

# ACTION ITEM

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Board of Governors Meeting, April 11, 2018

<b>CONTRACT ID:</b>	<b>Florida Statewide Title Sponsor 2018 (SS18-2001)</b> Recommended Vendor Florida Public Broadcasting Service/Florida Public Radio Emergency Network
<b>BUDGETED ITEM</b>	Yes. Funding for this sponsorship is included in the 2018 Annual Operating Budget.
<b>CONTRACT AMOUNT</b>	<p>The cost of the sponsorship is \$173,124.</p> <ul style="list-style-type: none"><li>• Radio investment \$137,952<ul style="list-style-type: none"><li>○ Radio sponsorship messages – 2,400 spots</li><li>○ Radio promos – 1,885 spots</li></ul></li><li>• Digital investment \$35,172<ul style="list-style-type: none"><li>○ Television promos – 725 spots</li><li>○ Digital coverage – 18 placements for nine months, 190 total spots</li></ul></li></ul> <p>An overview of the title sponsorship package as provided by Florida Public Broadcasting Service is included with this Action Item.</p>
<b>PURPOSE / SCOPE</b>	<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 website within the Florida Public Broadcasting Service/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 initiatives at Citizens such as <i>Call Citizens First</i>. During hurricane season, sponsorship assets are leveraged to promote preparedness efforts and broadcast claims reporting information. Participating in this sponsorship allows Citizens to reach a much greater number of customers and stakeholders through media outlets they already monitor.</p>
<b>CONTRACT TERM(S)</b>	The title sponsorship is a one (1) year term starting May 1, 2018 and ending April 28, 2019.
<b>PROCUREMENT METHOD</b>	Posted as SS18-2001 on March 12 for the required seven days and 72 hour Intent to Award notice. The sole source procurement of Florida Public Broadcasting (FPBS) is unique in that FPBS is a publicly funded broadcaster. All sponsored content on this network is restricted to purely informational content without advertisement or direct calls to action. FPBS is a non-profit organization of the 26 public radio and television stations in Florida. Research was conducted via Google and on fpbs.org.
<b>RECOMMENDATION</b>	<p>Citizens staff recommends that the Board of Governors:</p> <ol style="list-style-type: none"><li>a) Approve the recommended Florida Statewide Title Sponsor 2018 (SS18-2001) award and resulting sponsorship agreement to Florida Public Broadcasting Service;</li><li>b) Authorize staff to take any appropriate or necessary actions consistent with this Action Item;</li><li>c) Approve the Florida statewide title sponsorship not to exceed \$173,124.</li></ol>

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## CONTACTS

Christine Ashburn, Chief of Communications, Legislative and External Affairs

FPBS

The Association of Public Media in Florida

Florida Public Radio  
**FPREN**  
Emergency Network



&

Florida Public Radio  
**FPREN**  
Emergency Network



**NEW FOR 2018/2019**

**morning edition**

**facebook Live!**

**Expanded Radio  
Audience!**

**Florida Public Radio Emergency Network**  
***FLORIDA STATEWIDE TITLE SPONSOR 2018***



Shared by: **Andy Nichols, Director of Sales, FPBS**  
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# An Active and Costly Year for Florida:

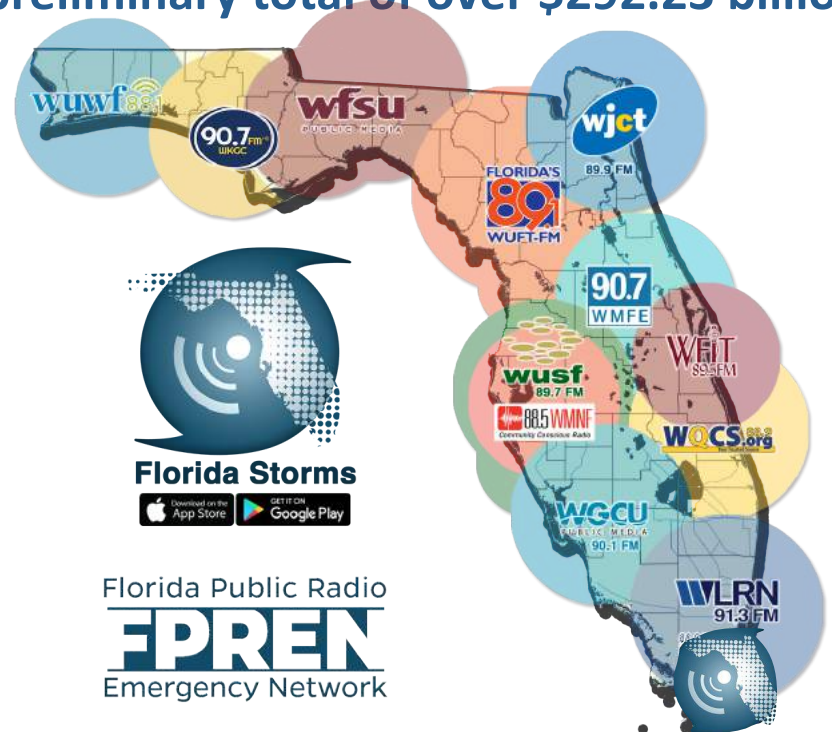
2017 was the 5th most active Atlantic Hurricane season since records began in 1851 and was by far the costliest season on record with a preliminary total of over \$292.23 billion!

