

# ACTION ITEM

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Board of Governors Meeting, March 27, 2019

<b>CONTRACT ID:</b>	<b>Florida Statewide Title Sponsor 2019 (SS19-2002)</b> <b>RECOMMENDED VENDOR</b> Florida Public Broadcasting/Florida Public Radio Emergency Network
<b>BUDGETED ITEM</b>	Yes. Funding for this sponsorship is included in the 2019 Annual Operating Budget.
<b>CONTRACT AMOUNT</b>	<p>The cost of the sponsorship is \$174,564.</p> <ul style="list-style-type: none"><li>• Radio investment \$139,392<ul style="list-style-type: none"><li>○ Radio sponsorship messages – 2,400 spots</li><li>○ Radio promotions – 1,885 spots</li></ul></li><li>• Digital investment \$35,172<ul style="list-style-type: none"><li>○ Television promotions – 725 spots</li><li>○ Digital coverage – 189 total spots over 10 months</li></ul></li></ul> <p>An overview of the title sponsorship package as provided by Florida Public Broadcasting is included with this Action Item.</p>
<b>PURPOSE / SCOPE</b>	<p>This Action Item requests Citizens Board of Governors approval to enter into a sponsorship agreement with Florida Public Broadcasting for content via radio, television, digital and website within the Florida Public Broadcasting/Florida Public Radio Emergency Network (FPREN). Florida Public Broadcasting, Inc. is a non-profit organization of the 26 public radio and television stations in Florida. FPREN was created in 2015 to act as a statewide non-profit network of public radio and public television stations providing a public service to listeners and viewers before, during, and after a storm event.</p> <p>Citizens sponsored spots on these channels help to inform customers and stakeholders of current programs and initiatives at Citizens such as Call Citizens First. 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 greater number of customers and stakeholders through public media outlets they already monitor.</p> <p>All sponsored content on this network is restricted in nature to be purely informational without advertisement or direct call to action. Sponsorship provides direct support to public radio and television stations for airtime costs of Florida PBS learning initiatives, particularly the FPREN during hurricane season.</p>
<b>CONTRACT TERM(S)</b>	The title sponsorship is a one (1) year term starting April 29, 2019 and ending April 26, 2020.
<b>PROCUREMENT METHOD</b>	This single source (SS19-2002) was procured in accordance with Citizens' Purchasing Policy and s. 287.057, Florida Statutes. The single source was publically posted on March 8, 2019 and an opportunity for vendor inquiry and protest was provided.

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<b>RECOMMENDATION</b>	<p>Citizens staff recommends the Board of Governors:</p> <ul style="list-style-type: none"><li>a) Approve the Florida Statewide Title Sponsor 2019, Florida Public Broadcasting agreement not to exceed \$174,564 for the period of April 29, 2019 through April 26, 2020; and</li><li>b) Authorize staff to take any appropriate or necessary actions consistent with this Action Item.</li></ul>
<b>CONTACTS</b>	Christine Ashburn, Chief of Communications, Legislative and External Affairs

# FLORIDA PUBLIC MEDIA

Florida Public Radio  
**FPREN**  
Emergency Network



Florida Public Radio  
**FPREN**  
Emergency Network

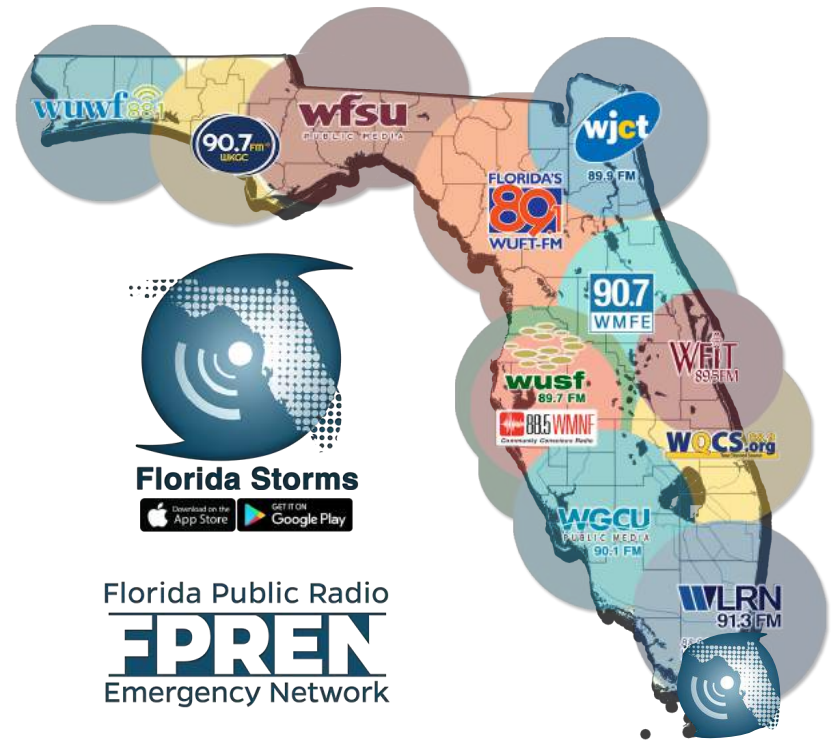
## Florida Public Radio Emergency Network ***FLORIDA STATEWIDE TITLE SPONSOR 2019***



