



KSPS 2019 Proposal for Aquifer Stewardship Messaging with Idaho Washington Aquifer Collaborative

February 8, 2019

Dawn Bayman, Director of Development



KSPS is pleased to continue our partnership with IWAC for creation of on-air and online messages to educate and inform residents, elected officials, business people and students in the greater Spokane/Coeur d'Alene region about water stewardship.

We look forward to building on the work that KSPS and IWAC completed last two years.

KSPS will create 3 x 30-second messages ("spots") to air on KSPS and to be uploaded to digital channels including KSPS and IWAC-member web sites, YouTube and other social media channels. These spots will also be made available to IWAC for airing on other stations if you decide to buy time there. 30-second messages are industry-standard for broadcast, cable and satellite dissemination.

KSPS and IWAC will work out the messaging strategy and specific content together.

Costs may include hiring actors, securing locations, studio, lighting, film crew, announcer, editor, licensed music, motion graphics, and aerials

TIMELINE: We will work with IWAC to determine strategy, content and first-draft scripts by the end of March; create first-draft scripts ready for approval and changes by mid-April; and complete production and editing of the first spot in time for air beginning in mid-May, with the other two spots to be completed by the end of June. We can adjust the timeline as required.

Notes:

- ✓ IWAC will have final approval of scripts and finished videos.
- ✓ Final costs will be determined once concepts and scripts are solidified, before video production begins. We will strive to stay within these costs unless we agree on a concept that costs more.

OPTIONS FOR AIR TIME AND DIGITAL OUTREACH

1-YEAR AGREEMENT:

As your promotional partner in helping to educate the public, we recommend the following annual schedule of 30-second spots to reach a broad audience of adults as frequently as possible.

Spots will rotate over the year with seasonal focus. At least a third of the spots will air during prime-time, 7pm – 11pm and may include *Antiques Roadshow*, *Masterpiece*, *Frontline*, *Nova*, *Nature*, *Mysteries*, *Great Performances*, *Rick Steves' Europe*, *American Masters*, *Saturday Night Cinema*, *Washington Week*, *American Experience*.

Other targeted day parts will be the early evening news programs (*PBS NewsHour*, *BBC World News*, *Nightly Business Report*) and the weekend morning/afternoon how-to and travel programs. (*This Old House*, *Ask This Old House*, *America's Test Kitchen*, *Rick Steves' Europe*)

Total number of spots: 300, 5-6 spots/week for 1 year, minimum 100 spots in prime time.

As part of our partnership, KSPS will bonus 30% of these spots.

Approximate views: 880,650 (not including Canadians)

With the on-air spot schedule we will also include IWAC messaging in these digital efforts:

- The weekly KSPS e-newsletter sent to 16,000 KSPS supporters - 1x/month
- KSPS Facebook feed, 16,000+ followers – 1x/month; we will feature one of the spots each month
- KSPS Twitter feed – 1x/month
- KSPS.org home page - Promotion of the dedicated IWAC page on KSPS

We will also include a write-up and your logo in our monthly program guide, *Prevue*, 1 issue

Approximate Digital Impressions + *Prevue*: 125,485

VALUES:

Airtime:	\$27,000
Digital/Prevue:	\$3,500
Spot Production:	\$9,000

Total Value provided by KSPS: \$39,000

Total Investment by IWAC: \$27,000

6 MONTH AGREEMENT:

This schedule would be similar to the annual schedule, airing the 3x 30-second spots over 6 months instead of a year. You are free to split up the 6 months over the course of one year, for example: May, June July, August 2019 plus March and April 2020.

Total number of spots: 150, 5-6 spots/week for 6 months, minimum 50 spots in prime time.

As part of our partnership, KSPS will bonus 30% of these spots.

Approximate views: 440,325 (not including Canadians)

With the on-air spot schedule we will also include IWAC messaging in these digital efforts:

- The weekly KSPS e-newsletter sent to 16,000 KSPS supporters - 1x/month for 6 months
- KSPS Facebook feed, 16,000+ followers – 1x/month; we will feature one of the spots each month
- KSPS Twitter feed – 1x/month for 6 months
- KSPS.org home page - Promotion of the dedicated IWAC page on KSPS, or of any IWAC-preferred web page, 2 weeks total

Approximate Digital Impressions: 46,742

VALUES:

Airtime: \$13,500
Digital: \$1,500
Spot Production: \$9,000

Total Value provided by KSPS: \$24,000

Total Investment by IWAC: \$18,000

Thanks for your consideration. We look forward to partnering with IWAC in 2019!

Dawn Bayman
Director of Development
509-443-7729
dawnb@ksps.org