All year long, the Florida Public Radio Emergency Network alerts us to severe weather emergencies on air and online.

Citizen's sponsorship helps make this possible – while enhancing Citizen's image in the state.



Ensure **CITIZENS** will continue to support the emergency system that safeguarded Floridians last hurricane season as a trusted partner in safety for 2018 while informing Floridians that Citizens is available ALL Year through underwriting messaging on radio.



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# FPBS

## The Association of Public Media in Florida



**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



Gulf Coast State College

**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



The Association  
of Public Media  
in Florida



**Tampa**

Weekly Listeners: 44,800



**Tampa**

Weekly Listeners: 225,700



**West Palm**

Weekly Viewers : 367,000



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# NPR SPONSORSHIP MESSAGES LEAD TO ACTION

**72%**

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

**86%**

of NPR listeners consider NPR "personally important" to them

**95%**

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

Sources: (Radio) NPR Sponsorship Survey, Lightspeed Research, July 2014. (Take action) NPR Impact Study, Lightspeed Research, October 2013. (NPR.org) NPR Digital Attitude Survey, NPR Listens Panel, July 2012. (Podcasts) NPR Podcast User Survey, September 2013.



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# FPBS

## The Association of Public Media in Florida



### morning edition

**NEW FOR 2018 - Sponsorship Messages to  
air in AM DRIVE/ Morning Edition!**

The logo for Morning Edition on NPR, with "morning edition" in blue and orange lowercase letters and the "npr" logo in a small box below.

**Morning Edition is the most listened-to and respected news radio program in the country, delivering standard-setting news coverage and commentary to 831 radio stations across the country and around the globe on NPR's international services. Hosted by Steve Inskeep, David Greene and Rachel Martin, Morning Edition takes listeners around the country and the world with two hours of multi-faceted stories and commentaries every weekday.**

## The Nation's #1 Morning Drive Program!

- 14.63 million weekly listeners.
- Listening is up among adults 25-35 and 35-44 17% and 16% respectively year over year - **A record year for NPR!**



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



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Report: MEDIA QUICK PROFILE  
 Market: PBS/NPR RADIO FLORIDA MARKETS for NOV 2015/SEP 2016  
 Bases: ADULTS AGE 18+  
 Media: PUBLIC--RADIO  
 Base Population: 15,112,478

THE MEDIA AUDIT

## Florida Public Radio - Media Quick Profile

% in Media: 5.4



All Groups (Cume)  
 TOTAL

Media Persons: 813,065

Audience Profile (Cume)

