

ACTION ITEM

1 | PAGE

Consumer Services Committee, March 19, 2020
Board of Governors Meeting, March 25, 2020

CONTRACT ID:	Florida Statewide Title Sponsor 2020-2023 (SS20-2001) RECOMMENDED VENDOR Florida Public Media/Florida Public Radio Emergency Network
BUDGETED ITEM	Yes. Funding for the first year of this sponsorship is included in the 2020 Annual Operating Budget. Funding for the remaining years of the contract term will be budgeted in the appropriate subsequent years.
CONTRACT AMOUNT	<p>The cost of the sponsorship for three years is \$613,824.</p> <ul style="list-style-type: none">• Year 1 <u>Radio investment</u>: \$151,008<ul style="list-style-type: none">○ Radio sponsorship messages – 2,600 spots○ Radio promos – 2,015 spots• Year 1 <u>Digital investment</u>: \$47,400<ul style="list-style-type: none">○ Television promos – 775 spots○ Digital coverage – 193 spots• Years 2 and 3 <u>Radio investment</u>: \$316,056<ul style="list-style-type: none">○ Radio sponsorship messages – 5,200 spots○ Radio promos – 4,030 spots• Years 2 and 3 <u>Digital investment</u>: \$99,360<ul style="list-style-type: none">○ Television promos – 1,550 spots○ Digital coverage – 386 spots <p>An overview of the title sponsorship package as provided by Florida Public Media is included with this Action Item.</p>
PURPOSE / SCOPE	<p>This Action Item requests Citizens Board of Governors approval to authorize staff to enter into a sponsorship agreement for content via radio, television, digital and social media within the Florida Public Media/Florida Public Radio Emergency Network. Sponsorships on this network are purely informational in nature and do not advertise or prompt a call to action.</p> <p>Citizens sponsored spots on these channels help to inform customers and stakeholders of current programs and educational/informational initiatives at Citizens such as <i>Call Citizens First</i>. During hurricane season, sponsorship assets are leveraged to promote preparedness efforts, broadcast claims reporting information and notify customers of Catastrophe Response Center and insurance village locations. Participating in this sponsorship allows Citizens to reach a greater number of customers and stakeholders through media outlets they already monitor.</p>
CONTRACT TERM(S)	The title sponsorship is a three (3) year term starting March 25, 2020 and ending April 23, 2023.

ACTION ITEM

2 | PAGE

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PROCUREMENT METHOD	Posted as SS20-2001 on February 11 for the required seven days and 72-hour Intent to Award notice, the sole source procurement of Florida Public Media (FPM) is unique in that FPM is a publicly funded broadcaster. All sponsored content on this network is restricted in nature to be purely informational without advertisement or direct call to action. FPM is a non-profit organization of the 26 public radio and television stations in Florida. Research was conducted via Google and on fpbs.org.
RECOMMENDATION	<p>Citizens staff recommends the Board of Governors:</p> <ul style="list-style-type: none">a) Approve the recommended award and resulting sponsorship agreement to Florida Public Media;b) Authorize staff to take any appropriate or necessary actions consistent with this Action Item;c) Approve the three-year Florida statewide title sponsorship not to exceed \$613,824.
CONTACTS	Christine Ashburn, Chief of Communications, Legislative and External Affairs

FLORIDA PUBLIC MEDIA

Florida Public Radio
FPREN
Emergency Network



Florida Public Radio
FPREN
Emergency Network

Florida Public Radio Emergency Network ***FLORIDA STATEWIDE TITLE SPONSOR 2020-2023***



Shared by: Andy Nichols, Director of Sales, FPM
anichols@floridapublicmedia.org / 813-662-2343

A Powerful Punch - 2019 Season

The 2019 Atlantic hurricane season was the fourth consecutive year of above-average and damaging seasons dating back to 2016. It is tied with 1969 as the fourth-most active Atlantic hurricane season on record in terms of named storms, with 18 named storms and 20 tropical cyclones in total. During the 2019 Atlantic Hurricane Season, Florida was impacted by Hurricane Dorian and Tropical Storm Nestor.

FPREN / FL Storms with the help of Citizens Property Insurance continues to keep Floridians informed and prepared throughout the year.



support of FPREN helps keep Floridians safe by supporting this important public safety resource provided for all Floridians.



Shared by: Andy Nichols, Director of Sales, FPM
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FLORIDA PUBLIC MEDIA

Florida Public Radio
FPREN
Emergency Network



Ft. Myers

Weekly Listeners: 93,000
Weekly Viewers: 268,000



Ft. Pierce

Weekly Listeners: 64,000



Gainesville/Ocala

Weekly Listeners: 75,900
Weekly Viewers: 69,200



Jacksonville

Weekly Listeners: 120,700
Weekly Viewers: 414,000



Melbourne

Weekly Listeners: 16,800



Miami

Weekly Listeners: 86,300



Miami

Weekly Listeners: 326,000
Weekly Viewers: 883,000



Miami

Weekly Viewers: 1,100,00



Orlando

Weekly Listeners: 211,300



Orlando

Weekly Viewers: 378,000



Panama City

Weekly Listeners: 10,300



Pensacola

Weekly Viewers: 72,000



Pensacola

Weekly Listeners: 53,900



Tallahassee

Weekly Listeners: 51,400
Weekly Viewers: 53,100



Tampa

Weekly Viewers: 700,000



Tampa

Weekly Listeners: 44,800



Tampa

Weekly Listeners: 225,700



West Palm

Weekly Viewers : 367,000



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FLORIDA PUBLIC MEDIA

Ranker

NATIONAL REGIONAL DATABASE (User Defined Survey Area)
SP18

Station Rankings Based on: User Selected

Florida Public Media reaches nearly 1.5 million listeners weekly and 8% of the population!

