

ACTION ITEM

Consumer Services Committee, November 16, 2022
Board of Governors Meeting, December 7, 2022

CONTRACT ID:	Florida Public Media 2023-2026 (SS22-2006) 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 2023 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 \$726,960.</p> <ul style="list-style-type: none">• Year 1 <u>Radio investment</u>: \$173,784<ul style="list-style-type: none">○ Radio sponsorship messages – 2,704 spots○ Radio promos – 2,079 spots• Year 1 <u>Digital investment</u>: \$60,576<ul style="list-style-type: none">○ Television promos – 810 spots○ Digital coverage – 204 spots• Years 2 and 3 <u>Radio investment</u>: \$365,352<ul style="list-style-type: none">○ Radio sponsorship messages – 5,200 spots○ Radio promos – 4,158 spots• Years 2 and 3 <u>Digital investment</u>: \$127,248<ul style="list-style-type: none">○ Television promos – 1,620 spots○ Digital coverage – 360 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 the 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>Contact Citizens First</i> and assessment education. 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 provide relevant and timely information to our customers and stakeholders through a comprehensive network of stations in a variety of communications mediums across the state.</p>

ACTION ITEM

2 | PAGE

Consumer Services Committee, November 16, 2022
Board of Governors Meeting, December 7, 2022

CONTRACT ID:	Florida Public Media 2023-2026 (SS22-2006) RECOMMENDED VENDOR Florida Public Media/Florida Public Radio Emergency Network
CONTRACT TERM(S)	The title sponsorship is a three (3) year term starting April 24, 2023, and ending April 19, 2026.
PROCUREMENT METHOD	Posted as SS22-2006 on October 24 for the required 15 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 28 public radio and television stations in Florida. Research was conducted via Google and on fpbs.org.
RECOMMENDATION	Citizens staff recommends the Board of Governors: <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 \$726,960.
CONTACTS	Christine Ashburn, Chief of Communications, Legislative and External Affairs

Florida Public Radio Emergency Network

FLORIDA STATEWIDE TITLE SPONSOR 2023-2026



Shared by: Andy Nichols, Director - Statewide Sales, Florida Public Media
anichols@floridapublicmedia.org / 813-662-2343

Thank you to Citizens Property Insurance!

Citizens Property Insurance continued support of the Florida Public Radio Emergency Network has helped Floridians receive life saving, weather-related information year-round.

Whether watching important storm news on a Facebook Live update, listening to their favorite NPR station at home, by car or with their Alexa enabled device, or on the go with the Florida Storms app, Floridians are kept informed 24/7 with the Florida Public Radio Emergency Network supported by Citizens Property Insurance.

With continued support from Citizens Property Insurance, Floridians will continue to have the resources necessary to prepare for and recover from a storm that impacts Florida.

Through traditional NPR messaging, social media recognition, promotion of FPREN on NPR radio and PBS Television, Citizens Property Insurance will enjoy the halo effect of supporting trusted public media stations in Florida, while providing a service to keep Floridians safe in inclement weather.

Thank you Citizens Property Insurance for you continued support!

Florida Public Media and Florida Public Media stations



Shared by: Andy Nichols, Director - Statewide Sales, Florida Public Media
anichols@floridapublicmedia.org / 813-662-2343

