

KBTXMedia

2021 Water Conservation Tips Campaign



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Campaign Concept

- A series of 1 minute segments promoting various water conservation tips for the general public
- Each segment addresses a different conservation tip or idea designed to promote water conservation
- Segments feature different water conservation experts or sources to promote the combined community effort
- Each segments have the same graphic look and end with the web resource for more information

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GROUNDWATER CONSERVATION DISTRICT



Campaign Flights & Placement

- 2021 campaign would start January 1 and run for 12 consecutive months, ending December 2021
- TV Spot Placement – based on 2 weeks in the month per month:
 - Every Wednesday during CBS This Morning
 - One Tuesday and every Thursday during News at Noon
 - Every Friday during Brazos Valley This Morning
 - Every Saturday in News at 6 Saturday
 - Segments air a total of 7 times each month on KBTX
 - \$1,270 per month based on 4 week month
- 1/3 Ad in our 2021 Friday Football Fever Magazine
 - Friday Football Fever Magazine is this area's complete guide to High School Football Teams with season schedules and profiles of each team in our region. The magazine also includes season schedules for Texas A&M, SHSU, Blinn and Prairie View, with dedicated pages highlighting this season's schedules for the Texans and Cowboys.
 - 10,000 printed and distributed to Brazos County and surrounding areas
 - 40,000 impressions on KBTX.com included!

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Digital Campaign Elements

- Water Conservation Campaign web page on KBTX.com for Brazos Valley Groundwater Conservation District



- Web page includes all water conservation tip segments for additional viewing
- Brazos Valley Groundwater Conservation District logo and web ad on page
- 50,000 digital ads per month on KBTX.com for \$500 per month

Brazos Valley Groundwater Conservation



Cycle and Soak Procedure

Today we want to talk about an irrigation process called 'cycle and soak'



Plant Management

The population of Texas is growing. More households and business mean an increased demand for our water.

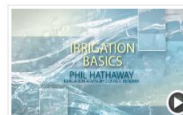


Irrigation Equipment

Adjust your water schedule regularly to conform to seasonal weather conditions. Watch the video above for more information.

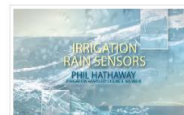


Conservation Tips



Irrigation Basics

The key to watering lawns is to apply water infrequently, yet thoroughly.



Irrigation Rain Sensors

State and local law requires the installation of a rain sensor on all new automatic landscape irrigation systems.



Irrigation Applications

One of the best ways to sustain a healthy lawn is to promote a deep root system through proper irrigation application.



- linking to www.brazosvalleygcd.org



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Production of Segments

- Twelve one minute segments produced and available for use throughout duration of campaign
- Additional segments produced at a cost of \$250 per segment
- Production includes interviews with different water experts, b-roll footage necessary, and all graphic elements
- Production schedule will be dependent on the availability of spokespeople. Any additional segments can be taped as needed throughout duration of campaign
- Conservation tip topics will be provided by BVGCD
- KBTX Creative Services will finalize one minute "scripts" for review and approval by BVGCD
- "Scripts" will also consist of interview quotes. KBTX Creative Services will work up scripts based on the concept and quotes given.

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PSA Offer

- As part of this effort, and with a 2021 agreement between KBTX Media and BVGCD, KBTX will add additional PSA placement of these 1:00 vignettes to air on a broad rotation basis on KBTX & CW8. These vignettes will be placed as inventory permits throughout the entire campaign.

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Campaign Summary

· Monthly TV & Web Campaign on KBTX	\$ 21,240
· Monthly billing varies depending on spot frequency.	
· Production of new one minute segments	\$ 0.00
· Cost is per segment.	
· Production costs to be billed as new segments are needed.	
· PSA Campaign on KBTX & CW8	\$ 0.00
 Total 2021 Water Conservation Campaign:	 \$ 21,240.00

Total Impact – 722,310 people reached at \$0.02 per person!

Agreed to by:

Alan Day, BVGCD

Date



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