Persons 12+						
M-Su 6a-12m						
	Station	Dial Pos/Freq	Home Market	Average Persons	<i>Weekly Cume Persons*</i>	Weekly Cume Rating
1	WLRN-FM	91.3	Miami-Ft. Lauderdale-Hollywood	10,300	337,900	1.7
2	WUSF-FM	89.7	Tampa-St. Petersburg-Clearwater	7,400	236,700	1.2
3	WMFE-FM	90.7	Orlando	9,000	224,900	1.2
4	WGCU-FM	90.1	Ft. Myers-Naples	8,200	143,600	0.7
5	WJCT-FM	89.9	Jacksonville	3,300	110,200	0.6
6	WMNF-FM	88.5	Tampa-St. Petersburg-Clearwater	1,800	92,400	0.5
7	WSMR-FM	89.1	Sarasota-Bradenton	3,400	90,100	0.5
8	WDNA-FM	88.9	Miami-Ft. Lauderdale-Hollywood	1,500	82,900	0.4
9	WFSU-FM	88.9	Tallahassee	3,400	72,800	0.4
10	WUFT-FM	89.1	Gainesville-Ocala	3,700	69,000	0.4
11	WQCS-FM	88.9	Ft. Pierce-Stuart-Vero Beach	2,000	61,500	0.3
12	WUWF-FM	88.1	Pensacola	2,200	55,000	0.3
13	WFIT-FM	89.5	Melbourne-Titusville-Cocoa	1,100	19,600	0.1
14	WMFV-FM	89.5	Gainesville-Ocala	1,000	13,200	0.1
15	WFSW-FM	89.1	Panama City, FL	500	8,800	0.0
16	WKGK-FM	90.7	Panama City, FL	200	4,500	0.0
	Analysis Total			58,900	1,498,700	7.7



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FLORIDA PUBLIC MEDIA

NPR News Audience Profile

NPR News attracts a distinguished audience. They are educated, business decision makers that are active in their communities.



DEMOGRAPHICS

55% Men
45% Women

49% Aged 25 to 54
19% Aged 18 to 34
34% Aged 35 to 54

70% College degree or beyond
36% Post graduate degree

82% HHI \$50,000+
67% HHI \$75,000+
Median HHI: \$103,000

63% Married
21% Never married

67% Employed
49% View job as "career"
29% Professional occupation
17% Involved in business purchases of \$1,000+ each year
8% Work in top management

LIFESTYLES*

94% Involved in public activities
75% Voted
26% Participated in fundraising

54% Consider themselves somewhat or very liberal
17% Somewhat/ very conservative
26% Middle of the road

44% Theatre/concert/dance attendance
66% Dine out
48% Read books
34% Went to zoo or museum

52% Participate in a regular fitness program
31% Walk for exercise
21% Swim

30% Own any financial securities
17% Own stock or bond mutual funds
13% Own common or preferred stocks

88% Own a smartphone
61% Visited a site on phone for news

72% Domestic travel in past 12 months
46% Foreign travel over past 3 years

89%

of listeners agree that NPR provides them with information that other media outlets do not provide⁴

Broadcast radio reaches more people in the U.S. each week than any other medium — and we're proud to say public radio plays a big part.

After nearly 50 years on the air, NPR reaches more than 27M listeners each week across 1,000+ Member stations and is home to the #1 and #2 most-listened-to programs in the U.S.¹

And that's just NPR. The public radio network at large has even broader reach and influence. Combined with just a few minutes of sponsor messages per hour and a deeply loyal audience, public radio delivers a powerful platform for brands.



