

2003 Public Service Announcement

Broadcast 30-second Public Service Announcement about human impacts to storm water on locally-viewed television

Activity Title: Television Public Service Announcement

Activity Description: The Miami Conservancy District partnered with the national nonprofit organization River Network and the local media to create a campaign informing residents of their connection to local streams. The result was a campaign that included two public service announcements for television which aired over 700 times. In addition to reaching residents of the 51 Phase II regulated communities who will save the expense of implementing the program individually, we were able at no added cost to reach Montgomery, Greene, Butler, Preble, Darke, Miami, Shelby, Champaign, Logan, Mercer, Clark, and Warren counties as well as the western side of Hamilton County.

Start Date: 9/5/2003 **End Date:** 10/30/2003

Result Statement: Based on information from our media partners, we estimate conservatively that 350,000 individuals saw or heard one or more pieces of the RiverSmart campaign this fall. The RiverSmart TV public service announcement is viewable via the Miami Conservancy District website at <http://www.miamiconservancy.org/water/riversmart.asp>

Type of Media	Name of Media Outlet	Duration	Frequency	Reach	Budget	Cost per viewer
TV	Time Warner Cable	9/15/03 – 10/5/03	522 times (3.1)	111,000 (61.8)	\$ 3981.00	\$.04
TV	WDTN-Channel 2	9/5/03-10/30/03	99 times (4.8)	240,000 (63.2)	11,945.00	\$.05
Radio	WHKO-99.1 WHIO-1290	9/8/03 – 9/21/03	48 times (2.6)	91,087 (22.2)	2,790.00	\$.03
Print	Brown Publishing Co. (10 different community papers)	10/22/03 – 10/30/03	20 times		3,495.00	
Print	Springfield	10/19-10/27/03	4 times	40,000	900.00	\$.02
Brochure	Printing house	Ongoing	5000 pieces	5000	538.00	\$.10

RIVERSMART TELEVISION AD SCRIPT with Revisions for MCD

SCENE OF A TREELINE IN THE DAY

Fade in on KATE and DAVE, sitting in a boat with fishing poles and tackle. They are shot from low angle so we don't see the water, only the treeline and sky. Camera dollies slowly around them, and bobs a little to reinforce the sense of water.

KATE

Boy, times have changed.

Miami Conservancy District's Stormwater Activities

DAVE

Uh huh.

KATE

Seems like people do things everyday that can harm the water we drink.

DAVE

Uh huh.

DISSOLVE TO:

SERIES OF SHOTS

AS KATE SPEAKS, MONTAGE OF PEOPLE USING WATER:

(Each version of the ad shows 3 different scenes from this list)

- Washing a paint brush
- Changing the motor oil
- Pesticide sprayer

KATE

You know, what soaks into the ground or runs down gutters and storm drains can pollute our water.

DAVE

Uh huh.

DISSOLVE TO:

SCENE OF A TREELINE IN THE DAY

Cut to back to KATE and DAVE in their boat.

KATE

So what should people do **about that?**

CUT TO:

CLOSE-UP OF DAVE

DAVE

Well I'd say we all need to be RiverSmart.

DISSOLVE TO:

WIDE SHOT OF TREELINED SUBURBAN STREET

KATE and DAVE'S boat is revealed to be sitting in the middle of a green treelined suburban street.

All around them we see the people from the series of shots changing oil in the driveway, cleaning paintbrushes, spreading pesticides, etc.

ANNOUNCER

No matter where you live, your rivers are closer than you think. Be smart about the things you do at home.

DISSOLVE TO:

RIVERSMART and "Presented by SWISS RE" LOGOS on black screen with URL.

BE SMART ABOUT THE THINGS YOU DO AT HOME:

ANNOUNCER

Be RiverSmart. To learn more, visit RiverSmart.org.

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WDTH TV2 SALES

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LIN-TV Spot Placement by Line, Date, Time From: 09/01/03 To: 10/26/03

Contract: 36595 Estimate #: Starting on: 9/1/2003
 Advertiser: MIAMI CONSERVANCY I Description: River Smart Ending on: 10/26/2003
 Agency: MIAMI CONSERVANCY I Proposal #: Selected Lines: ALL

