

OUTREACH OPPORTUNITIES WITH PEP

...and why you can't afford to ignore them

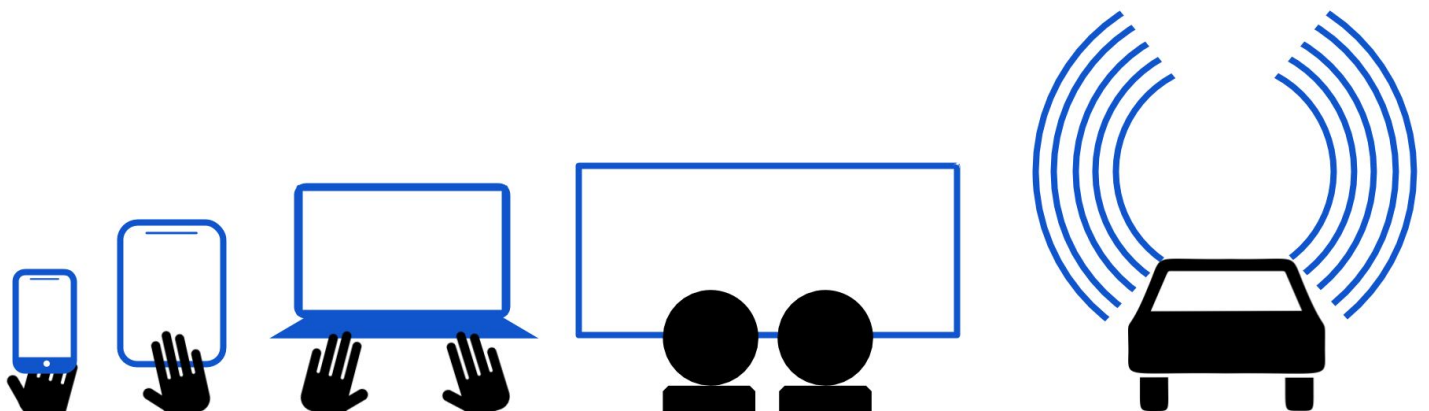
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The Public Education Program (PEP)

The Public Education Program (PEP) is a unique initiative offering nonprofits and government entities affordable, efficient and comprehensive statewide outreach on broadcast radio and TV stations across Tennessee...plus more!



So, what exactly is PEP?

A PEP message falls somewhere between the paid-advertising of a traditional commercial and the free-advertising of a Public Service Announcement (PSA). Traditional advertising production and placement is often not affordable for government and nonprofits. On the opposite end, a PSA costs nothing, but also offers no guaranteed coverage or measurable tracking.

Through PEP, radio and TV stations throughout the state, large and small, air PEP announcements as part of their contribution to their trade association, the Tennessee Association of Broadcasters. (297 stations in Tennessee are TAB members.) TAB then makes the airtime available to qualified nonprofits and government organizations. The stations gladly air the spots to support TAB and to make important messages available to the public. There's a cost for the announcements, but PEP participants receive at least 3-times the value of the spots that air. (Often, the ratio is higher.)

PAST PEP PARTICIPANTS

Army National Guard
Blue Cross Blue Shield Foundation
Hospitality Tennessee
Operation Lifesaver
Street Grace – Eyes Up Human Trafficking
Tennessee Adult Education
Tennessee Chamber of Commerce
Tennessee Dept of Commerce & Insurance
Tennessee Dept of Consumer Affairs
Tennessee Dept of Health
Tennessee Dept of Tourist Development
Tennessee Dept of Public Safety
Tennessee Dept of Revenue
Tennessee Disabilities Coalition
Tennessee Emergency Management
Tennessee Fire Marshal's Office
Tennessee Gas Association
Tennessee Healthcare Association
Tennessee Housing Development Agency
Tennessee Stormwater Association
United States Coast Guard
United Way
Youth Villages

The broad reach of PEP

Boards, bosses, and legislators are demanding when it comes to public outreach. They expect a lot of ground covered in a short amount of time...for very little money. Meanwhile, your “customers” have seemingly unlimited choices about where they seek information and entertainment in today’s world. So where should you invest your limited marketing budget?

A strong website along with social media, email, and direct mail can help. However, the fact is, despite competition from online content, radio and TV remain powerful forces when it comes to an effective advertising platform, particularly in today’s environment. The case is compelling, and stays strong. A few recent facts....

Couple these facts with the fact that PEP stations cover every nook and cranny of the state. This is clear through the coverage maps of TAB member stations (next page). Our stations cover 6,675,088 people in Tennessee and another 5.3-million in surrounding states, based on Census numbers. The following is a coverage map. As you’ll see, the coverage is heavy.

LOCAL

88% believe radio’s top attribute is its local feel. ^[1]

TRUST

83% of people surveyed in 2020 said they trust the news they see on local broadcast TV News. ^[2]

50% believe broadcast TV news gives them the best information and updates on the COVID-19 pandemic.

Cable TV news was a distant second at 25%; social media an even more distant third at 13%. ^[3]

MUSIC!

