

Welcome to the Webinar!

- Webinar will be 60 minutes in length with time for questions
- Audio is through your telephone or computer microphone & speakers
- The webinar phone line will be muted during the presentation because we are recording
- Questions can be typed in throughout the webinar and will be answered at the end by the speakers

Alliance
for Water
Efficiency

Webinar Speakers

- Mary Ann Dickinson
Alliance for Water Efficiency
- Craig Bean
Texas Association of Broadcasters
- Carole Baker
Texas Water Foundation

Alliance
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Efficiency

Background

- Alliance for Water Efficiency has an Education and Outreach Committee
- Last year the committee learned about the Texas water utility partnership with the Texas Association of Broadcasters
- AWE wanted to present their story as an example of what you can do in your state
- A small investment for incredible media coverage!

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Texas Association of Broadcasters ...



Public Service with Proven Results

A Presentation to

Alliance for Water Efficiency

Your Public Service Partner!

Texas Association of Broadcasters ... 

**Non-
Commercial
Sustaining
Announcement**



Sometimes called PEP (Public Education Partnership)

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Only available to:

- **State agencies**

OR

- **Non-profit organizations**

WITH

- **A public service message**

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Statewide Outreach

- Radio and television airtime across the state
- Distributed by your state association to stations across the state

So...

- NCSA = Documented Results
- PSA = Unpredictable Coverage

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MONITOR	MKT SZ	1=LgTV	2=MeTV	3=SmTV	4=MeR	5=LgR	6=MeR	7=SmR	CALL LETTERS							
Call Letters	ARB/NSI Market	Rate	MKT SZ	January	February	March	April	May	June	July						
KTAB-DT	Abilene-Sweetwater	\$50	3	16	\$800	20	\$1,000	17	\$850	16	\$800	16	\$800	12	\$600	\$0
KIDZ-TV	Abilene-Sweetwater	\$60	3		\$0	20	\$1,200	6	\$360	6	\$360	6	\$360	6	\$360	\$0
KTXS-TV	Abilene-Sweetwater	\$75	3	8	\$600	8	\$600	1	\$75		\$0	1	\$75	3	\$225	\$0
KXVA-DT	Abilene-Sweetwater	\$60	3	6	\$360	27	\$1,620	6	\$360	6	\$360	6	\$360	6	\$360	\$0
KTAB-DT2	Abilene-Sweetwater	\$25	3	1	\$25	14	\$350	14	\$350		\$0		\$0		\$0	\$0
KRBC-DT2	Abilene-Sweetwater	\$25	3	1	\$25	22	\$550	22	\$550		\$0		\$0		\$0	\$0
KRBC-DT	Abilene-Sweetwater	\$50	3	16	\$800	27	\$1,350	18	\$900	17	\$850	17	\$850	20	\$1,000	\$0
KORQ-FM	Abilene-Sweetwater	\$20	6	12	\$240	27	\$540	28	\$560	35	\$700	27	\$540	32	\$640	\$0
KFNA-FM	Abilene-Sweetwater	\$20	6	24	\$480	56	\$1,120	56	\$1,120	68	\$1,360	56	\$1,120	64	\$1,280	\$0
KUPT-TV	Albuquerque-Lubbock	\$50	2		\$0	16	\$800	12	\$600	11	\$550	11	\$550	13	\$650	\$0
KCPN-DT	Amarillo	\$20	2		\$0	8	\$160	6	\$120	11	\$220	3	\$60	1	\$20	\$0
KZBZ-TV	Amarillo	\$50	2		\$0	28	\$1,400	17	\$850		\$0		\$0		\$0	\$0
KAMR-TV	Amarillo	\$65	2		\$0	2	\$130	1	\$65		\$0	1	\$65		\$0	\$0
KCIT-TV	Amarillo	\$50	2		\$0	2	\$100	4	\$200	6	\$300	3	\$150	1	\$50	\$100
KFDA-DT4	Amarillo	\$10	2	13	\$130	11	\$110	59	\$590	90	\$900	35	\$350	88	\$880	\$360
KFDA-TV	Amarillo	\$50	2	15	\$750	28	\$1,300	22	\$1,100	9	\$450	3	\$150	8	\$300	\$400
KFDA-DT3	Amarillo	\$20	2	29	\$580	15	\$300	14	\$280	2	\$40	14	\$280	39	\$780	\$460
KTMO-TV	Amarillo	\$15	2	119	\$1,785	139	\$2,085	84	\$1,260	87	\$1,305	53	\$795	59	\$885	\$0
KXGL-FM	Amarillo	\$25	5	34	\$850	13	\$325	21	\$625	34	\$850	7	\$175	23	\$575	\$0
KGNC-FM	Amarillo	\$25	5	40	\$1,000	39	\$975	51	\$1,275	48	\$1,200	7	\$175	26	\$650	\$0
KGNC-AM	Amarillo	\$25	5	37	\$925	43	\$1,075	56	\$1,400	39	\$975	7	\$175	19	\$475	\$0
KQTY-FM	Amarillo	\$9	7	24	\$216	36	\$324	37	\$348	37	\$348	32	\$321	49	\$441	\$72
KQTY-AM	Amarillo	\$9	7	65	\$585	99	\$891	93	\$837	93	\$837	95	\$855	106	\$954	\$1,026
KNVA-TV	Austin	\$250	1		\$0	9	\$2,250	60	\$15,000	33	\$8,250	40	\$10,000	44	\$11,000	\$7,000
KXAN-TV	Austin	\$300	1		\$0	8	\$2,400	46	\$13,800	6	\$1,800	11	\$3,300	10	\$3,000	\$900
KVUE-DT2	Austin	\$150	1	2	\$300		\$0		\$0		\$0		\$0		\$0	\$0
KVUE-TV	Austin	\$250	1	3	\$750	6	\$1,500	11	\$2,750	1	\$250	10	\$2,500	8	\$2,000	\$0