Spot ID	Date	Day	Schedule	Time	Exc. Reas. / ISCI	Length	House #	Brand	Spot Type
Line: 1	WDTH	M - Su			6W 05:00:00 a - 08:00:00 p	\$0.00		Time Buy	
1919645	09/15/03	M	exception		N/A AE Notified	:30		GOVERNMENT	PSA
1919642	09/15/03	M	exception		N/A AE Notified	:30		GOVERNMENT	PSA
1919643	09/15/03	M	exception		N/A AE Notified	:30		GOVERNMENT	PSA
1919646	09/16/03	T	exception		N/A AE Notified	:30		GOVERNMENT	PSA
1919641	09/17/03	W	exception		N/A AE Notified	:30		GOVERNMENT	PSA
1919644	09/21/03	Su	Regular	06:10:00 a		:30		GOVERNMENT	PSA
1919648	09/30/03	T	Regular	05:19:05 a		:30		GOVERNMENT	PSA
1919647	10/01/03	W	Regular	04:05:30 p		:30		GOVERNMENT	PSA
1919649	10/02/03	Th	Regular	09:30:00 a		:30		GOVERNMENT	PSA
1919651	10/03/03	F	Regular	07:50:00 p		:30		GOVERNMENT	PSA
1919652	10/04/03	Sa	Regular	07:28:36 a		:30		GOVERNMENT	PSA
1919650	10/05/03	Su	Regular	06:28:20 p		:30		GOVERNMENT	PSA
1923282	10/06/03	M	Regular	12:16:00 p		:30		GOVERNMENT	PSA
1923281	10/08/03	W	Regular	10:50:30 a		:30		GOVERNMENT	PSA
1923284	10/09/03	Th	Regular	10:50:30 a		:30		GOVERNMENT	PSA
1923285	10/10/03	F	Regular	12:45:00 p		:30		GOVERNMENT	PSA
1923280	10/11/03	Sa	Regular	07:58:36 a		:30		GOVERNMENT	PSA
1923283	10/12/03	Su	Regular	10:28:36 a		:30		GOVERNMENT	PSA
1919655	10/13/03	M	Regular	09:15:00 a		:30		GOVERNMENT	PSA
1919653	10/14/03	T	Regular	10:50:30 a		:30		GOVERNMENT	PSA
1919658	10/15/03	W	Regular	09:45:00 a		:30		GOVERNMENT	PSA
1919654	10/16/03	Th	Regular	04:35:00 p		:30		GOVERNMENT	PSA
1919656	10/17/03	F	Regular	09:15:00 a		:30		GOVERNMENT	PSA
1919657	10/19/03	Su	Regular	11:42:00 a		:30		GOVERNMENT	PSA
					Spots: 19			Billable: \$0.00	
Line: 2	WDTH	M - Su			2W 11:35:00 p - 02:00:00 a	\$0.00		Time Buy	
1919661	09/15/03	M	Regular	03:06:43 a	RIVERSMART TIPS (DTN)	:30	VC2210	GOVERNMENT	PSA
1919662	09/20/03	Sa	Regular	01:25:00 a		:30		GOVERNMENT	PSA
1919664	09/29/03	M	Regular	12:30:00 a		:30		GOVERNMENT	PSA
1919663	10/01/03	W	Regular	12:22:00 a		:30		GOVERNMENT	PSA
1923287	10/09/03	Th	Regular	11:57:00 p		:30		GOVERNMENT	PSA
1923286	10/11/03	Sa	Regular	12:50:00 a		:30		GOVERNMENT	PSA
1919665	10/14/03	T	Regular	01:50:00 a		:30		GOVERNMENT	PSA
1919666	10/18/03	Sa	Regular	01:33:56 a		:30		GOVERNMENT	PSA
					Spots: 8			Billable: \$0.00	

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WDTN TV2 SALES

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LIN-TV Spot Placement by Line, Date, Time From: 09/01/03 To: 10/26/03

Contract: 36595 Estimate #: Starting on: 9/1/2003
 Advertiser: MIAMI CONSERVANCY Description: River Smart Ending on: 10/26/2003
 Agency: MIAMI CONSERVANCY Proposal #: Selected Lines: ALL

