

Case Study

**Federated Media
partners with City of
Fort Wayne to boost
civic engagement with
interactive campaigns,
driving \$13K in annual
revenues**



INDUSTRY

Government/Public Services

COMPANY

Federated Media

PARTNER

The City of Fort Wayne

LOCATION

Fort Wayne, Indiana

Federated Media is a regional media company combining radio broadcasting with digital marketing services. It operates 12 stations and offers solutions like SEO, SEM, and podcast advertising.

The City of Fort Wayne serves over 250,000 residents with a focus on infrastructure, environmental stewardship, and civic engagement.

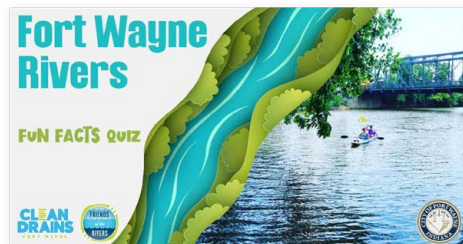
Federated Media partnered with **The City of Fort Wayne**, using Upland Second Street to raise awareness around key public service issues. These campaigns combined radio PSAs with interactive quizzes and contests, resulting in high engagement and over \$13,600 in annual revenue.



Federated Media used Second Street to create interactive campaigns

Turning engagement into first-party data

Federated Media developed a quarterly strategy using Upland Second Street to pair PSA-style radio ads with digital quizzes and contests. These interactive elements reinforced learning, extended reach via email and social, and collected valuable first-party data.



"For several years, we've used the Second Street platform to build customized solutions that give our clients a return on investment that excites them to come back year after year. Incorporating the advantages of Second Street has allowed us to secure over 60% of the radio revenue in one of our markets and almost 50% in the other. This despite competing with 3 other broadcast radio groups."

– Deb Williams

General Manager of Digital Sales
Federated Media



Second Street drives measurable engagement and long-term investment



Implementation combined traditional media with digital interaction

Federated Media's approach began with radio PSAs to introduce each topic, followed by interactive quizzes and contests hosted on Second Street. These campaigns provided tips, resources, and links, creating a seamless educational experience. The success of the initial campaign led to a long-term quarterly initiative.

Engagement and ROI led to continued investment from the city

The campaigns generated over \$13,600 in annual revenue and significantly increased public awareness of key issues. The City of Fort Wayne saw strong engagement and consistent results, prompting ongoing investment in the program.

Looking ahead: expanding topics and deepening community impact

Future campaigns will continue to explore relevant civic topics, with plans to expand into areas like recycling, wetlands preservation, and infrastructure education. The City views Second Street as a vital tool for community outreach and education.



Results for Federated Media

\$13K+

in annual revenue from four campaigns

60%+

radio revenue share in one market

50%+

radio revenue share in another

Upland Second Street is a powerful platform for interactive content, enabling organizations to engage audiences through contests, quizzes, and promotions that drive measurable results and collect valuable first-party data.

upland
Second Street

For more information visit: uplandsoftware.com/secondstreet