Your Public Service Partner!

Texas Association of Broadcasters ...



Multiplies Your Budget!

- Most states promise to multiply your budget by **THREE TIMES** the distribution fee in documented airtime
- Get a statewide campaign for a fraction of what it would cost you to purchase the time from even the top radio and television stations in your state
- Know the months your campaign will air

Your Public Service Partner!

Texas Association of Broadcasters ...

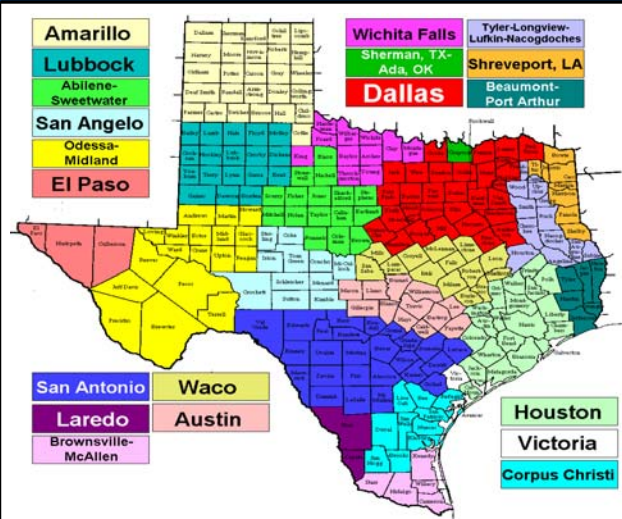


Texas Sample Three Month Paid Schedule (on two or three stations in each market)

<u>Market</u>	<u>Radio</u>	<u>Television</u>
Houston	\$37,500	\$56,250
Dallas-Fort Worth	\$30,000	\$45,000
San Antonio	\$25,000	\$37,500
Austin	<u>\$20,000</u>	<u>\$30,000</u>
SUB-TOTAL:	\$112,500	\$168,750
TOTAL:		\$281,250
3-Month NCSA		\$80,000- \$100,000

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TAB


1,200+ Stations:
 300 AM
 700 FM
 250 TV

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The map shows various regions in Texas, each with a color-coded legend:

- Amarillo** (Yellow)
- Lubbock** (Light Blue)
- Abilene-Sweetwater** (Light Green)
- San Angelo** (Light Purple)
- Odessa-Midland** (Yellow)
- El Paso** (Pink)
- Wichita Falls** (Purple)
- Sherman, TX-Ada, OK** (Green)
- Dallas** (Red)
- Tyler-Longview-Lufkin-Nacogdoches** (Light Blue)
- Shreveport, LA** (Light Green)
- Beaumont-Port Arthur** (Light Blue)
- San Antonio** (Light Blue)
- Waco** (Light Green)
- Laredo** (Light Purple)
- Brownsville-McAllen** (Light Purple)
- Austin** (Light Green)
- Houston** (Light Green)
- Victoria** (Light Green)
- Corpus Christi** (Light Green)