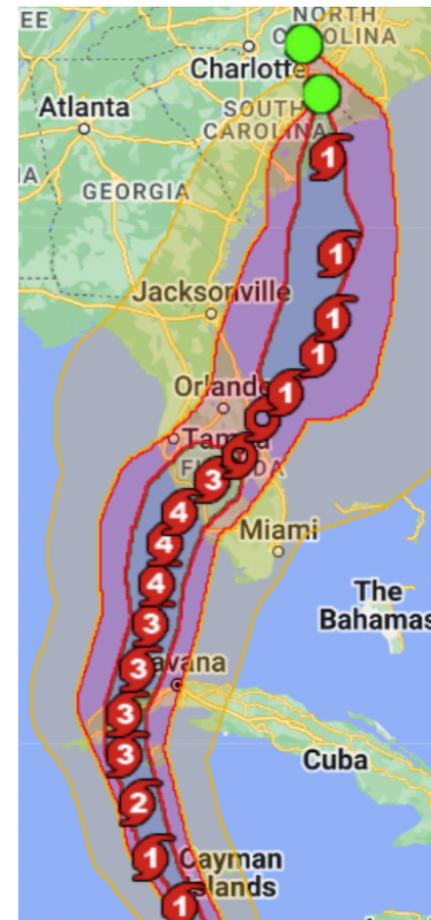
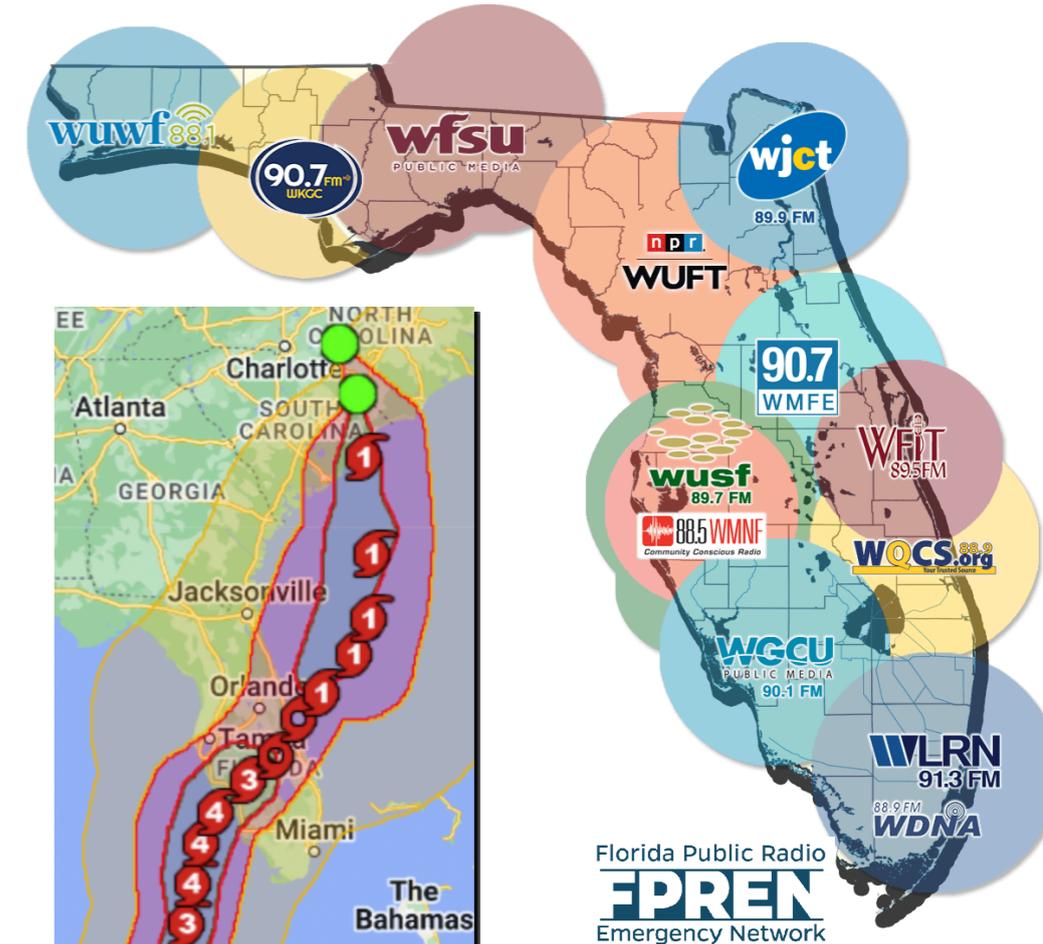
Florida dodged a busy '21 hurricane season but was hit with a historic Category 4 Hurricane with Ian in '22

The busy 2021 Atlantic Hurricane Season saw 21 named storms and seven hurricanes. Of those seven hurricanes, four were major, making 2021 another above-average year for storms. The most destructive storm of 2021 was category 4 Hurricane Ida, which came ashore near Port Fourchon, Louisiana, on August 29th. Florida once again was spared from a major hurricane.

That all changed in 2022...

Hurricane Ian was a strong category 4 Hurricane with peak sustained winds of 155mph making landfall at Pirate Harbor near Punta Gorda on September 28th. Ian was a large and destructive Category 4 Atlantic hurricane and was the deadliest hurricane to strike the state of Florida since Labor Day in 1935.

FPREN is committed to ensuring all Floridians are informed for the any severe storms now and in the future. Since 2016, Citizens Property Insurance has been providing support to keep over 22 million Floridians informed with life-saving hurricane updates and severe weather reports through its partnership with the Florida Public Radio Emergency Network on the air and online.



Hurricane Ian '22 - Hurricane track



Since 2016, Citizens Property Insurance has been a proud statewide supporter of the Florida Public Radio Emergency Network.



support year after year of FPREN helps keep Floridians safe during peak and non-peak hurricane season supporting this important public safety resource provided for all Floridians, while educating Floridians about Citizens Property Insurance.



Shared by: **Andy Nichols, Director - Statewide Sales, Florida Public Media**
anichols@floridapublicmedia.org / 813-662-2343

WJCT News Retweeted
 Melissa Ross @MelissainJax · Sep 29
 Morning! We check in with @MetMeganB this morning, along with @LeAnnaCumber and many more as #HurricaneIan slices across the state. Join us at 9am and let us know how you're doing. @WJCTNews

Florida Storms @FloridaStorms · Sep 29
 5 AM UPDATE: Ian has weakened to a tropical storm, but heavy rain continues to fall over Central and North Florida. Tropical storm force winds gusts are still expected over this region through at least the evening. #FLwx

90.7 WMFE @wmfeorlando · Sep 29
 Tropical Storm Ian is finally offshore but will likely strengthen into hurricane later today then head toward SC. Tropical storm force winds & flooding rains will continue in NE FL through this evening. Lots of water & damage across the state so please travel only if necessary.

WGU Public Media Retweeted
Florida Storms @FloridaStorms · Sep 28
 Flash Flood Warning for Charlotte, FL; Manatee, FL; Sarasota, FL from Wed Sep 28 3:15 PM until Wed Sep 28 7:15 PM. #FLwx

WUSF @wusf · Sep 29
 After some parts of the greater Tampa Bay region received a foot of rain, skies will gradually clear as #HurricaneIan moves off Florida's east coast tonight.