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

## Another Active Hurricane Season!

The 2018 Atlantic hurricane season was the third in a consecutive series of above-average and damaging Atlantic hurricane seasons, featuring 15 named storms, 8 hurricanes, and 2 major hurricanes, which caused a total of over \$49.975 billion (2018 USD) in damages. The season officially began on June 1, 2018, and ended on November 30, 2018.



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



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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

Florida Public Radio  
**FPREN**  
Emergency Network

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	WKGC-FM	90.7	Panama City, FL	200	4,500	0.0
	Analysis Total			58,900	1,498,700	7.7



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## 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! Messages can be switched out throughout the year (48 week flight).



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## 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 27, 2019 – Apr 26, 2020. 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

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 24/7 by calling a live Citizens representative.

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 and more information is available online at Citizens F-L-A (dot) com or reported 24/7 by calling a live Citizens representative.

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 are available at Citizens F-L-A (dot) com and by following Citizens on social media.

- **FPREN Promos - (1,885) :30 promo tags. Citizens will be featured from May 6-Nov 24, 2019 in 6 spots/weekly per station, 5 spots/weekly in Orlando.**

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

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.



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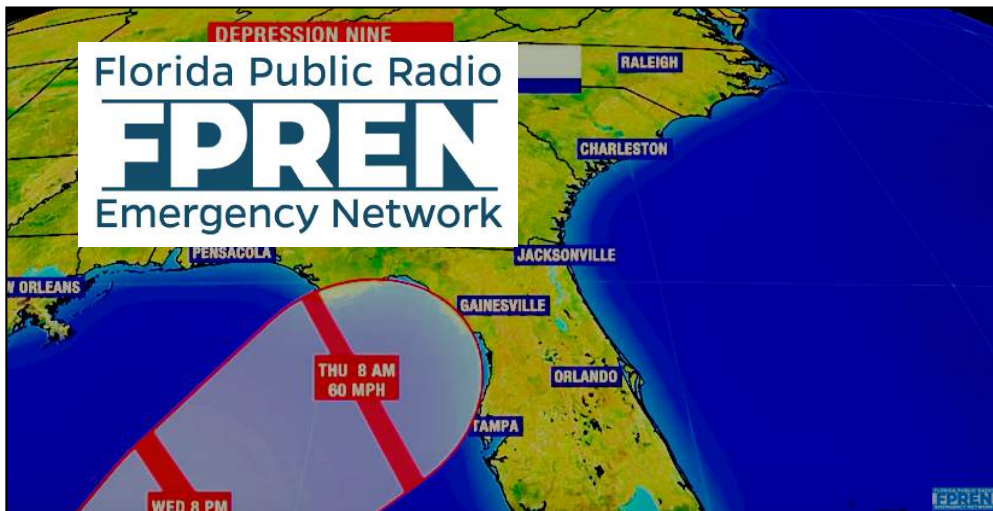
## Sponsorship Benefits - TV Promos



- **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 6, 2019 – Nov 24, 2019** on all FPREN TV stations.



Estimated 61,823,700 Total Viewers!



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## Sponsorship Benefits - Digital

- **Digital statewide coverage between April 29, 2019 – Feb 2, 2020.**
- Integrated **Web tile** on Citizens storm safety page statewide with link to page from home page. *(Est. 1,411,367 Page Views Monthly)*
- **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

### Florida Public Radio Emergency Network



FLORIDA STORMS ALERTS MAPS HELP



\* 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 March-December 2019 in the form of an opening graphic, on set logo, in-forecast logo, or on-air mention.*

Facebook Live Example  
Facebook/Facebook Live:



Actual screenshot of Facebook forecast '18 opening



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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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Florida Public Radio Emergency Network  
***FLORIDA STATEWIDE TITLE SPONSOR 2019***

Sponsorship Dates - 4/29/19-4/26/20

**Total Sponsorship package details:**

***\$174,564 - 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

**4/29/19-2/02/20 - FPREN Statewide Public Media Digital Branding**  
**5/06/19-11/24/19 - FPREN Statewide TV/Radio :30 Tagged Promos**  
**5/27/19-4/26/20 - FPREN Statewide Radio Underwriting Spots**

*Estimated TV/Radio audience listeners/viewers: 69 Million*  
*Estimated 35 Million Digital/Social impressions*

**Total Value of Package: \$389,266**



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