Total Income: \$56,538,847,750

Mean Income: \$74,557

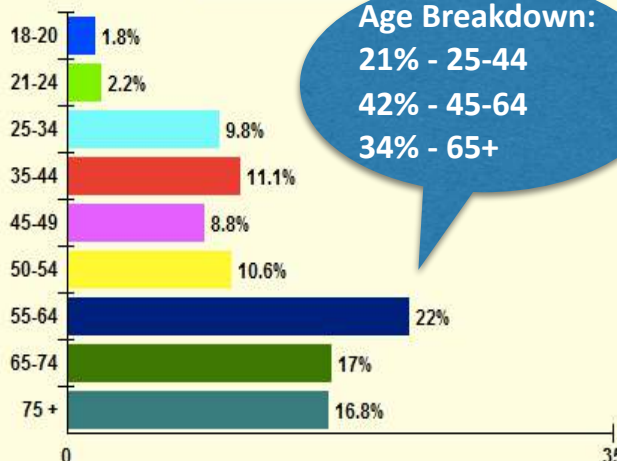
Mean Age: 56

Home Owners: 80%

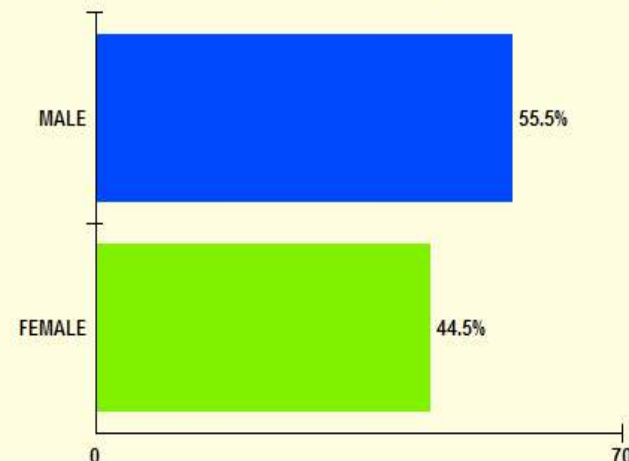
Mean Home Value: \$270,368

Mean Miles Past Week: 178

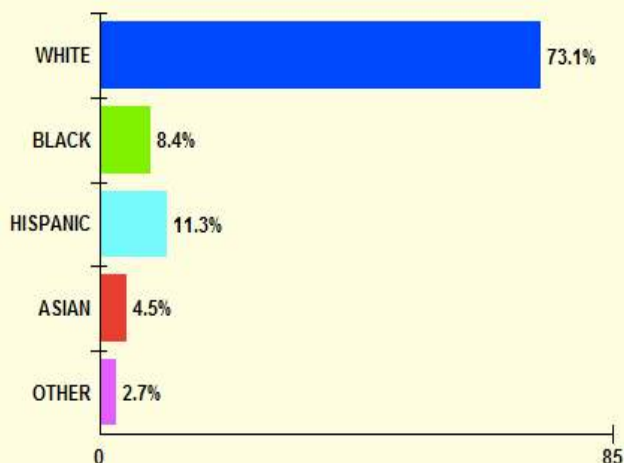
Age Analysis (Cume)



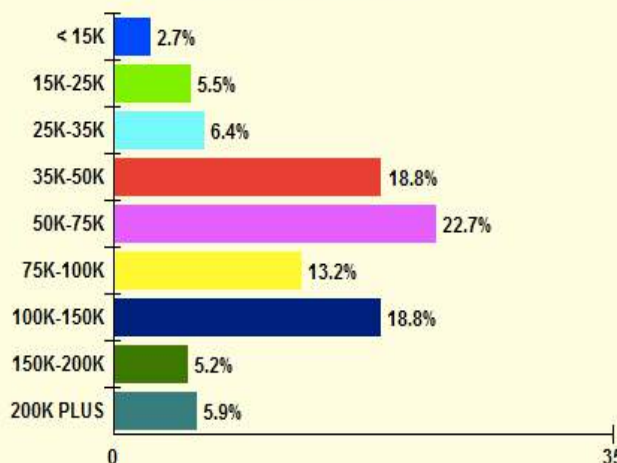
Gender Profile (Cume)



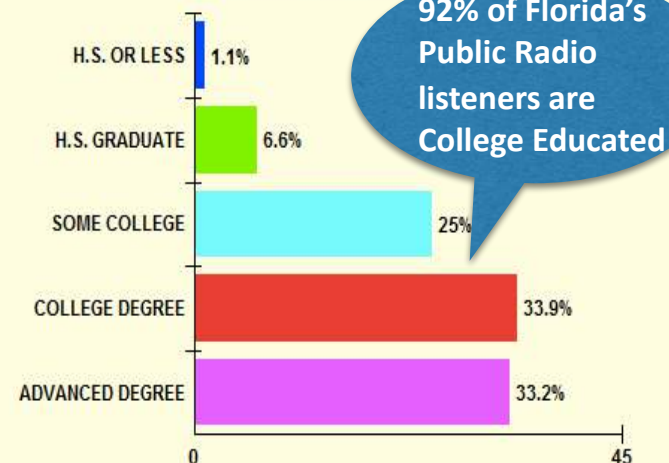
Ethnicity Profile (Cume)



Annual Income (Cume)



Education Profile (Cume)





## Sponsorship Benefits - Radio



- **FPREN/Underwriting messages - (2,400) :15 - :30 statewide messages *airing in AM Drive featuring the #1 Most Listened to News Program in America - Morning Edition* + BONUS between May 28, 2018 – Apr 28, 2019. 4-6 spots/weekly per station.**

(:20) Support for 90.7 News comes from Citizens Property Insurance, reminding its policyholders that Citizens has live representatives available 24-7 to assist with claims so they can be set on the road to recovery. More information is available online at Citizens F-L-A (dot) com and by following at Citizens F-L-A on twitter.

(:30) Support for (ex. 88.9) comes from Citizens Property Insurance, a proud sponsor of the Florida Public Radio Emergency Network. Following a loss, Citizens reminds its policyholders to Call Citizens First to stay in control of a claim. Citizens has live representatives available 24-7 to take claims and set policyholders on the road to recovery. More information on Citizens Property Insurance, including Hurricane tips and storm updates are available at Citizens F-L-A (dot) com and by following at Citizens F-L-A on twitter.

