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Subject: possible plan and notes for statewide One SC PSA buy

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Hi Rob and Chaney! Great speaking with you just now.

Here are some detailed notes from our media buyer, Buonasera Media, that we hope will be helpful in determining your budget for statewide ad buys for the One SC PSA. The suggested plan for buying cable is toward the bottom. Thanks!

#### Ad Buys/Asks for Airtime

- TV

- IDEAL WORLD: For straight buys, to be effective and land solid time slots, statewide budget needs to be roughly \$60,000. Midlands only is more like \$15,000.
  - Buonasera Media is typically able to work out a 1:1 matching deal with stations. (For example, if a buy with one station is \$5K, then the ad value achieved will be closer to \$10K. Slightly less if it's a very busy season such as political season now/upcoming.)
  - An appeal with no cash buy attached will not yield very effective results, unfortunately, particularly once we get into January and February political ad high season. Dec. not much better.
    - Ad would go into standard, FCC-mandated PSA rotation, meaning it might air once a week in busy seasons like this one.
  - An appeal with \$5000-\$6000 spread across statewide outlets will not do much good and in fact will not yield much different results than an appeal with no cash.
    - Ad would still get less-than-ideal placement and rotation. (Read: once per week, in wee hours.) Not worth it to try and spread that statewide; would have little to no effect on placement.
  - Rough price range for air time
    - Prime time
      - Columbia market, \$500-\$1000 per 30 sec (market size 78)
      - Slightly less in CHS and Flor/MB (market size 90-100)
      - Slightly more in GSP (market size 35)
    - Notably, prime time in mid-Dec. to mid. Jan is less valuable b/c prime time shows go into repeats, but prices are similarly high
      - Not worth buying that price range
    - Better to consider buying during news, such as WIS 6pm, which is more like \$350-400 per 30 sec.
- Buonasera Media would be happy to help with asks for airtime for PSA. Dependent upon asks

- \*also\* coming from Governor's Office. A multi-tiered approach is important.
- Radio
  - Broadcast radio probably not as effective for direct call to action ads, since people listen while driving.
  - However, Pandora and Spotify would be a good fit. People do convert via streaming music ads.
    - Conversely, Hulu ads not as good for conversions b/c people are busy watching on devices
    - Cost benefit is better for streaming radio vs. Hulu or similar video service, too. Cost per thousand for Pandora is 13-15, whereas cost per thousand for Hulu is more like 35.
    - Minimum spend is typically \$5K, FYI.
- Fundraising vs. TV time (these are estimates, not guarantees):
  - If one-month goal is \$300,000, expect to spend 20% of that on TV ad buys statewide.
- SUGGESTED PLAN
  - (Scaled for \$300,000 fundraising goal; would need to increase for higher goals)
  - Buy \$25,000 in cable TV ads statewide (which is more like 12% of goal)
  - Make asks for comp airtime to all broadcast affiliates
    - These asks need to happen Dec. 14-18
      - Otherwise station directors will be gone for holiday
        - We already know that iHeart radio director is taking Xmas week off, for example.
        - Update: asks can start the week of Jan. 4
  - Round up some signed collectibles from Advisory Board members that Buonasera Media can give as gifts to station/network directors on ask visits
    - Footballs signed by coaches, etc.
  - Do similar round of asks for radio and provide stations with 15 and 30 second audio files
  - Integrate with PR campaign to book on-air interviews with TV and radio stations
  - Integrate with social media campaign to help spread videos and calls to action
    - Include ad buy for Facebook promoted post ads. Only \$500 for one month could be highly effective.
  - Call to action idea for PSA content:
    - Any size donation will help; nothing is too small.
    - What can a \$25 donation buy? Paint for a family room.
    - What can \$50 buy? Sheet rock for a grandmother's kitchen.
    - What can \$100 buy? Flooring for a child's bedroom.
    - Give to the One SC Flood Relief Fund and make a direct impact on South Carolina's rebuilding process.
  - For higher goals under this plan, cable TV buy would scale upwards like so:
    - If there \*is\* \$50,000 or more to spend, we would probably recommend retooling the plan to include broadcast TV to take advantage of top time slots during local news in Dec/Jan, and then prime time in late Jan and beyond.
- Buonasera comments:
  - The main note is that if One SC were able to find something in the \$50-\$75,000 range, they would be guaranteed some minimal presence on broadcast, which would definitely help increase their reach in each market (as opposed to cable, which is more of a frequency medium).
  - However, the \$25K cable plan with broadcast asks could be a reasonable option knowing

- ◦ possible budget restraints.

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