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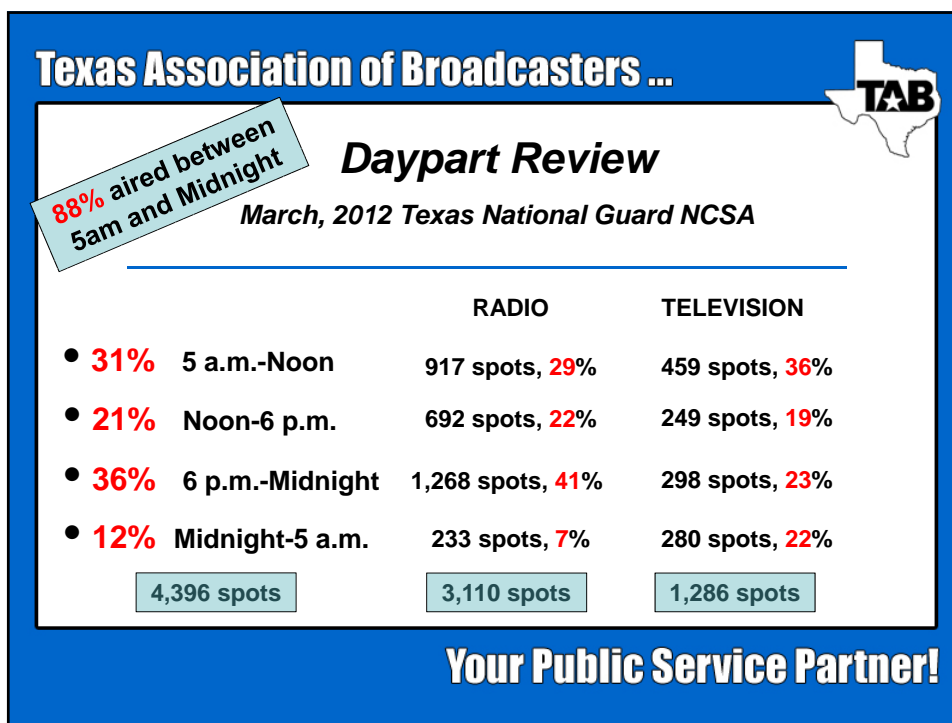


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NCSA Benefits

- **Multiply your budget**
- **Documented results**
- **Monthly reports**
- **Airtime requested from 5 a.m. through midnight**

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A Couple of Restrictions

- No political or issue messages
- No announced candidates campaigning for public office or elected officials who plan to run within a year

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Our NCSA Sponsors



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State Association takes care of:

- **Duplication (no production)**
- **Distribution**
- **Reporting**

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Announcement Suggestions

- **English & Spanish versions**
- **Various lengths**

Radio

:30

:60

TV

:30

:20 or 15

:10

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Proven Record: Texas

- 157 campaigns since 1994
- 54 campaigns – past 5 years
- \$43.5 Million in airtime – past 5 years

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For further info:

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From the Funder

- 3 Month statewide Campaign for TV & Radio in both English & Spanish
- Received monthly reports showing where all spots were aired & value of those spots
- \$80,000 translated to almost \$1 Million in value
- Spots were aired in metro areas, but also many small cities & rural areas got coverage from 141 participating stations

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Raising the Money

- \$80,000 was needed
- The first contribution: \$40,000 but had to be matched
- The match built with contributions varying in size from \$1,000 to \$10,000
- An extra \$30,000 had to be raised to pay for the original radio spots (English & Spanish)

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Everyone Pulled Together

- Texas in a serious drought
- Important to have a statewide uniform message
- Everyone understand the importance of this and considered the campaign a good investment
- North Texas MWD allowed use of their TV spots, with payment of a small licensing fee
- It was a group effort!

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In Closing.....

- Got any questions? Type them in!
- A PDF of the presentation as well as the recorded webinar will be posted online at www.a4we.org/webinars.aspx
- Join our next webinar on **March 11** for the latest news on the AWE Never Waste Consumer Media campaign

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**Thank You for
Attending the
Webinar!**



Alliance for Water Efficiency

To promote the efficient and sustainable use of water

www.a4we.org (866) 730-A4WE
TOLL-FREE

