

Executive Summary

Consumer Services Committee Meeting, November 16, 2022

Board of Governors Meeting, December 7, 2022

Florida Public Media 2023-2026 (SS22-2006)

Topic

Citizens requests approval to enter into a sponsorship agreement as the Florida Statewide Title Sponsor for 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. Agreement approval is requested for a three (3) year term for an amount not to exceed \$694,692.

Background

Citizens seeks approval to award the sole source procurement for sponsorship on the Florida Public Media/Florida Public Radio Emergency Network. This agreement provides access to communications channels within the network via radio, television, digital and social media content. Sponsorship messaging on the network is strictly informational and does not advertise on behalf of Citizens or prompt a call to action.

The primary utility of sponsored spots on public media is to help to inform customers and stakeholders of current programs and educational/informational initiatives at Citizens such as *Contact Citizens First* 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. Citizens is able to provide informational content across a broader demographic with the flexibility the public media network offers.

A benefit of having a standing agreement is the rapid time to air for messaging, especially after a hurricane, when commercial stations are in recovery mode. As an example, after Hurricane Ian Citizens was able to initiate on-air messaging on Florida Public Media/Florida Public Radio Emergency Network a week before airing on commercial stations in impacted areas. Messaging can be customized by market and changed as needed at any time throughout the year.

Multi-year sponsorship pricing is beneficial to Citizens as rates are set in the first year, a 5% increase in the second year and then frozen in year three. This removes any pricing negotiations based on station location and provides guaranteed on-air spots, including drive time, throughout the entire agreement.

Citizens has previously entered into sponsorship agreements with Florida Public Media/Florida Public Radio Emergency Network with much success and continued high quality content. The 2020-2023 agreement had a cost of \$613,824 and an overall value of \$1,556,499.

The 2023-2026 agreement starts April 24, 2023, and ends April 19, 2026. It is priced at \$694,692 which is an 13% increase due to a new Orlando station coming online increasing the audience size and standard industry rate increases. The total value of the 2023-2026 package is \$2,195,409.

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Recommendation

Citizens Consumer Services Committee approved and recommends the Board of Governors to:

- a) Approve the recommended award and resulting agreement for SS22-2006 to Florida Public Media/Florida Public Radio Emergency Network for the Florida Statewide Title Sponsor.
- b) Authorize staff to take any appropriate or necessary action consistent with this Action Item; and
- c) Approve the contract not to exceed \$694,692.

Florida Public Media 2023-2026 (SS22-2006)

ACTION ITEM

New Contract

Contract Amendment

Other _____

CONSENT ITEM

Contract Amendment

Existing Contract Extension

Existing Contract Additional Spend

Previous Board Approval

Other _____

Action Items: Items requiring detailed explanation to the Board. When a requested action item is a day-to-day operational item or unanimously passed through committee it may be moved forward to the board on the Consent Index.

Move forward as Consent: This Action item is a day-to-day operational item, unanimously passed through committee or qualifies to be moved forward on the Consent Index.

Consent Items: Items not requiring detailed explanation to the Board of Governors. Consent items are contract extensions, amendments or additional spending authorities for items previously approved by the Board.

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| 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> |
| Contract ID | <p>Florida Public Media 2023-2026 (SS22-2006)</p> <p>RECOMMENDED VENDOR Florida Public Media/Florida Public Radio Emergency Network</p> |
| Budgeted Item | <p><input checked="" type="checkbox"/> 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.</p> <p><input type="checkbox"/> No</p> |

Florida Public Media 2023-2026 (SS22-2006)

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| 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. |
| Contract Amount | <p>The cost of the sponsorship for three years is \$694,692.</p> <ul style="list-style-type: none"> • Annual Radio investment: \$176,592 <ul style="list-style-type: none"> ○ Radio sponsorship messages – 7,904 spots ○ Radio promos – 6,237 spots • Annual Digital investment: \$54,972 <ul style="list-style-type: none"> ○ Television promos – 2,430 spots ○ Digital coverage – 564 spots • Total Annual investment \$231,564 <p>An overview of the title sponsorship package as provided by Florida Public Media is included with this Action Item.</p> |
| Contract Terms | The title sponsorship is a three (3) year term starting April 24, 2023, and ending April 19, 2026. |
| Committee Recommendation | <p>Citizens staff recommends the Board of Governors:</p> <ol style="list-style-type: none"> a) Approve the recommended award and resulting sponsorship agreement to Florida Public Media; b) Approve the three-year Florida statewide title sponsorship not to exceed \$694,692; and c) Authorize staff to take any appropriate or necessary actions consistent with this Action Item. |
| Board Recommendation from Committee | Unanimously passed out of the Consumer Services Committee on November 16, 2022. |
| CONTACTS | Christine Ashburn, Chief of Communications, Legislative and External Affairs |