

2004 Public Service Announcement

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

Activity Title: 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. 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: 5/31/2004 **End Date:** 9/25/2004

Result Statement: The public service announcement aired 1151 times between May 31 and September 25, 2004. Based on information from our media partners, we estimate conservatively that 850,000 individuals saw one or more pieces of the RiverSmart campaign. The RiverSmart TV public service announcement is viewable via the Miami Conservancy District website at www.miamiconservancy.org

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.

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:

Miami Conservancy District's Stormwater Activities

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.

2004

FINAL



Week by Week Summary

Pat Griffin - 4/13/04 4:26 PM

Dayton - Nov03 PAV-May 03 Nielsen

Agency:	Flight:	Flight 2	Acct Exec: Pat Griffin
Buyer: Angela Manuszak	Plan No:	4280	Assistant: Katie Reagan
Advertiser: Miami Conservancy District	Sched Dates:	06/07/04 - 09/25/04	Telephone: 937-262-1905
Product: River Smart	Lengths:	:30	Fax: 937-268-2332
			E-mail: pgriffi@sbgnet.com

Station	Program	Len	Time	Spots	Rate	Wks	Jn 7	Jn 14	Jl 5	Jl 12	Jl 19	Jl 26	Au 2	Au 9	Au 16	Au 23	P 25-54 RTG	P 25-54 (000)	
WKEF-NBC																			
Today Show		:30	Mo-Fr 7:00a- 9:00a	50	\$60	10	5	5	5	5	5	5	5	5	5	5	1.5p	8p	
																	\$40.00	\$7.50	
NBC Soaps		:30	Mo-Fr 1:00p- 3:00p	8	\$100	8	--	1	--	1	1	1	1	1	1	1	0.9	5	
																	\$111.11	\$20.00	
Extra		:30	Mo-Fr 7:00p- 7:30p	10	\$300	10	1	1	1	1	1	1	1	1	1	1	2.7p	14p	
																	\$111.11	\$21.43	
Late News 22		:30	Mo-Fr 11:00p-11:35p	10	\$275	10	1	1	1	1	1	1	1	1	1	1	2.2p	11p	
																	\$125.00	\$25.00	
Tonight Show		:30	Mo-Fr 11:35p-12:35a	26	\$100	10	3	3	2	3	2	3	2	3	2	3	1.4p	7p	
																	\$71.43	\$14.29	
PSA Rotation		:30	Mo-Su 6:00a- 2:00a	150	\$0	10	15	15	15	15	15	15	15	15	15	15	1.9	10	
																	\$0.00	\$0.00	
Nextel: Tropicana 400		:30	Sun 2:30p- 7:00p	1	\$800	1	--	--	1	--	--	--	--	--	--	--	1.9	10	
																	\$421.05	\$80.00	
WKEF Totals				Spots: 255	\$12,950		25	26	25	26	25	26	25	26	25	26	454.5	2382	
																	CPP / CPM :	\$28.49	\$5.44
																	Reach :	34.9	34.9
																	Frequency :	13.0	13.0
Monthly Breakdown :																			
				Jun 2004	Jul 2004	Aug 2004	Sep 2004												
				\$2,450.00	\$4,325.00	\$6,175.00	\$0.00												

WRGT-FOX																			
MLB- Regular Season		:30	Sat 1:00p- 4:00p	10	\$125	10	1	1	1	1	1	1	1	1	1	1	1.5*	8*	
																	\$83.33	\$15.63	
Nextel Ponoco 500		:30	Sun 1:00p- 5:00p	1	\$800	1	1	--	--	--	--	--	--	--	--	--	14.5*	21*	
																	\$55.17	\$38.10	
WRGT Totals				Spots: 11	\$2,050		2	1	1	1	1	1	1	1	1	1	29.5	101	
																	CPP / CPM :	\$69.49	\$20.30
																	Reach :	19.6	9.2
																	Frequency :	1.5	2.1
Monthly Breakdown :																			
				Jun 2004	Jul 2004	Aug 2004	Sep 2004												
				\$1,050.00	\$375.00	\$625.00	\$0.00												

Flight 2 Totals				Spots: 266	\$15,000		27	27	26	27	26	27	26	27	26	27	484.0	2483	
																	CPP / CPM :	\$30.99	\$6.04
																	Reach :	47.5	40.0
																	Frequency :	10.2	11.8
Monthly Breakdown :																			
				Jun 2004	Jul 2004	Aug 2004	Sep 2004												
				\$3,500.00	\$4,700.00	\$6,800.00	\$0.00												

* - Denotes estimated item(s).
 p - Denotes program average applied.
 HDMA - DMA Estimates for Broadcast Stations. Hardwired Cable Estimates for Cable Networks. DMA Universe for both. No ADS.
 HWC - Hardwired Cable Estimates. Cable Universe Only. No ADS.
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