Florida Storms was live.
 Published by vMix · September 28 at 9:59 AM ·
 Ian is just a few hours away from landfall along the Florida west coast. Here are your latest storm details, timing, and impacts...

INFRARED SATELLITE 6:06 AM ET
 WINDS UP TO 155 MPH
 PRESSURE 937 MB
 MOVING NNE 10 MPH
 41.3 mi
 4

FUTURE RAINFALL FROM IAN

FLASH FLOOD WARNING

IAN NOW A TROPICAL STORM

HURRICANE IAN

FUTURE RADAR

FUTURE RAINFALL FROM IAN

wusfnews.wusf.usf.edu
 Clearing conditions across the Tampa Bay area as Ian treks east thro...
 After some parts of the region received a foot of rain, skies will gradually clear as Ian moves off Florida's east coast tonight.

FPREN's team of meteorologists kept Floridians informed for 17 full hours of hourly updates before Ian made landfall. The team delivered 16 pre-storm stories and 19 hours of wall to wall coverage for impacted areas during Hurricane Ian's landfall.

In addition to Citizens' normal social media presence, Florida Storms reached 1,379,758 Twitter Impressions and 699,000 Facebook engagements during Hurricane Ian's approach and landfall including special thank you messaging to Citizens during coverage and extra branded live forecasts and branded elements.



Shared by: Andy Nichols, Director - Statewide Sales, Florida Public Media
anichols@floridapublicmedia.org / 813-662-2343

FLORIDA PUBLIC MEDIA

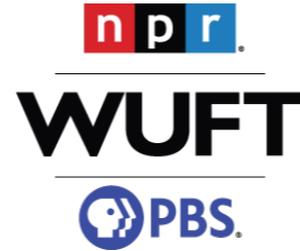
FPREN - SPONSORSHIP 2023-2026 Florida Public Media Stations



Ft. Myers
Weekly Cume Persons: 126,600
of Homes 2021: 608,460



Ft. Pierce
Weekly Cume Persons: 75,000



Gainesville/Ocala
Weekly Cume Persons: 73,200
of Homes 2021: 135,120



Jacksonville
Weekly Cume Persons: 120,700
of Homes 2021: 414,000



Melbourne
Weekly Cume Persons: 16,100



Miami
Weekly Cume Persons: 48,200



Miami
Weekly Cume Persons: 358,500
of Homes 2021: 1,693,450



Miami
Weekly Cume Persons: 1,693,450



Orlando
Weekly Cume Persons: 190,400



Orlando
Weekly Cume Persons: 108,100
of Homes 2021: 1,731,360



Panama City
Weekly Cume Persons: 8,200



Pensacola
of Homes 2021: 72,000



Pensacola
Weekly Cume Persons: 44,900



Tallahassee
Weekly Cume Persons: 61,000
of Homes 2021: 281,680



Tampa
of Homes 2021: 2,035,250



Tampa
Weekly Cume Persons: 94,400



Tampa
Weekly Cume Persons: 295,000



West Palm
of Homes 2021 : 870,720



Sources: # of Homes 2021- Nielsen DMA rankings by HH

Weekly Cume Persons - SP21 Nielsen Data 2021



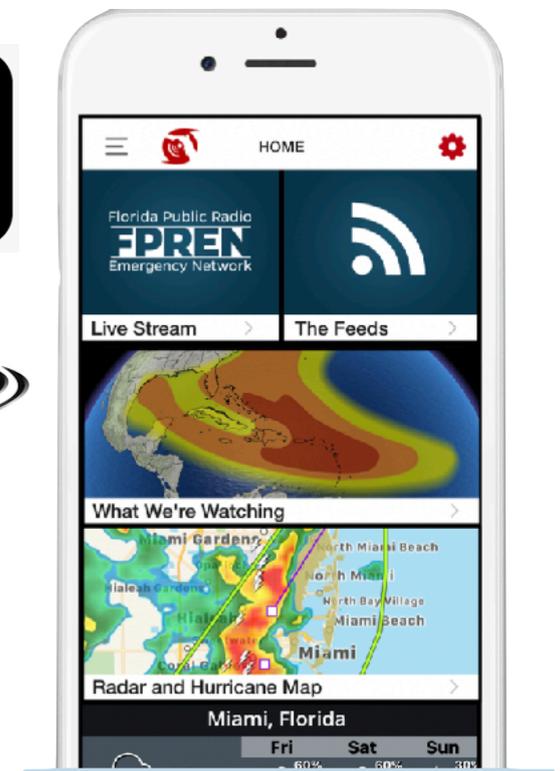
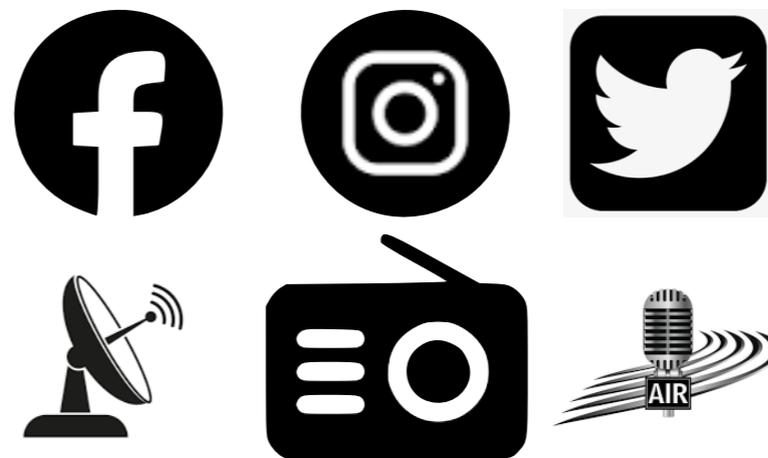
Shared by: Andy Nichols, Director - Statewide Sales, Florida Public Media
anichols@floridapublicmedia.org / 813-662-2343