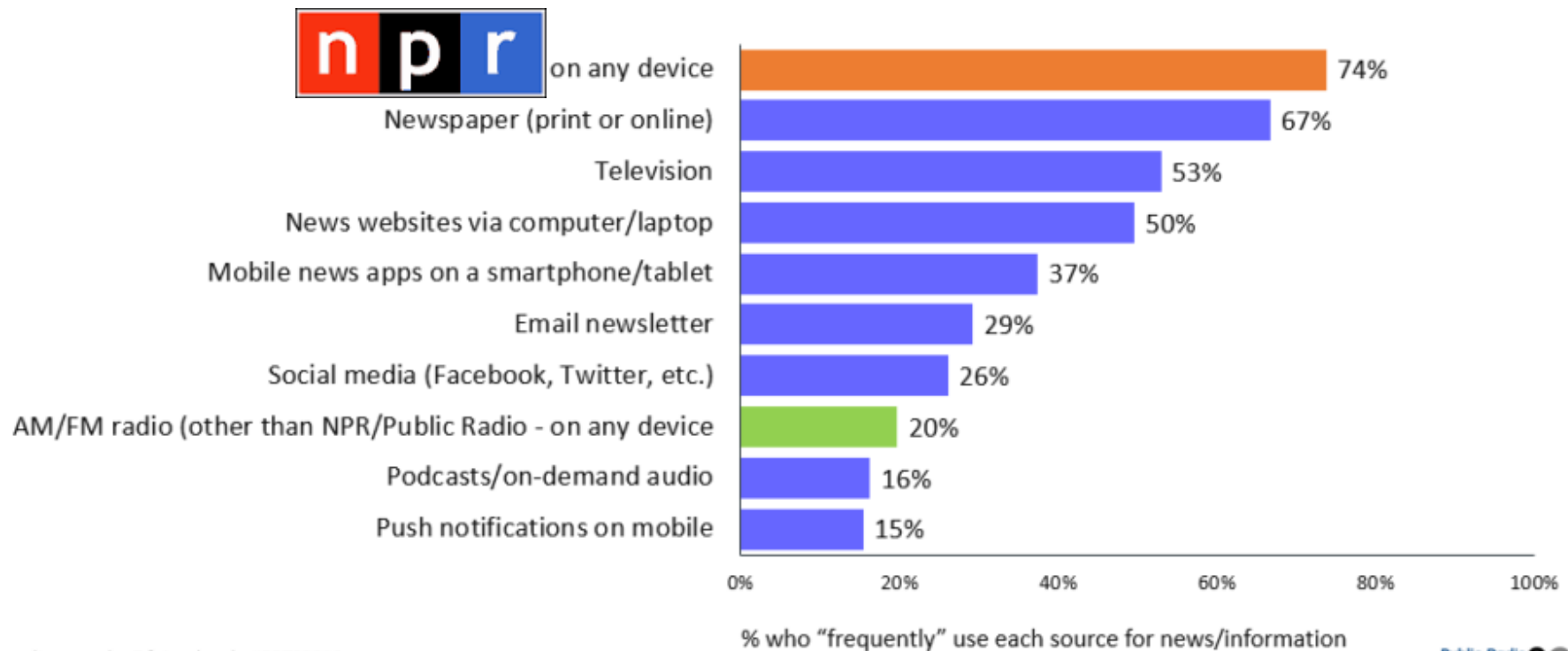
READS: More than half (54%) of NPR News listeners are men
BASE: Adults 18+ who listen to an NPR News station.
SOURCE: GfK MRI Doublebase 2018
*past year activities

(4) NPR Impact Study, July 2019.

FLORIDA PUBLIC MEDIA

NPR/Public Radio Leads the Way In News Access and Discovery

"How often do you use each of the following to access/discover news or information?"



jacobsmedia.com | [@fnjacobs](https://twitter.com/fnjacobs) | #PRTS2019

Public Radio
TECHSURVEY 2019



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Delivering impact, delivering engagement.

85%

of NPR listeners consider NPR
“personally important” to them

77%

of NPR listeners take action in
response to something heard on NPR

75%

of NPR listeners hold a more positive
opinion of companies that support
NPR

69%

of NPR listeners prefer to do business
with companies that support NPR

Source: Lightspeed Research, NPR State of Sponsorship Survey, March 2019.



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When it comes to insurance, NPR Listeners are your best customers!

A large segment of our listeners are business leaders and executives who have many reasons to purchase insurance services, both professionally and personally. Compared with the U.S. population as a whole, NPR news listeners are:

- 27% more likely to have a 401K account
- 85% more likely to have an IRA account
- 87% more likely to influence business purchasing of property and group insurance
- 96% more likely to have life insurance of \$500,000+
- 96% more likely to use a financial planner or CFP
- 100% more likely to have homeowner's insurance for \$500,000+
- 118% more likely to hold securities valued over \$150,000
- 29% more likely to be a president of a corporation
- 27% more likely to be involved in the investment of corporate or employees' funds
- 57% more likely to be involved in business purchases worth \$1,000,000+
- 66% more likely to be a business owner or partner
- 72% more likely to have a household income of \$150,000+
- 103% more likely to have a household income of \$200,000+
- 226% more likely to hold an advanced college degree

Our Listeners Prize Our Services and Our Sponsors!

Among NPR News Listeners:

- 75% of have taken action specifically because of a sponsorship announcement.
- 72% say their opinion of a business is more positive when they find out it supports public radio.
- When price and quality are equal, 68% prefer to buy products from businesses that support public radio.
- 56% pay attention to the sponsorship announcements they hear on public radio.
- 59% agree that public radio is selective about the businesses and products that can sponsor its programming.
- 55% feel the businesses they hear in sponsorship announcements on public radio are more credible than those they hear in advertising on other radio stations.