Spot ID	Date	Day	Schedule	Time	Exc. Reas. / ISCI	Length	House #	Brand	Spot Type
Line: 3 WDTN M - F 4W 05:00:00 a - 05:57:59 a \$55.00 Time Buy									
1919667	09/08/03	M	exception		TECH DIFF	:30	VC4295	GOVERNMENT	CM5
1919670	09/09/03	T	Regular	05:14:12 a	RIVERSMART TIPS (DTN)	:30	VC2210	GOVERNMENT	CM5
1919668	09/10/03	W	Regular	05:21:12 a	LETS BE RIVERSMART (DTN)	:30	VC2222	GOVERNMENT	CM5
1919669	09/11/03	Th	Regular	05:54:55 a	LETS BE RIVERSMART (DTN)	:30	VC2222	GOVERNMENT	CM5
1919671	09/22/03	M	Regular	05:05:05 a		:30		GOVERNMENT	CM5
1919674	09/24/03	W	Regular	05:19:05 a		:30		GOVERNMENT	CM5
1919673	09/25/03	Th	Regular	05:52:15 a		:30		GOVERNMENT	CM5
1919672	09/26/03	F	Regular	05:52:15 a		:30		GOVERNMENT	CM5
1919677	10/07/03	T	Regular	05:31:10 a		:30		GOVERNMENT	CM5
1919678	10/08/03	W	Regular	05:05:05 a		:30		GOVERNMENT	CM5
1919676	10/09/03	Th	Regular	05:31:10 a		:30		GOVERNMENT	CM5
1919675	10/10/03	F	Regular	05:31:10 a		:30		GOVERNMENT	CM5
1919680	10/20/03	M	Regular	05:21:05 a		:30		GOVERNMENT	CM5
1919682	10/21/03	T	Regular	05:31:10 a		:30		GOVERNMENT	CM5
1919681	10/22/03	W	Regular	05:52:15 a		:30		GOVERNMENT	CM5
1919679	10/24/03	F	Regular	05:12:35 a		:30		GOVERNMENT	CM5
					Spots:	15	Billable:		\$825.00
Line: 4 WDTN M - F 2W 05:58:00 a - 06:56:59 a \$150.00 Time Buy									
1919683	09/09/03	T	Regular	06:54:15 a	RIVERSMART TIPS (DTN)	:30	VC2210	GOVERNMENT	CM4
1919684	09/12/03	F	Regular	05:58:11 a	LETS BE RIVERSMART (DTN)	:30	VC2222	GOVERNMENT	CM4
1919686	09/23/03	T	Regular	06:12:30 a		:30		GOVERNMENT	CM4
1919685	09/24/03	W	Regular	06:41:00 a		:30		GOVERNMENT	CM4
1919688	10/07/03	T	Regular	06:27:00 a		:30		GOVERNMENT	CM4
1919687	10/10/03	F	Regular	06:05:05 a		:30		GOVERNMENT	CM4
1919690	10/20/03	M	Regular	06:05:05 a		:30		GOVERNMENT	CM4
1919689	10/24/03	F	Regular	06:27:00 a		:30		GOVERNMENT	CM4
					Spots:	8	Billable:		\$1,200.00
Line: 5 WDTN M - F 2W 06:57:00 a - 09:00:00 a \$130.00 Time Buy									
1919692	09/08/03	M	exception		TECH DIFF	:30	VC4295	GOVERNMENT	CM4
1919691	09/09/03	T	Regular	07:23:58 a	RIVERSMART TIPS (DTN)	:30	VC2210	GOVERNMENT	CM4
1919694	09/23/03	T	Regular	08:36:00 a		:30		GOVERNMENT	CM4
1919693	09/26/03	F	Regular	08:36:00 a		:30		GOVERNMENT	CM4
1919696	10/06/03	M	Regular	06:57:56 a		:30		GOVERNMENT	CM4
1919695	10/08/03	W	Regular	07:22:28 a		:30		GOVERNMENT	CM4
1919698	10/21/03	T	Regular	08:43:00 a		:30		GOVERNMENT	CM4

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WDTN TV2 SALES

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LIN-TV Spot Placement by Line, Date, Time From: 09/01/03 To: 10/26/03

Contract: 36595 Estimate #: Starting on: 9/1/2003
 Advertiser: MIAMI CONSERVANCY Description: River Smart Ending on: 10/26/2003
 Agency: MIAMI CONSERVANCY Proposal #: Selected Lines: ALL