Citizens continued support will be featured year-round on Florida's public radio stations with full awareness messages during drive time paired with digital awareness on air and online.

Social Media and presence on FPREN storm center pages connect users to citizensfla.com. Seasonally, FPREN Public Radio and Public TV promotional messages air during hurricane season encouraging Floridians to contact Citizens whether preparing or recovering and to get more information online.

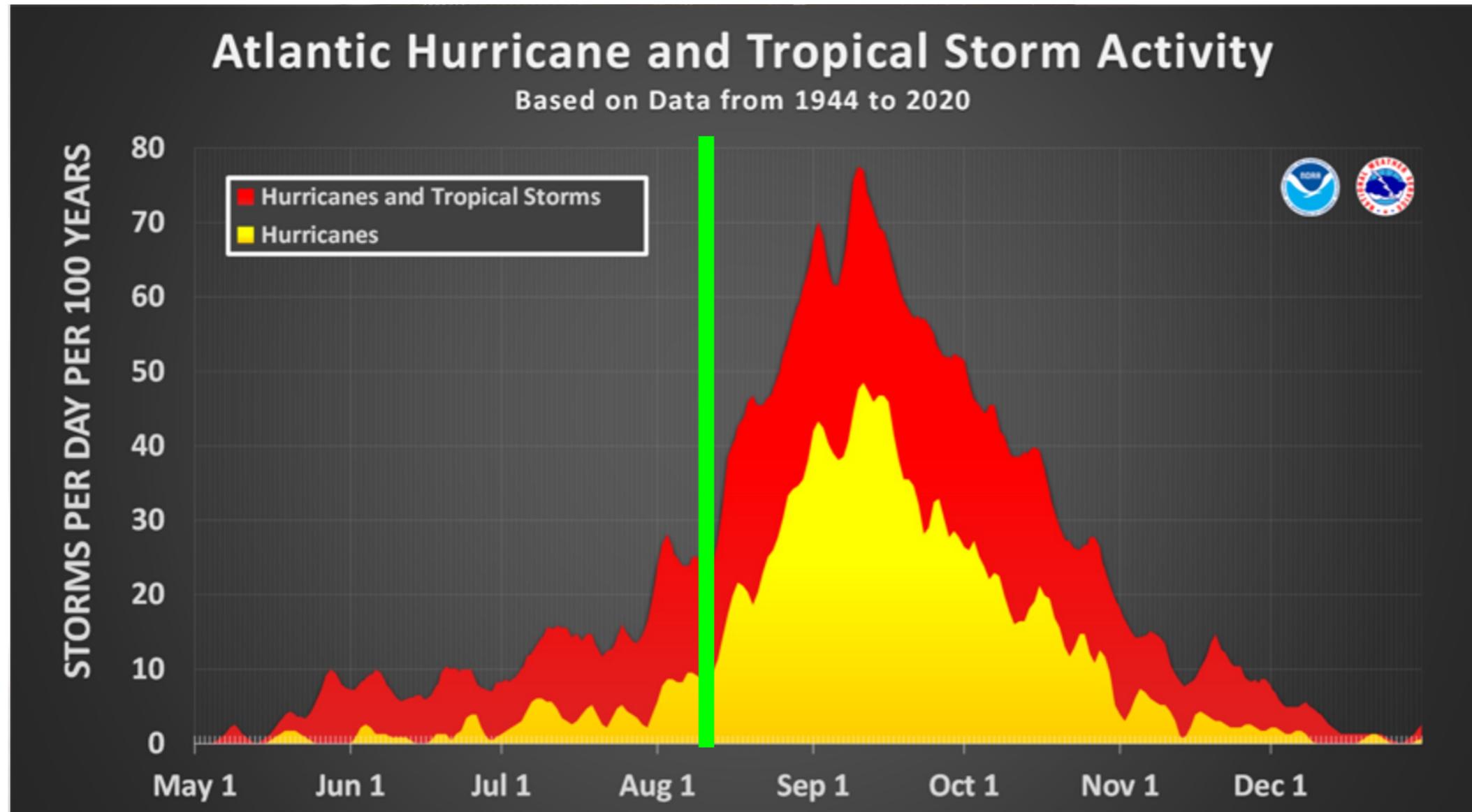


- [WUWF FM – Pensacola](#)
- [WFSU FM – Tallahassee](#)
- [WKGC FM – Panama City](#)
- [WUFT FM – Gainesville/Ocala](#)
- [WJCT FM – Jacksonville](#)
- [WMFE FM – Orlando](#)
- [WUCF FM – Orlando - NEW](#)
- [WMNF FM – Tampa/St.Pete](#)
- [WUSF FM – Tampa/St.Pete](#)
- [WFIT FM – Melbourne](#)
- [WQCS FM – Ft. Pierce](#)
- [WGCU FM – Ft. Myers/Naples](#)
- [WLRN FM – Miami](#)



Shared by: Andy Nichols, Director - Statewide Sales, Florida Public Media
anichols@floridapublicmedia.org / 813-662-2343

Citizens sponsorship ramps up exposure during hurricane season!