FLORIDA PUBLIC MEDIA

 **PBS** HIGH RETENTION, CLUTTER-FREE, HIGH QUALITY

PBS CORPORATE SPONSORSHIP BUILDS TRUST AND PREFERENCE FOR BRANDS

PBS viewers pay attention to brands that support the programs they love. Among the PBS audience:

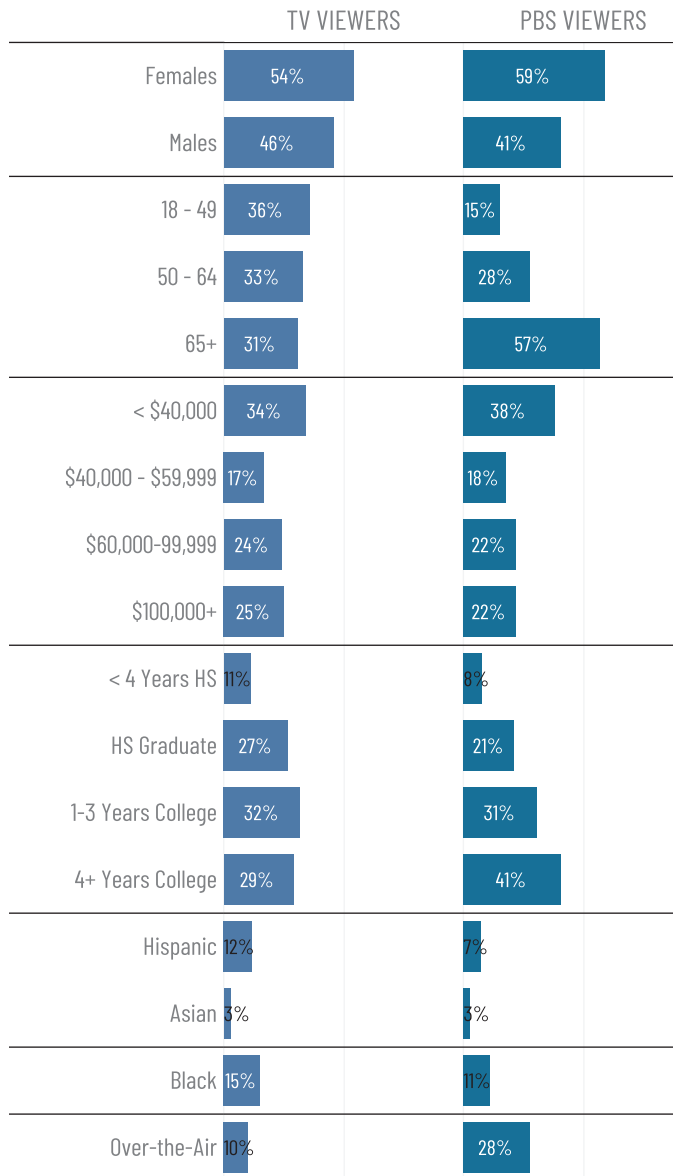


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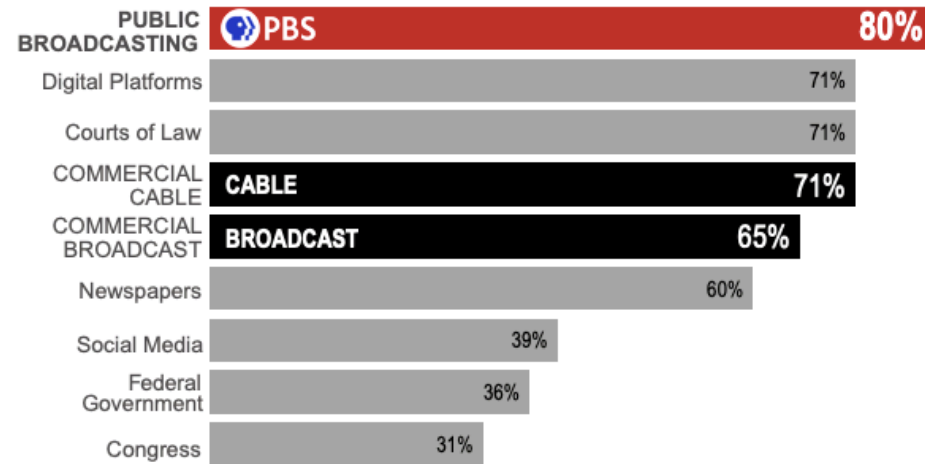
TRUSTED & COMMITTED TO QUALITY

How much do you trust each organization?



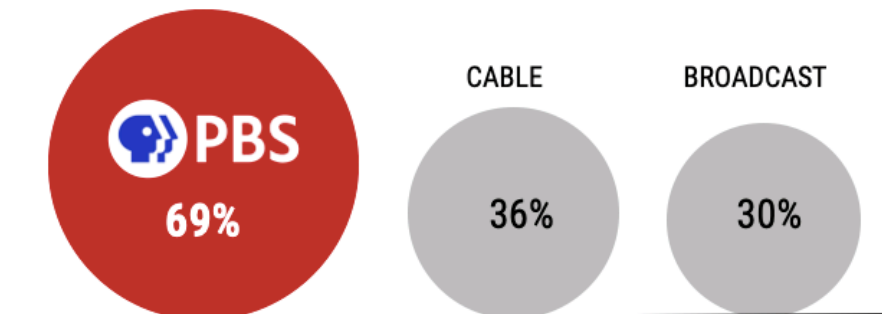
All primetime TV viewers, regardless of which networks they watched.

Viewers who tuned to PBS primetime within the 2017-2018 season.



