The Nuts and Bolts of Powerful Partnerships

“NUTS”
Common vision
Innovative resource sharing
Safety culture

“BOLTS”
Relationships
Creativity
Fun

KOHS & iHeart Media
- Shared belief in the power of radio
- One to one matching
- Executive-level buy in
- Shared experiences with on-air talent
- Serious messages by trusted sources
- Keep em’ laughing and living

KOHS & Kentucky Distillers’ Association
- Social Norming and ‘reality-based’ engagement
- Maximize partner resources
- Recognition of Social Responsibility
- Transition from stakeholder to partner
- Safe rides and economic empowerment
- Now part of the iHeart ‘gang’

Enduring Partnerships
- Evolve to address dynamic highway safety challenges
- Identify and allocate resources based on data-driven methods
- Withstand stakeholder realignments
- Blend purpose, passion and shared commitment to saving lives

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