Citizens Branded TV/Radio/Social Messaging May-Nov



Shared by: Andy Nichols, Director - Statewide Sales, Florida Public Media
anichols@floridapublicmedia.org / 813-662-2343



NPR Radio

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 around 26M listeners each week across 1,000+ Member stations and is home to the #1 and #2 most-listened-to drive time news/talk 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.

Sources: (1) ACT 1 based on Nielsen Nationwide, Spring 2021, Persons 12+; (2) Kantar, NPR State of Sponsorship Survey, March 2022.



support will be featured again on Florida’s NPR stations with full awareness messages and on station FPREN promotional messages.



Shared by: Andy Nichols, Director - Statewide Sales, Florida Public Media
anichols@floridapublicmedia.org / 813-662-2343

Ranker



NATIONAL REGIONAL DATABASE (User Defined Survey Area)
FA21

Station Rankings Based on: User Selected

Florida Public Media Stations Reach over 1.4 Million Floridians weekly!

Persons 12+					
M-Su 6a-12m					
	Station	Weekly Cume Persons*	Average Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)
1	WLRN-FM	335,300	10,300	1.7	4:00
2	WUSF-FM	285,000	8,800	1.4	4:00
3	WMFE-FM	154,900	6,400	0.8	5:00
4	WGCU-FM	109,600	4,700	0.5	5:30
5	WSMR-FM	103,000	4,300	0.5	5:15
6	WJCT-FM	91,500	2,900	0.5	4:00
7	WMNF-FM	85,500	2,300	0.4	3:30
8	WUCF-FM	72,400	1,100	0.4	1:45
9	WUFT-FM	58,200	3,000	0.3	6:30
10	WQCS-FM	56,300	2,200	0.3	4:45
11	WFSU-FM	56,100	2,900	0.3	6:30
12	WDNA-FM	47,700	1,000	0.2	2:45
13	WUWF-FM	47,400	2,200	0.2	5:45
14	WFIT-FM	27,000	900	0.1	4:15
15	WJUF-FM	14,700	400	0.1	3:00
16	WFSW-FM	13,200	400	0.1	3:30
17	WFSQ-FM	12,500	500	0.1	4:30
18t	WKGC-FM	6,400	400	0.0	7:45
18t	WMFV-FM	6,400	200	0.0	3:30
	Analysis Total	1,438,300	54,500	7.1	4:45

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 like 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

Source: GfK MRI Doublebase 2018 Base: Total U.S. Adults



Shared by: **Andy Nichols, Director - Statewide Sales, Florida Public Media**
anichols@floridapublicmedia.org / 813-662-2343



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

NPR: Leading in Media.

Across platforms, NPR reaches listeners whenever, wherever they are.

Delivering impact, delivering engagement.

80%

of NPR listeners consider NPR "personally important" to them

87%

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

74%

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

72%

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

Source: Kantar, NPR State of Sponsorship Survey, March 2022.

#1

and #2 drive time news/talk radio programs in America²



89%

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

Sources: (1) ACT 1 based on Nielsen Audio Nationwide, Spring 2021, Persons 12+, based on program broadcast times, Mon-Sun Midnight-Midnight; Google Analytics, 09/10/20 – 12/02/20; Splunk, 09/10/20 – 12/02/20; overlap calculated based on comScore data. (2) Nielsen Audio Nationwide, Spring 2021; (3) Podtrac, 2022, US unique monthly audience; (4) NPR Impact Study, July 2019. (4) NPR Impact Study, July 2019.

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

The PBS experience is better for both viewers and sponsors

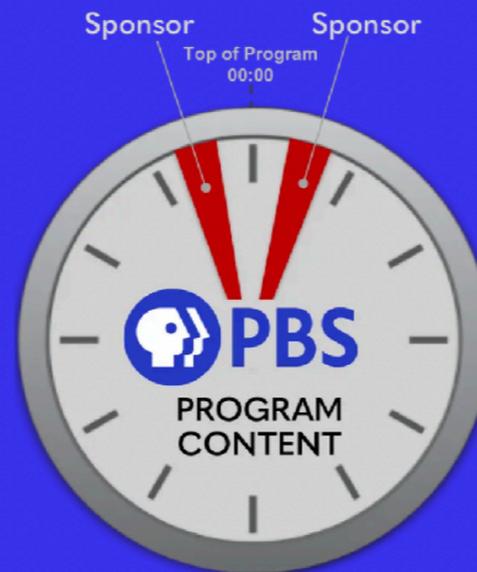
PBS is an uninterrupted, uncluttered, and category-exclusive environment for sponsors

64% of viewers say PBS sponsor messages are different and better than ads on other networks

54% of viewers say they are more likely to pay attention to a sponsor message on PBS

86% of parents say they appreciate the clutter-free, non-commercial environment on PBS

Only two :60 sponsor pods per program



Source: KANTAR Media/SGPTV Viewer Attitudes and Behaviors Study, 4/27-5/16 2020



*support will be featured again
On Florida's PBS stations with promotional Spots for FPREN.*



Shared by: Andy Nichols, Director - Statewide Sales, Florida Public Media
anichols@floridapublicmedia.org / 813-662-2343

Citizens sponsorship ramps up exposure during hurricane season!