Source: Marketing & Research Resources, Inc. (M&RR) January 2019 Graph indicates percentage of respondents who answered "a great deal" and "somewhat" on a four-point scale

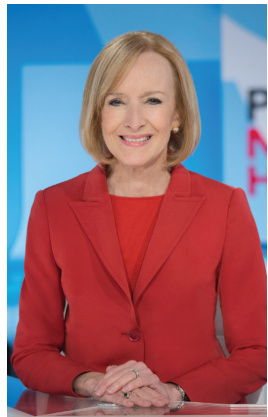
The PBS "Halo Effect": Viewers believe PBS sponsors have a greater commitment to quality and excellence



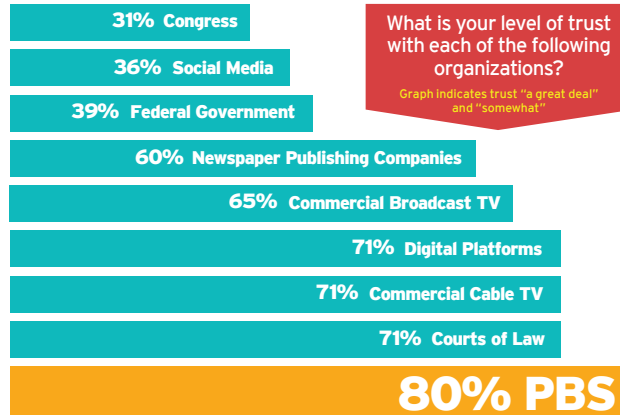
Source: Lightspeed Research/SGPTV Viewer Attitudes & Behaviors Study, March 2018 2018 n=5,105

Source: Marketing & Research Resources, Inc. (M&RR) January 2019 Graph indicates percentage of respondents who answered "a great deal" and "somewhat" on a four-point scale

FOR 16 YEARS **PBS IS #1 IN PUBLIC TRUST**



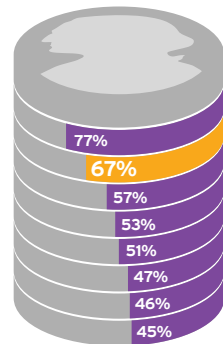
PBS IS THE
MOST TRUSTED
NEWS
AND
PUBLIC AFFAIRS
NETWORK



PBS PROVIDES **HIGH VALUE FOR TAX DOLLARS**

Rate the value of these taxpayer-funded services provided by the Federal Government.

Graph indicates "excellent" and "good"



Country's Military Defense
PBS
Overseeing Safety of Food & Drugs
Social Security
Agricultural Subsidies
Highways/Roads/Bridges
Federal Aid to College Students
Environmental Protection

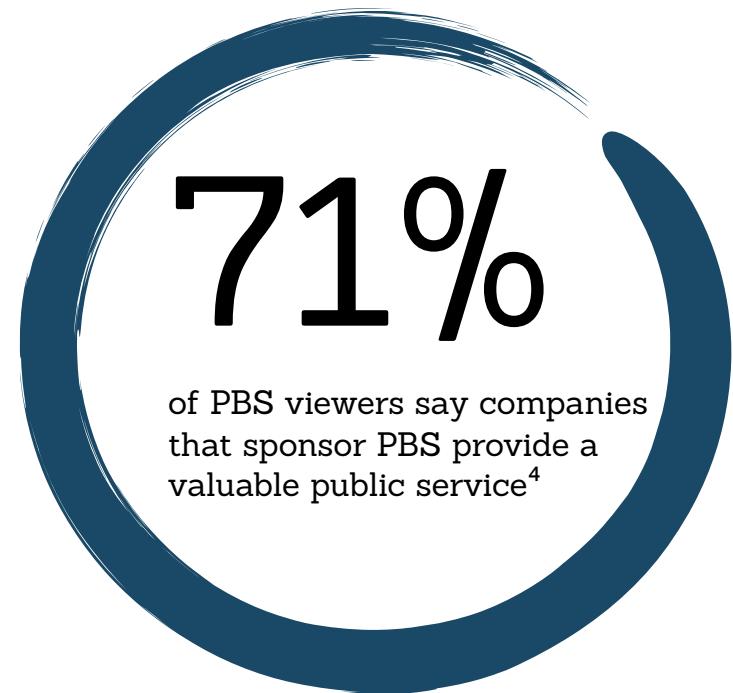
89%
BELIEVE
FEDERAL FUNDING
TO PBS IS
TOO
LITTLE
OR ABOUT RIGHT

WATCHED BY
86%
OF TV HOUSEHOLDS
(THAT'S 230+
MILLION PEOPLE)

(Nielsen NPOWER, 9/25/2017 -
9/23/2018, L+7 M-Su 6A-6A TP reach,
50% univ., 1+min., lower income=HH
w/Inc <\$25K, rural=City Sz C&D.
All PBS Stations)



71%
AGREE PBS STATIONS PROVIDE
EXCELLENT VALUE
TO COMMUNITIES



(4) Commercialism Research, City Square Associates, January-February 2016.

morning edition®

Every weekday for over three decades, *Morning Edition* has taken listeners around the country and the world with two hours of multi-faceted stories and commentaries that inform, challenge and occasionally amuse. *Morning Edition* is the most listened-to news radio program in the country.