- **FPREN Promos - (1,885) :30 promo tags. Citizens will be featured from May 7-Nov 25, 2018 in 6 spots/weekly per station, 5 spots/weekly in Orlando.**



(:30) 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 Citizens F-L-A dot com.

**Estimated 11,062,300 Impressions for radio spots**  
**an increase of 3,299,700 impressions from 2017!**



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# FPBS

## The Association of Public Media in Florida

Florida Public Radio  
**FPREN**  
Emergency Network

### Sponsorship Benefits - TV Promos

Florida Public Radio  
**FPREN**  
Emergency Network

 **CITIZENS**  
PROPERTY INSURANCE CORPORATION

- **FPREN TV PROMOS with Citizens Tag - (725) :30** FPREN promo messages on FPREN TV stations - 5 spots a week per station.
- Promos will air May 7, 2018 – Nov 25, 2018 on all FPREN TV stations.



## Estimated 61,654,600 Total Viewers!



Florida Public Radio  
**FPREN**  
Emergency Network

Proudly supported on **wfsu** by...  
PUBLIC MEDIA

 **CITIZENS**  
PROPERTY INSURANCE CORPORATION



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### Sponsorship Benefits - Digital

- **Digital statewide coverage** between May 1, 2018 – Jan 30, 2019.
- Integrated **Web tile** on Citizens storm safety page statewide with link to page from home page. (Est. 1,326,976 Page Views Monthly)



#### Florida Public Radio Emergency Network Storm Center Severe Weather & Storm Tracking

RIGHT NOW RADAR MAPS TROPICS GET READY

Powered by **CITIZENS**  
PROPERTY RELEVANCE CORPORATION



- **Name Branding** of the FPREN forecast page appearing on all FPREN station websites.
- **Recognition** FPBS/FPREN social media, e-newsletters when available, and Facebook / Twitter

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



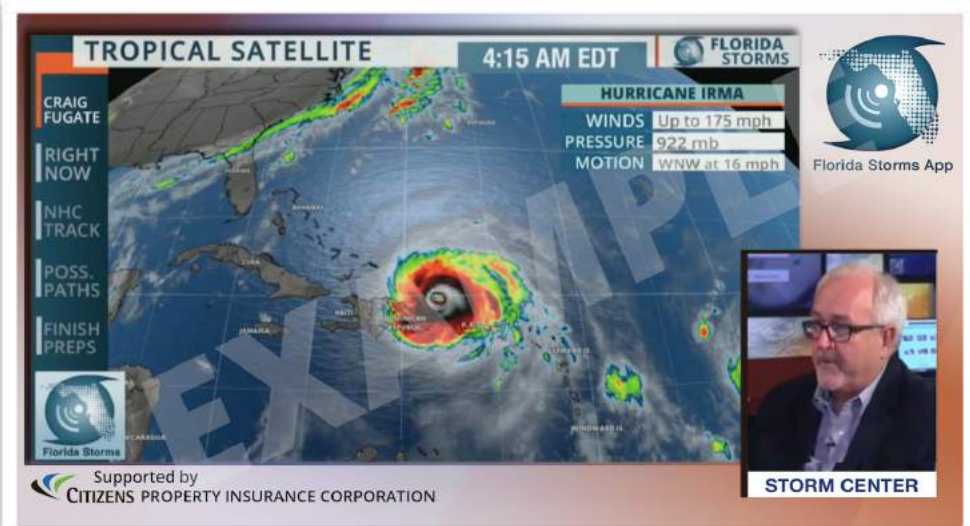
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## Sponsorship Benefits - Digital /Social Media

*Citizens will be branded in a minimum of 4 Facebook and/or Facebook live forecasts March-December in the form of an opening graphic, on set logo, in-forecast logo, or on-air mention.*

### Facebook Live Example



2017 Florida Storms Facebook and Facebook Live posts reached over 15 million users, 11 million post views & 3 million video views!

### Facebook forecasts example



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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.



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## Sponsorship Proposal Cost Totals - 5/1/18-4/28/19

Florida Public Radio  
**FPREN**  
Emergency Network



### Total Sponsorship package details: ***\$173,124 - Title Sponsor***

5,311 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

5/1/18-1/30/19 - Digital/Social Media Branding/Awareness

5/7/18-11/25/18 - FPREN Promo Awareness Radio/TV :30s

5/28/18-4/28/19 - Public Radio Morning Drive Underwriting Spots

Estimated TV/Radio audience listeners/viewers: 69 Million

Estimated 31 Million Digital/Social impressions

**Total Value of Package: \$382,948**



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