

*BASMAA FALL 2003*



*Mixed Media Reconciliation*

*January 2004*

January 29, 2004

Geoff Brosseau  
 Bay Area Stormwater Management Agency Association  
 1515 Clay Street, #1400  
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Dear Geoff,

Enclosed is the Bay Area Stormwater Management Agency Association (BASMAA) Fall 2003 mixed media campaign reconciliation. This comprehensive post-campaign audit lists each spot that ran during the campaign period, original invoices and insertion orders, the StrataView schedule and the mixed media proposal.

Panagraph uses a highly detail-oriented media software program called Strata Buy Management System (SBMS). Each spot entered into SBMS is matched against the insertion order schedule. From this analysis, Panagraph is able to discover any inconsistencies between the contracted spots and the actual spots that ran.

As a result of the SBMS audit, Panagraph determined that 99% of the BASMAA media schedule accurately matched. One radio station, KMEL, ran one weekday spot on the weekend. After bringing this error to the station's attention, KMEL agreed to run a make good spot. KNTV ran six extra :30 PSAs during the campaign.

We are pleased to report that during the course of the Fall 2003 mixed media campaign, BASMAA reached 55.8% of adults 18+, 7.5 times and 55.2% of women 25-54, 7.3 times. A total of 1,501 radio and television spots aired over the campaign period. Following is a summary chart of the Gross Rating Points (GRPs) and impressions generated from the campaign.

<u>GRPs</u>		<u>Impressions</u>	
Ordered	Delivered	Ordered	Delivered
1139.0	1154.8	26,383,241	26,975,637

The BASMAA campaign over-delivered both GRPs and impressions. An additional 15.8 GRPs and 592,396 impressions were generated during the course of the campaign.

Please call me at (559) 438-2040 if you have any questions regarding the media reconciliation. Thank you.

Sincerely,



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## **BASMAA MIXED MEDIA CAMPAIGN OPTIONS: FALL 2003**

### **Media Campaign Objectives**

The primary objective of the BASMAA mixed media campaign is to increase awareness about the overt connection between both residents' and entities' daily activities and their impact on runoff contamination. The mixed media campaign will heighten awareness of the watershed issues and ultimately, change behavior that adversely affects runoff in storm drains, creeks and other Bay Area waterways.

### **Messages**

The key messages communicated in the BASMAA mixed media campaign include:

- Educate residents about the nature of watersheds.
- Promote a sense of stewardship for the watershed in which they live.
- Create positive behavioral changes that help protect local waterways.

### **Target Audiences**

Since this is a general awareness campaign, the primary target audience will include adults 18+ in the geographic project area. All sub-groups within the general target market will be considered. These sub-groups include adults 18-34, adults 35-44, adults 45-54 and adults 55+. The secondary target audience includes women 25-54. Females are typically more passionate about environmental issues and are helpful in motivating proper behaviors.

### **Media Schedule**

Panagraph recommends a mixed media schedule to run from October 13 through November 30, 2003. All media based within the San Francisco Designated Market Area (DMA) reaches the project area.

### **Media Strategy**

The mixed media campaign is designed to maximize reach and frequency to each county/city in the project area. Both television and radio are included in the media plan. Television will be used to optimize reach; radio will be used to optimize frequency.

The most effective way to communicate and increase awareness of a public education and outreach campaign on watershed issues is to run a consistent media campaign within a concentrated time period. In this way, BASMAA can more effectively target the message, as one media venue will reinforce the other.

Three mixed media campaign options are presented below. Option 1 includes a 100% English-language media allocation. Option 2 includes an 85% English and 15% Spanish-language media allocation. Option 3 includes a 90% English and 10% Spanish-language media allocation.

## **OPTION 2: English (90%) & Spanish (10%) Media - \$240,000**

### **Radio: \$100,000 (October 13-November 30, 2003)**

Radio will be utilized to build frequency of the BASMAA message. Utilizing a variety of station formats also helps maximize reach among the diverse adult 18+ and women 25-54 population in the project area. The radio campaign will run for a seven-week period, from October 13 through November 30, 2003.

Both English and Spanish language stations are incorporated in Option 3. Approximately 10% of the radio budget is allocated to Spanish-language radio.

Following is a summary of recommended radio stations. These stations were selected based on the ratings from the San Francisco Fall 2002 Arbitron book.

### **English-Language Stations**

KGO (News Talk AM 810)  
KCBS (All News AM 740)  
KOIT (Adult Contemporary 96.5)  
KMEL (Urban Contemporary 106.1)  
KFOG (Album Adult Alternative 104.5)  
KLLC (ALICE 97.3)  
KITS (Live 105.3) - PSA schedule only

### **Spanish-Language Stations**

KBRG (Radio Romantica 100.3)  
KLOK (Spanish Variety AM 1170) – PSA schedule only

### **Radio Reach and Frequency Summary**

The English-language radio campaign will reach 41.8% of adults 18+, 4.2 times and 42.1% of women 25-54, 4.2 times over the campaign period.

The Spanish-language radio campaign will reach 22.2% of Spanish-speaking adults 18+, 4.6 times and 19.4% of Spanish-speaking women 25-54, 4.3 times.

Approximately 379 spots will air during the campaign. Out of the 379 spots, 144 spots (roughly 40%) will air as PSAs or :10 billboards (value-added).

### **Television: \$140,000 (October 13-November 30, 2003)**

Please see Option 1. Television is the same in every option.

### Option 2 Media Summary

<b>Media</b>	<b>Reach</b>	<b>Frequency</b>	<b>Impressions</b>	<b>#of Spots</b>	<b>Total Cost</b>
English Radio				301	\$ 90,000
Adults 18+	41.8%	4.2	9,290,625		
Women 25-54	42.1%	4.2	2,882,850		
Spanish Radio				78	\$ 10,000
Adults 18+	22.2%	4.6	1,741,410		
Women 25-54	19.4%	4.3	508,068		
<b>TOTAL:</b>	<b>45.7%</b>	<b>4.4</b>	<b>14,422,953</b>	<b>379</b>	<b>\$ 100,000</b>

### Option 2 Television Summary

<b>Media</b>	<b>Reach</b>	<b>Frequency</b>	<b>Impressions</b>	<b>#of Spots</b>	<b>Total Cost</b>
Television				1,118	\$ 140,000
Adults 18+	99.4%	8.2	9,101,364		
Women 25-54	99.1%	7.5	3,458,359		
<b>TOTAL:</b>	<b>99.4%</b>	<b>8.2</b>	<b>11,678,315</b>	<b>1,118</b>	<b>\$ 140,000</b>

\*Total based on Adults 18+