- 14.9 million weekly listeners. Up from 2018!



David Green, Host Morning Edition



will have featured spots again on Morning Edition in Florida - the most listened-to news radio program in the country 12 months, 52 weeks in the year! Messages can be switched out throughout the year.



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Sponsorship Benefits - Radio



- **FPREN/Underwriting messages - (7,800) :15 - :30 statewide messages *airing in AM Drive featuring the #1 Most Listened to News Program in America - Morning Edition* + BONUS between Feb 3, 2020 – Apr 23, 2023. 4-6 spots/weekly per station.**

WMNF does not carry Morning Edition, so Morning Show will be substituted

(:15-:30) RADIO Underwriting Messaging on AM Drive and ROS - Updated with 24/7 Language!

WGCU, WQCS, WUFT, WJCT, WFIT, WLRN, WUWF, WFSU, WMNF, WUSF

(:15) Support for (ex. WMNF) comes from...(or- We're funded by our members and...)

...Citizens Property Insurance. Whether recovering ...or preparing, Citizens is available. Claims can be tracked at Citizens F-L-A (dot) com or reported by calling a live Citizens rep 24/7.

WMFE

(:20) Support for 90.7 News comes from Citizens Property Insurance. Whether recovering or preparing for the next storm, Citizens is available to their customers. Claims can be tracked online at Citizens F-L-A (dot) com or reported by calling a live Citizens representative 24/7.

WFIT/ WKGC

(:30) Support for WFIT/WKGC comes from Citizens Property Insurance, a proud sponsor of the Florida Public Radio Emergency Network. Whether recovering or preparing for the next storm, Citizens is available to their customers. Claims can be tracked at Citizens F-L-A (dot) com or reported by calling a live Citizens representative 24/7. More information including hurricane tips and storm updates is at Citizens F-L-A (dot) com and by following Citizens on social media.

34,300,660 Total Impressions!*

- **FPREN Radio Promos with Citizens Tag- (6,045) :30 promo tags. Citizens will be featured from End April- End Nov 2020-2022 in 6 spots/weekly per station, 5 spots/weekly in Orlando - (Hurricane Season)**

(:30) RADIO/TV PROMO (voice scripts) - ALL Stations

\$604,500 value!

Hurricanes, lightning, flooding and tornados affect the entire state of Florida and the team of Meteorologists from the Florida Public Radio Emergency Network keep you informed around the clock. All year long, we are committed to providing in-depth weather coverage, both over the radio and on the mobile app Florida Storms. The Florida Public Radio Emergency Network is supported by this station and Citizens Property Insurance. Online at CitizensF-L-A dot com.

** estimated by AQP 18+ Nielsen 2016Data*

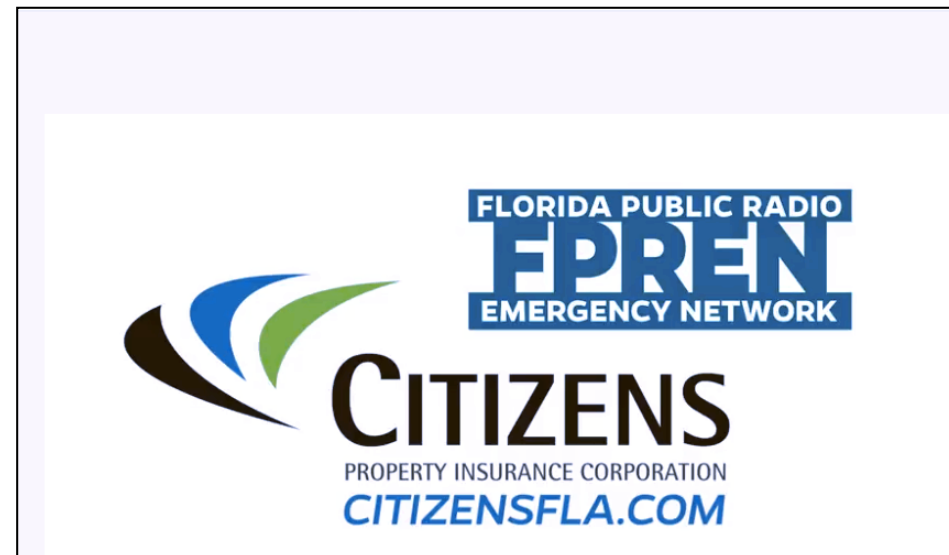


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Sponsorship Benefits - TV Promos

- **FPREN TV PROMOS with Citizens Tag - (2,325) :30** FPREN promo messages on FPREN TV stations - 5 spots a week per station.
- **TV Promos will air End April 2020 – End Nov 2022** on all FPREN TV stations.

