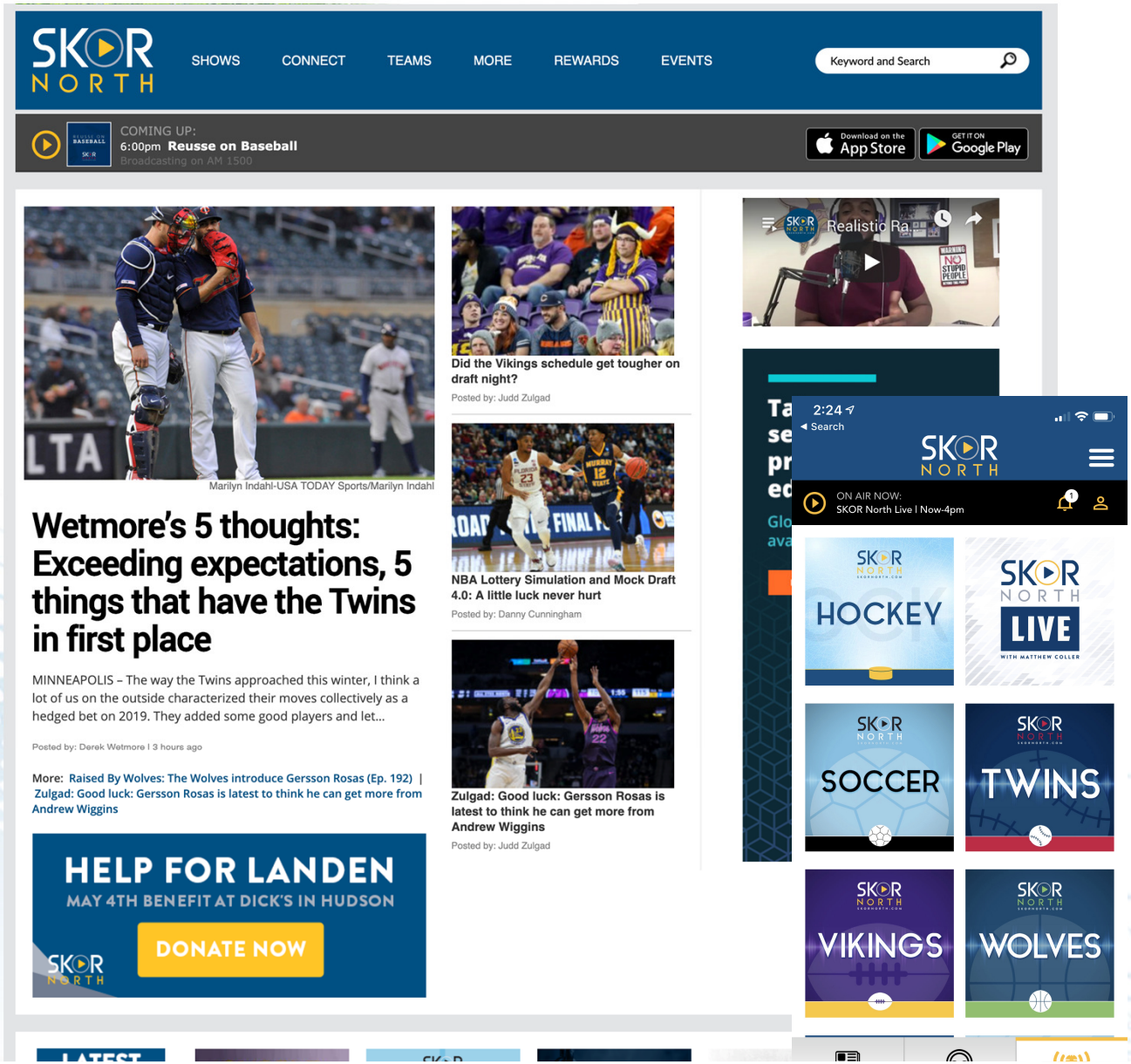
Oh… and an AM Radio station



Garage Logic

Contact Episodes Features GL Newsletter Archives Sponsors

LATEST EPISODE

05/06/19 More discu

05/06/19 More discussion on the "land o

00:00:00

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Garage Logic

1500 ESPN Twin Cities

Games & Hobbies

★★★★★ 4.9, 2.3K Ratings

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250 episodes Play ▶

Garage Logic is the seat of Gumption County, down the road from Diversityville, but not as far as Liberal Lakes. It's a place where common sense prevails, the 2-car garage is revered and cigar smoking is allowed (and lawyers aren't).

MAY 6, 2019

05/06/19 More discussion on the "land owners" around Lake Calhoun

05/06 Joe and the crew begin the show today with more on the "land owners" around Lake Calhoun. The show also has an Ilhan Omar update and two more appearances with Johnny Heidt and his guitar news!!

▶ PLAY

MAY 2, 2019

05/02/19 The GL'ers have spoken and The Mayor will rule on the opener!!!

05/02 Positive Thursday starts out with many, many, GL'ers that have emailed their thoughts on the opener and The Mayor has given his official ruling on what will happen next Friday at Grundhoffer's!!! We also dig up a great bit on Hollywood squares, and have our weekly chat with Reusse from the yard.

▶ PLAY

MAY 1, 2019

05/01/19 Former Mpls police officer Mohamed Noor found guilty of mur...

05/01 After former Minneapolis police officer Mohamed Noor was found guilty of murder, Joe spent significant time today on some of the reaction he found disagreeable. Joe and the crew also spent more time today on the proposed Lake Calhoun name change and another edition of Johnny Hei

▶ PLAY

APR 30, 2019

04/30/19 Minneapolis Mayor Jacob Frey will continue to call it Bde Mak...

04/30 More discussion on the proposed name change for Lake Calhoun after Minneapolis Mayor Jacob Frey stated that he would not follow the ruling of the appeals court. The handshake has now been viewed by an office in Philadelphia as an invasion of personal space. That and Johnny Hei

▶ PLAY

APR 29, 2019

04/29/19 Today we celebrate the 29th birthday of Garage Logic

04/29 The show starts out with former Mn Secretary of State and current Senator Mary Kiffmeyer on the controversial name change being proposed of Fort Snelling. Joe also brings up a 5 Eyewitness News piece on the lack of funding for some of the state's oldest dams and how that represents

▶ PLAY

APR 26, 2019

04/26/19 James Pepe a GL'er running for President in Texas

04/26 Are we trying to sanitize Fort Snelling? Joe chats with James Pepe a GL'er running for President in the state of Texas. We also have our weekly chat with Patrick Reusse and he informs us of another revelation he has had.

▶ PLAY

Show 10 More Episodes

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Types of Podcasts

Repurposed from On Air

Online Exclusive, Station Related

Local Appeal Podcast

National Appeal Podcast

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- A natural place for radio to start with producing podcasting originals
- Potentially big downloads if shows are marketed correctly
- Shows don't need to be as long as on-air shows. They can vary in lengths and topics

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- Podcasts created with local flavor. Could be local topic, local hosts, etc.
- Perfect place for radio to take advantage of it's local presence
- Podcasts could use station talent or could expand into outside creators
- Many local podcasts exists already in our markets. Find ways to partner and create larger networks that benefit all

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- If done right, potential rewards are great

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Others:
Client Podcasts, Episodic Stories, Flash Briefings etc.

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