Spot ID	Date	Day	Schedule	Time	Exc. Reas. / ISCI	Length	House #	Brand	Spot Type
Line: 5	WDTN	M - F			2W 06:57:00 a - 09:00:00 a		\$130.00	Time Buy	
1919697	10/23/03	Th	Regular	07:27:00 a		:30		GOVERNMENT	CM4
					Spots: 7			Billable: \$910.00	
Line: 6	WDTN	M - F			2W 03:58:00 p - 05:00:00 p		\$250.00	Time Buy	
1919700	09/10/03	W	Regular	04:34:14 p	LETS BE RIVERSMART (DTN)	:30	VC2222	GOVERNMENT	CM6
1919699	09/12/03	F	Regular	03:59:26 p	LETS BE RIVERSMART (DTN)	:30	VC2222	GOVERNMENT	CM6
1919702	09/22/03	M	Regular	04:05:30 p		:30		GOVERNMENT	CM6
1919701	09/25/03	Th	Regular	04:30:00 p		:30		GOVERNMENT	CM6
1919704	10/07/03	T	Regular	04:25:00 p		:30		GOVERNMENT	CM6
1919703	10/10/03	F	Regular	03:58:26 p		:30		GOVERNMENT	CM6
1919705	10/22/03	W	Regular	04:50:30 p		:30		GOVERNMENT	CM6
1919706	10/23/03	Th	Regular	04:50:30 p		:30		GOVERNMENT	CM6
					Spots: 8			Billable: \$2,000.00	
Line: 7	WDTN	M - F			2W 05:00:00 p - 06:30:00 p		\$275.00	Time Buy	
1919707	09/08/03	M	Regular	06:13:00 p	RIVERSMART TIPS (DTN)	:30	VC2210	GOVERNMENT	LR
1919708	09/09/03	T	Regular	06:26:25 p	RIVERSMART TIPS (DTN)	:30	VC2210	GOVERNMENT	LR
1919710	09/23/03	T	Regular	06:13:00 p		:30		GOVERNMENT	LR
1919709	09/24/03	W	Regular	06:27:55 p		:30		GOVERNMENT	LR
1919712	10/07/03	T	Regular	05:11:10 p		:30		GOVERNMENT	LR
1919711	10/09/03	Th	Regular	06:05:30 p		:30		GOVERNMENT	LR
1919714	10/20/03	M	Regular	05:51:30 p		:30		GOVERNMENT	LR
1919713	10/23/03	Th	Regular	05:22:15 p		:30		GOVERNMENT	LR
					Spots: 8			Billable: \$2,200.00	
Line: 8	WDTN	W,T,Th,Sa,Su			2W 11:00:00 p - 11:35:00 p		\$400.00	Time Buy	
1919716	09/10/03	W	Regular	11:34:30 p	LETS BE RIVERSMART (DTN)	:30	VC2222	GOVERNMENT	CM4
1919715	09/11/03	Th	Regular	11:11:43 p	LETS BE RIVERSMART (DTN)	:30	VC2222	GOVERNMENT	CM4
1919717	09/23/03	T	exception		N/A AE Notified	:30		GOVERNMENT	CM4
1919718	09/24/03	W	exception		N/A AE Notified	:30		GOVERNMENT	CM4
1919719	10/07/03	T	Regular	11:30:00 p		:30		GOVERNMENT	CM4
1919720	10/12/03	Su	Regular	11:11:00 p		:30		GOVERNMENT	CM4
1919721	10/25/03	Sa	Regular	11:25:05 p		:30		GOVERNMENT	CM4
1919722	10/26/03	Su	Regular	11:25:05 p		:30		GOVERNMENT	CM4
					Spots: 6			Billable: \$2,400.00	

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WDTN TV2 SALES

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LIN-TV Spot Placement by Line, Date, Time From: 09/01/03 To: 10/26/03

Contract: 36595 Estimate #: Starting on: 9/1/2003
 Advertiser: MIAMI CONSERVANCY | Description: River Smart Ending on: 10/26/2003
 Agency: MIAMI CONSERVANCY | Proposal #: Selected Lines: ALL