Radio remains “king of the road” as the preferred medium for music. ^[4]

Radio continues to deliver the most “reach.” ^[5]

[1] Tech Survey 2020 – Jacobs Media

[2] Television Bureau of Advertising/Dynata Coronavirus Media Usage Study, April 2020

[3] Ibid

[4] Infinite Dial 2020 Study – Edison Research/Triton Digital

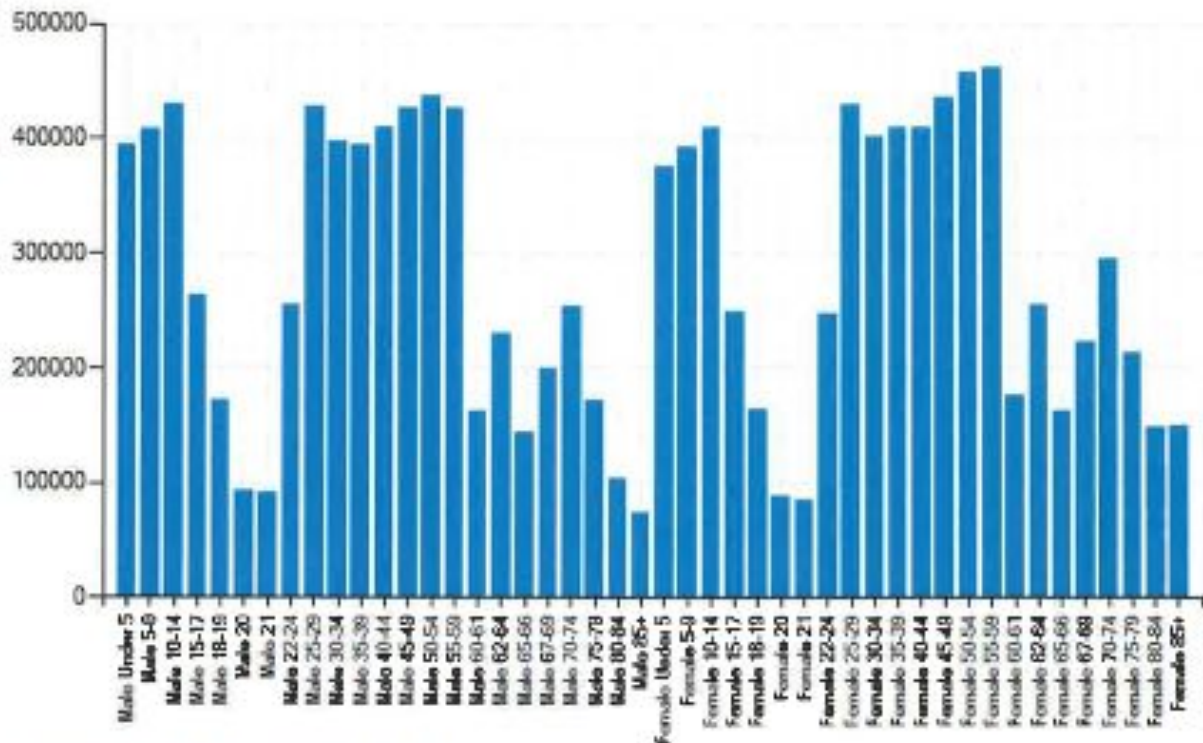
[5] Nielson Total Audience Report, August 2020

Demographics

Another way to look at it is based on demographics of the people who are covered by our stations.



Demographic Profile for Selected Coverage Area (000)



Surprising value

While there is no guarantee of spot times or frequency, PEP promises that for every \$1 you spend, you will receive a **minimum** of \$3 worth of airtime. Often, the ratios are higher.

PEP asks for a minimum investment of \$10,000 per month for at least three months. Campaigns can be TV-only, radio-only, or a TV/Radio combination. Discounts can be negotiated based on contract length. Costs vary for other services such as Public Service Announcements, community engagement tools, earned media, outreach strategy and digital media. In some cases, there's no charge!

One of the best features of PEP is how easy TAB will make it for you to maximize the value you receive. Throughout the campaign, you'll receive reports from TAB that will highlight essential information, including the number and total value of your PEP announcements that aired. In the example shown below, the PEP partner paid \$16,667 for the month of May, and received \$78,945 in airtime . . . a 5 to 1 ratio. The reports also show the specific stations that aired the spots, the daypart aired, and the value of the spots aired on each station.

**TAB
HANDLES
ALL DETAILS
&
OFFERS
ADDITIONAL
SERVICES**

- ✓ message distribution
- ✓ client billing
- ✓ execute start-orders with stations
- ✓ collect affidavits from individual stations to confirm airing of your commercial
- ✓ provide "talking points" to our member stations so they can consider your messages beyond PEP

Tennessee Association of Broadcasters
Client: TDCI & TNAG
May, 2020 Billing



Media	Total Spots by Daypart						Total	
	Morning 5a-Noon	Afternoon Noon-5:59p	Evening 6p-10:29p	Late Night 10:30-11:59p	Time N/A	Overnight Mid-4:59a	Spots	Value
TV	7	6	6	3	513	33	568	\$38,400
Radio	310	182	185	91	81	668	1,517	\$40,545
Total	317	188	191	94	594	701	2,085	\$78,945

Total spots aired:	2,085
Total investment by client:	\$16,667
Total value of airtime: (Includes \$18,109 in Overnight value, or 23% of total.)	\$78,945
Media value return on investment (guaranteed 3 to 1):	5 to 1
Average cost per spot:	\$7.99

Are you eligible?

- ❑ PEP opportunities are only available to qualified nonprofits or government entities.
- ❑ Your message should contain a public awareness issue and preferably cut across all demographics.
- ❑ It may not have a legislative agenda.
- ❑ It should be relative statewide.

Inventory is limited. Depending on the number of PEP participants at a given time, it is possible you might have to wait for an opening. Generally speaking, our PEP partners produce their own messages (30 or 60 seconds, including a five-second tag - Paid for by [your organization] and aired in cooperation with the Tennessee Association of Broadcasters and this Station.) The tag may be visual only for TV content.

Let's get started

CONTACT
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PEP partners often marvel at how simple and effective it is, and they keep coming back. Even if you don't currently have the budget, PEP is worth exploring. It starts with a conversation with Rick Wimberly, who manages the PEP initiative for the TAB. He'll walk you through the program, answer questions, and be your guide throughout.

