

ACTION ITEM

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 15, 2020 and ending April 23, 2023.

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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	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 \$613,824.
CONTACTS	Christine Ashburn, Chief of Communications, Legislative and External Affairs