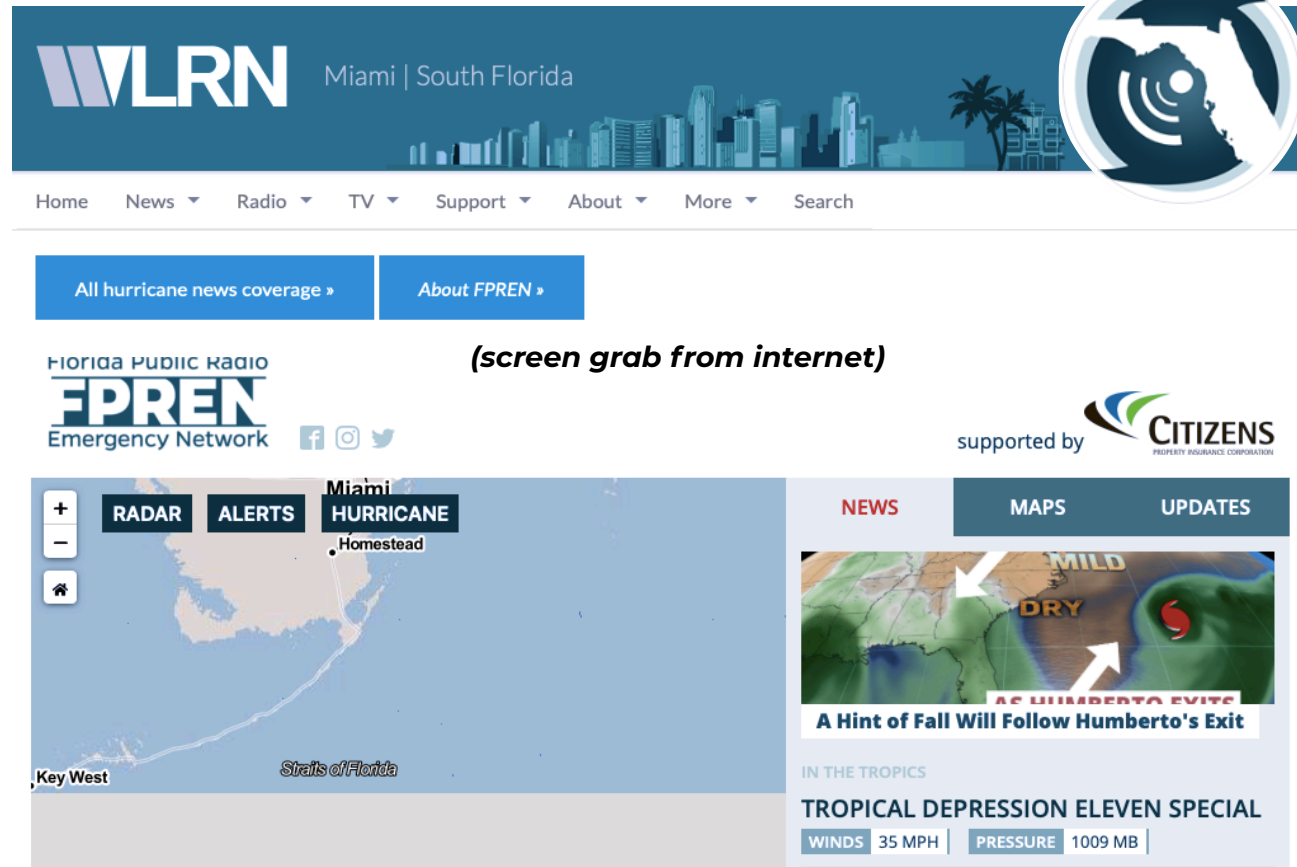
Estimated 203,981,940 Total Viewers! \$323,175 Value!



(screen grabs from TV Promo)

Sponsorship Benefits - Digital

- **Digital statewide coverage between END Jan 2020 – END JAN 2023.**
- Integrated **Web tile** on Citizens storm safety page statewide with link to page from home page. *(Est. 1,732,834 Page Views Monthly or 62,382,024 page views in 3-year exposure!)*
- **Name Branding of the FPREN forecast page appearing on all FPREN station websites.**
- **Recognition FPM/FPREN social media, e-newsletters when available, and Facebook /Twitter**



(screen grab from internet)



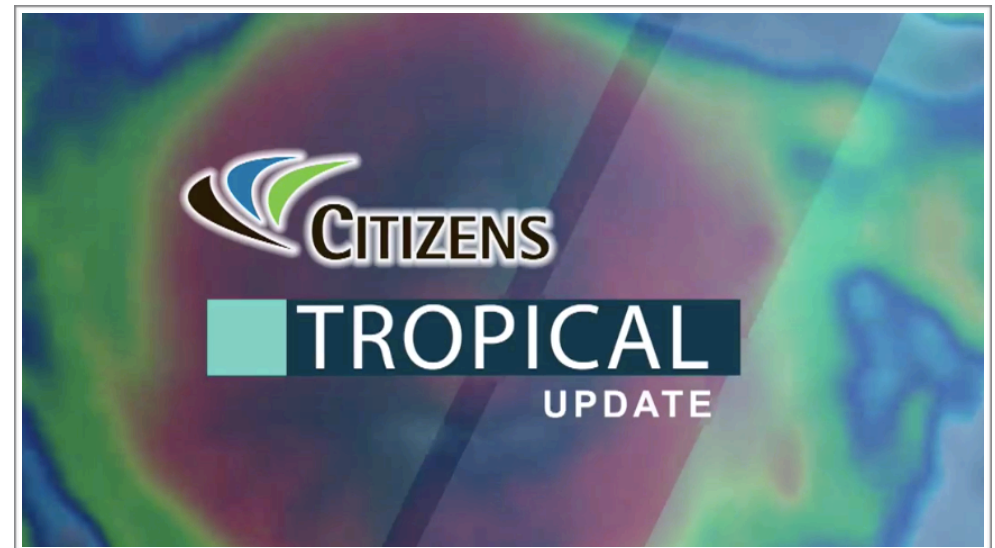
** Estimation based on Google Analytics Page Views 2015-2017*

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Sponsorship Benefits - Social Media/Digital

Citizens will be branded in a minimum of 4 Facebook and/or Facebook live forecasts monthly FEB 2020-JAN 2023 in the form of an opening graphic, on set logo, in-forecast logo, or on-air mention.