PBS delivers a valuable audience to sponsors

Reach a premium audience of engaged, affluent, educated, influential consumers

71% more likely to have a
doctorate degree

1 in 4 opinion leaders who influence
science issues watch NOVA

48% more likely to have an
investment portfolio worth
\$250K+

80% more likely to be a member
of any group that tries to
influence public policy/gov't

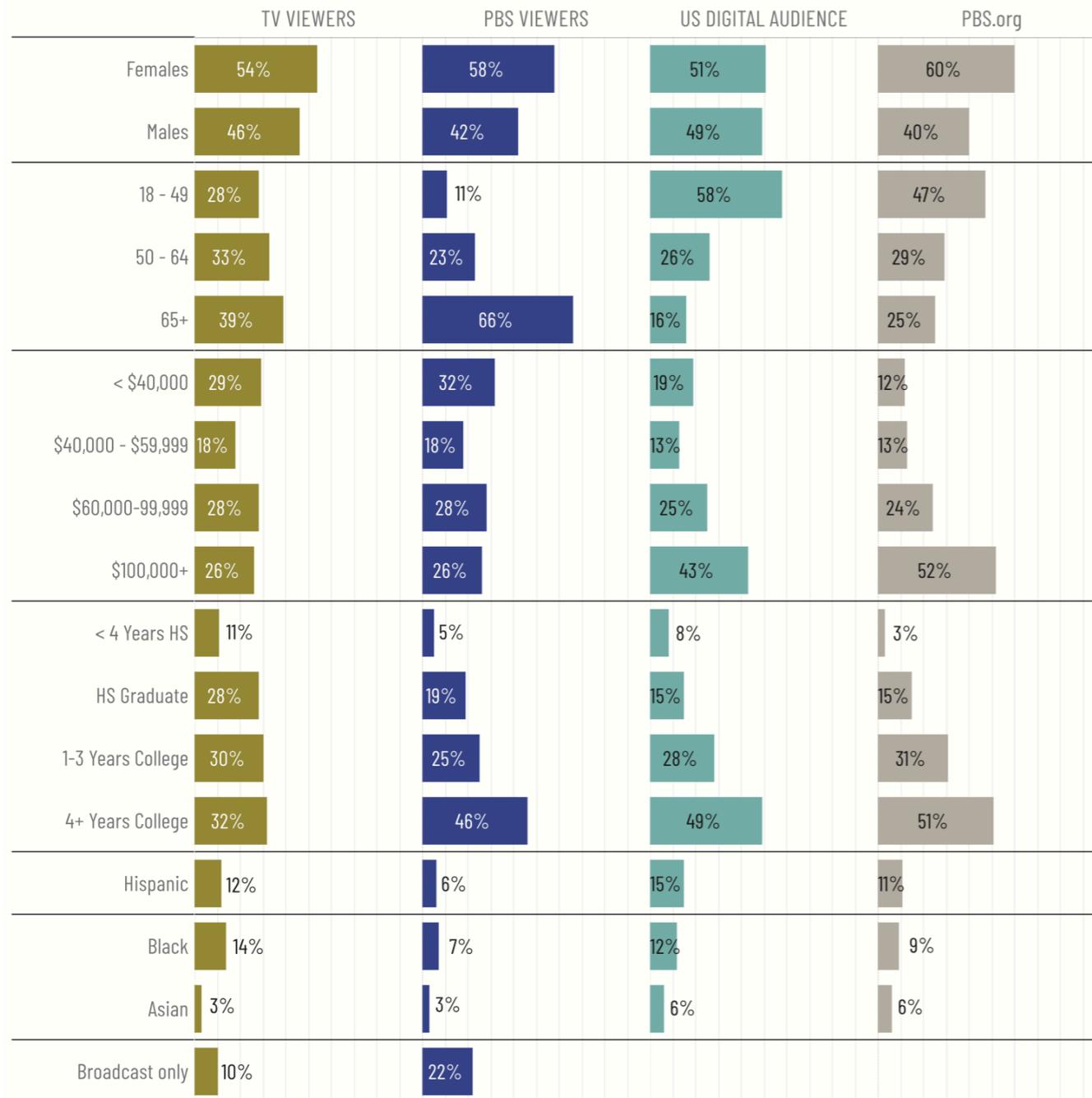
Source: MRI Simmons Fall 2021 Doublebase, PBS Primetime Programs | Erdos & Morgan Opinion Leaders Study, 2021



Shared by: **Andy Nichols, Director - Statewide Sales, Florida Public Media**
anichols@floridapublicmedia.org / 813-662-2343

PBS AUDIENCE COMPOSITION

On-air and online, the PBS audience skews older, more female, and less diverse than the typical broadcast TV and digital media consumers. PBS's digital users are younger, more upscale, and more diverse than its broadcast viewers.