Spot ID	Date	Day	Schedule	Time	Exc. Reas. / ISCI	Length	House #	Brand	Spot Type
Line: 9 WDTN Su,Sa 5W 12:00:00 p - 08:00:00 p \$75.00 Time Buy									
1919726	09/13/03	Sa	exception		N/A AE Notified	:30		GOVERNMENT	LR
1919723	09/13/03	Sa	exception		N/A AE Notified	:30		GOVERNMENT	LR
1919725	09/14/03	Su	Regular	04:58:01 p	LETS BE RIVERSMART (DTN)	:30	VC2222	GOVERNMENT	LR
1919724	09/14/03	Su	Regular	06:10:48 p	LETS BE RIVERSMART (DTN)	:30	VC2222	GOVERNMENT	LR
1919727	09/14/03	Su	Regular	06:29:20 p	LETS BE RIVERSMART (DTN)	:30	VC2222	GOVERNMENT	LR
1919729	09/27/03	Sa	Regular	07:35:00 p		:30		GOVERNMENT	LR
1919732	09/28/03	Su	exception		N/A AE Notified	:30		GOVERNMENT	LR
1919728	09/28/03	Su	Regular	12:20:00 p		:30		GOVERNMENT	LR
1919731	09/28/03	Su	Regular	02:58:36 p		:30		GOVERNMENT	LR
1919730	09/28/03	Su	Regular	03:28:26 p		:30		GOVERNMENT	LR
1919734	10/11/03	Sa	Regular	07:17:00 p		:30		GOVERNMENT	LR
1919735	10/11/03	Sa	Regular	07:58:26 p		:30		GOVERNMENT	LR
1919737	10/12/03	Su	Regular	03:30:00 p		:30		GOVERNMENT	LR
1919736	10/12/03	Su	Regular	04:00:00 p		:30		GOVERNMENT	LR
1919733	10/12/03	Su	Regular	05:00:00 p		:30		GOVERNMENT	LR
1919740	10/25/03	Sa	Regular	07:23:00 p		:30		GOVERNMENT	LR
1919738	10/26/03	Su	exception		. no time/units left	:30		GOVERNMENT	LR
1919739	10/26/03	Su	Regular	01:30:00 p		:30		GOVERNMENT	LR
1919741	10/26/03	Su	Regular	04:30:00 p		:30		GOVERNMENT	LR
1919742	10/26/03	Su	Regular	05:30:00 p		:30		GOVERNMENT	LR
						Spots:	17	Billable:	\$1,275.00
Line: 10 WDTN M - F 1W 05:58:00 a - 06:56:59 a \$0.00 Time Buy									
1919743	09/05/03	F	exception		N/A No M/G Needed	:05		GOVERNMENT	BB
1919744	09/09/03	T	exception		N/A No M/G Needed	:05	VC12080	GOVERNMENT	BB
1919745	09/19/03	F	exception		N/A No M/G Needed	:05		GOVERNMENT	BB
1919746	09/24/03	W	Regular	06:43:00 a		:05		GOVERNMENT	BB
1919747	10/02/03	Th	Regular	06:18:55 a		:05		GOVERNMENT	BB
1919748	10/09/03	Th	Regular	06:49:00 a		:05		GOVERNMENT	BB
1919749	10/13/03	M	Regular	06:18:55 a		:05		GOVERNMENT	BB
1919750	10/22/03	W	Regular	06:43:00 a		:05		GOVERNMENT	BB
						Spots:	5	Billable:	\$0.00
Line: 11MG WDTN F 1W 05:00:00 a - 05:57:59 a \$55.00 Time Buy									
M/G for 36595-3-1919667 09/08/2003TECH DIFF									
1964489	09/12/03	F	Regular	05:20:50 a	LETS BE RIVERSMART (DTN)	:30	VC2222	GOVERNMENT	CM5
						Spots:	1	Billable:	\$55.00



LIN-TV Spot Placement by Line, Date, Time From: 09/01/03 To: 10/26/03

Contract: 36595 Estimate #: Starting on: 9/1/2003
 Advertiser: MIAMI CONSERVANCY J Description: River Smart Ending on: 10/26/2003
 Agency: MIAMI CONSERVANCY J Proposal #: Selected Lines: ALL

Spot ID	Date	Day	Schedule	Time	Exc. Reas. / ISCI	Length	House #	Brand	Spot Type
Line: 12MG	WDTN	F			1W 06:57:00 a - 09:00:00 a	\$130.00		Time Buy	
M/G for 36595-5-1919692 09/08/2003TECH DIFF									
1964490	09/12/03	F	Regular	08:58:41 a	LETS BE RIVERSMART (DTN)	:30	VC2222	GOVERNMENT	CM4
						Spots:	1	Billable:	\$130.00
Line: 13MG	WDTN	M - F			1W 12:00:00 p - 08:00:00 p	\$75.00		Time Buy	
M/G for 36595-9-1919723 09/13/2003N/A AE Notified									
1977115	09/25/03	Th	Regular	02:30:00 p		:30		GOVERNMENT	LR
						Spots:	1	Billable:	\$75.00
Line: 14MG	WDTN	M - F			1W 12:00:00 p - 08:00:00 p	\$75.00		Time Buy	
M/G for 36595-9-1919726 09/13/2003N/A AE Notified									
1977116	09/25/03	Th	Regular	12:23:00 p		:30		GOVERNMENT	LR
						Spots:	1	Billable:	\$75.00
Line: 15MG	WDTN	M			1W 11:00:00 p - 11:35:59 p	\$400.00		Time Buy	
M/G for 36595-8-1919717 09/23/2003N/A AE Notified									
1977117	09/22/03	M	exception		PGM CHANGE	:30		GOVERNMENT	CM4
						Spots:	0	Billable:	\$0.00
Line: 16MG	WDTN	W			1W 11:00:00 p - 11:35:00 p	\$400.00		Time Buy	
M/G for 36595-8-1919718 09/24/2003N/A AE Notified									
1977118	09/24/03	W	exception		N/A AE Notified	:30		GOVERNMENT	CM4
						Spots:	0	Billable:	\$0.00
								Number of Spots:	105
								Total Billable:	\$11,145.00