Actual screenshot of Facebook Live + Tropical Update with Sponsorship Recognition



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Sponsorship Benefits - Events

- **Citizens will have the opportunity to be featured as a sponsor with at all FPREN Storm Safety events.**
 - Citizens will have opportunity to address the crowd about working with the community to help during times of disaster.
 - Citizens can offer giveaways, opportunity for booth at event.
 - Citizens will be mentioned in all press releases, etc.
 - Dates/Times to be determined.

Estimated \$15,000 Value (\$5,000 per season)



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Florida Public Radio Emergency Network
FLORIDA STATEWIDE TITLE SPONSOR 2020-2023
Sponsorship Dates - 2/3/20 - 4/23/23

Total Sponsorship package details:

\$613,824 - Title Sponsor

15,974 Radio Spots/Radio Promos/TV Promos/Digital
Banners/Social Media/Press Releases/E-Newsletter/Citizen
Branded Daily forecasts statewide/Citizens branded FPREN
Facebook/Branded Facebook Live & Branded Facebook
forecasts/Event Opportunities

4/27/20-4/23/23 - FPREN Statewide Radio Underwriting Spots
2/3/20-1/29/23 - FPREN Statewide Public Media Digital Branding
4/27/20-11/27/22 - FPREN Statewide TV/Radio :30 Tagged Promos

Estimated TV/Radio audience listeners/viewers: 237 Million
Estimated 114 Million Digital/Social impressions

Value of Package - \$1,556,499



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**CITIZENS PROPERTY INSURANCE CORPORATION
NOTICE OF INTENDED DECISION
TO ENTER INTO A SINGLE SOURCE CONTRACT
SS20-2001**

Date Posted: 02/11/2020

This notice of intended decision to enter into a single source contract is posted in accordance with sections 287.057(3)(c) and 627.351(6), F.S.

- I. TITLE:** Public Radio and Television Emergency Network Sponsorship
 - II. INTENDED SOURCE (Vendor):** Florida Public Radio Emergency Network
 - III. COMMODITY OR SERVICE REQUIRED:** Sponsorship of public radio, television, and web-based broadcasts
 - A. Quantity** (as appropriate): 37 month engagement
 - B. Performance and/or Design Requirements:** Sponsorship providing direct reimbursement to Florida's 26 public radio and television stations for airtime costs of Florida PBS Learning initiatives, particularly the Florida Public Radio Emergency Network (FPREN) during hurricane season. FPREN was created in 2015 to act as a statewide non-profit network of 13 public radio and 13 public television stations providing a public service to listeners/viewers before, during, and after a storm event. As part of the sponsorship, Citizens is allowed a short tag and banner web ad approved by member stations. The sponsorship tags must not provide any direct call to action. The sponsorship and broadcasting are within the state of Florida only.
 - IV. Justification for Single Source Acquisition:** Florida Public Media, previously referred to as Florida Public Radio Emergency Network (FPREN) sponsorship: 2020 Research has concluded that the Florida Public Media remains a single source for the Florida market much like Citizens Property Insurance Corporation (FL) and Louisiana Citizens Property Insurance Corporation are similar, but independent, state created property and casualty insurers for their respective states. Each provides a unique service to a limited geographic region of the country without overlapping each other's specified regions. Part of Florida Public Media's charter limits their services to the Florida market only, much like Citizens (FL) provides property and casualty insurance only to locations in Florida. Florida Public Media provides a network of public broadcast stations (television, radio, and web) interconnectivity in case of state-wide or limited regional emergencies (within the confines of Florida). It provides entities with sponsorship and uses the same network to broadcast emergencies in order to help alert policy holders when needed. A prime example was Citizens' use of FPREN when Hurricane Irma hit the Florida Keys in 2017 and when Hurricane Michael hit the Florida panhandle in 2018. Citizens was able to alert policy holders to their remote locations for claims service. Because of the unique service that Florida Public Media provides, they can tailor messages to Citizens' needs throughout their network in case of an emergency.
 - V. CONTRACT TERM:** 03/15/2020 – 04/23/2023
 - VI. CONTRACT VALUE:** \$614,000.00
 - VII. REQUESTING BUSINESS UNIT:** 130 – Communications, Legislative and External Affairs
-

FAILURE TO FILE A PROTEST WITHIN THE TIME PRESCRIBED IN THIS SECTION (SECTION 627.351(6), F.S.) CONSTITUTES A WAIVER OF PROCEEDINGS.