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

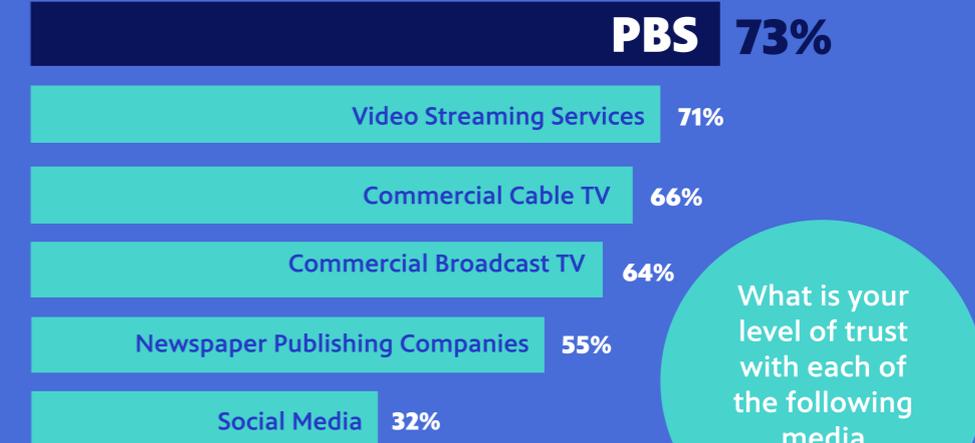
Viewers who tuned to PBS Primetime within the 2020-2021 season.

All US internet users, regardless of which sites they visited.

Monthly visitors to PBS.org

Source: PBS Audience Insight 2021

For the 19th Year in a Row PBS IS #1 IN PUBLIC TRUST



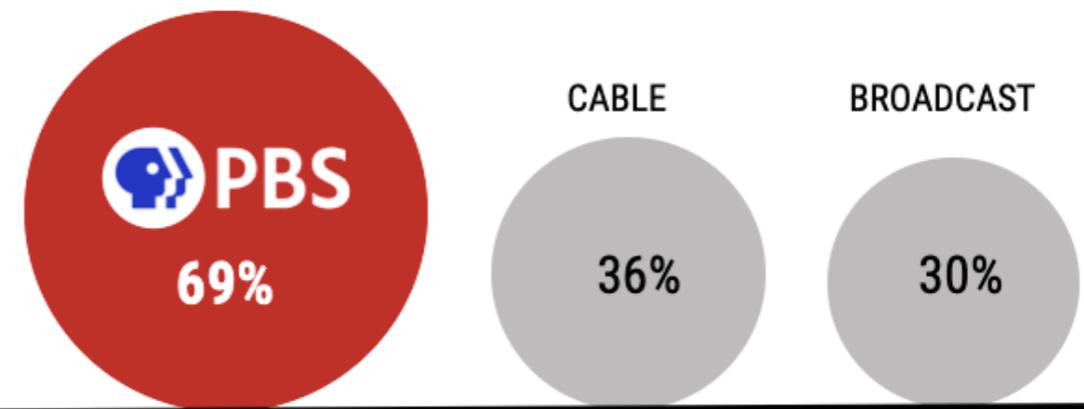
What is your level of trust with each of the following media institutions?

Graph indicates "trust a great deal" and "trust somewhat"

Source: This survey was developed by PBS and conducted online within the United States by Marketing & Research Resources, Inc. (M&RR) fielded 27 questions during the window of January 7-19, 2022. The survey was conducted among a sample of 1,108 adults ages 18+, 535 men, 572 women, and 1 respondent preferred to self-identify. The results are weighted to be nationally representative of the U.S. adult population.



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



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.



Steve Inskeep, 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.



Shared by: Andy Nichols, Director - Statewide Sales, Florida Public Media
anichols@floridapublicmedia.org / 813-662-2343

morning edition®

- 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 April 24, 2023 – April 19, 2026. 4 spots per station. *In music/AAA station, morning drive is substitute for Morning Edition*
RADIO UNDERWRITING DATES - 2023 - 4/24/23-4/21/24 - 2024 - 4/22/24-4/20/25 - 2025 - 4/21/25-4/19/26

(:15-:30) RADIO Underwriting Messaging on AM Drive and ROS

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

(: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.

*32,791,200 Total Impressions NPR UNDERWRITING SPOTS!**

*46,545,000 Radio Underwriting + Promo Impressions!**

- FPREN Radio Promos with Citizens Tag- (6,237) :30 promo tags. Citizens will be featured during Hurricane Season 2023,2024,2025 in 6 spots/weekly per station, 5 spots/weekly on WMFE Orlando.
TV/RADIO PROMO DATES - 2023 - 5/29/23-12/3/23 - 2024 - 5/27/24-12/1/24 - 2025 - 5/26/25-11/30/25

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

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.

\$779,625 value!

Avg. \$125/Spot Value

*13,753,800 Total Impressions RADIO/TV PROMOS!**



Shared by: Andy Nichols, Director - Statewide Sales, Florida Public Media
anichols@floridapublicmedia.org / 813-662-2343

** estimated by Gross Impressions A12+ - Nielsen Radio Spring 2021*



- **FPREN TV PROMOS with Citizens Tag** - (2,430) :30 FPREN promo messages on FPREN TV stations - 5 spots a week per station (June-Nov 2023,2024,2025).
- TV Promos will air during Hurricane Season on all FPREN TV stations.

Estimated 1,033,335,104 Total Viewers! \$486,000 Value!*

Avg. \$200/Spot Value



(screen grabs from TV Promo)

*Nielsen Live+7 Data, 2021 TV DMAS - Average HH Rating by series 2021 PBS Audience Insight + Avg. Rating PBS Primetime Divided in half 2 to accommodate rating for full day



Shared by: Andy Nichols, Director - Statewide Sales, Florida Public Media
anichols@floridapublicmedia.org / 813-662-2343

- Digital statewide coverage
1/23/23 - 4/23/23 extended bonus!
Contracted 4/24/23-4/19/26
- Integrated Web tile on Citizens storm safety page statewide with link to page from home page. *(Est. 1,906,117 Page Views Monthly or 63,537,200 page views in 3-year exposure!)*
- Name Branding of the FPREN forecast page appearing on all FPREN station websites.
- Additional recognition on FPREN social media + E-newsletters, websites when available.

The screenshot shows the FPREN website interface. At the top, there's a navigation bar with 'Home', 'News', 'Radio', 'TV', 'Support', 'About', 'More', and 'Search'. A 'Listen Live' button and a 'Donate' button are also present. Below the navigation, there are two buttons: 'All hurricane news coverage >' and 'About FPREN >'. The main content area features the 'Florida Public Radio FPREN Emergency Network' logo with social media icons for Facebook, Instagram, and Twitter. A weather map of Florida is displayed with 'RADAR', 'ALERTS', and 'HURRICANE' tabs. The map shows a hurricane system with 'MILD DRY' and 'AS HUMBERTO EVITE' labels. To the right, there is a 'NEWS' section with a headline 'A Hint of Fall Will Follow Humberto's Exit' and a 'TROPICAL DEPRESSION ELEVEN SPECIAL' section with 'WINDS 35 MPH' and 'PRESSURE 1009 MB'.

* Estimation based on Google Analytics Page Views 2015-2017 + 10% growth



Shared by: Andy Nichols, Director - Statewide Sales, Florida Public Media
anichols@floridapublicmedia.org / 813-662-2343

Citizens will be branded in a minimum of 4 Social media posts including Facebook and/or Facebook live forecasts monthly FEB 2023-JAN 2026 in the form of an opening graphic, on set logo, in-forecast logo, or on-air mention.



Facebook live forecasts
Actual screenshot of Facebook Live

Twitter Branded Forecasts or Shares



Tropical Updates w/Forecast



Tropical Update with Sponsorship Recognition (spoken & logo)



Shared by: Andy Nichols, Director - Statewide Sales, Florida Public Media
anichols@floridapublicmedia.org / 813-662-2343

- **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)



Shared by: Andy Nichols, Director - Statewide Sales, Florida Public Media
anichols@floridapublicmedia.org / 813-662-2343

Florida Public Radio Emergency Network

FLORIDA STATEWIDE TITLE SPONSOR 2023-2026



Digital BONUS Schedule - 1/23/23-4/23/23

Paid Digital/Radio Dates - 4/24/23-4/21/24 • 4/22/24-4/20/25 • 4/21/25-4/19/26

TV/RADIO Promo Dates - 5/29/23-12/3/23 • 5/27/24-12/1/24 • 5/26/25-11/30/25



Total Sponsorship package:

\$726,960 - Title Sponsor

\$234,360 Year 1 - \$246,300 Year 2 (5% increase) - \$246,300 Year 3

4/24/23-4/19/26 - FPREN Statewide Public Media Digital Branding

PLUS - Digital BONUS Schedule Included - 1/23/23 - 4/23/23

4/24/23-4/19/26 - FPREN Statewide Radio Underwriting Spots

Copy can be customized by market or changed as needed!

5/29/23-11/30/25 - FPREN Statewide TV/Radio :30 Tagged Promos

Orlando Market Added expanding Radio & TV audience!

2023 Hurricane Season, 2024 Hurricane Season, 2025 Hurricane Season

Air Dates: 5/29/23-12/3/23 • 5/27/24-12/1/24 • 5/26/25-11/30/25

17,130 Radio Spots/Radio Promos/TV Promos/Digital Banners/Social Media/Press Releases/E-Newsletter/Citizen Branded Daily forecasts statewide/Citizens branded FPREN Facebook and/or Branded Facebook Live/Facebook forecasts/social media/Event Opportunities

Estimated 125 Million Digital/Social impressions

Estimated TV/Radio audience listeners/viewers: 1.31 Billion

Value of Package - \$2,195,409



Shared by: Andy Nichols, Director - Statewide Sales, Florida Public Media
anichols@floridapublicmedia.org / 813-662-2343