



Weatherschool Sponsorship Proposal

for

Gainesville Regional Utilities

June 16, 1999

GRU and Weatherschool

Weatherschool is a unique program that has provided education and information to the community.

As a sponsor of Weatherschool, GRU has the opportunity to impact the public with important information, services and image.

The Weatherschool program offers commercial time in the highest rated program, TV20 6pm News, classroom participation and an interactive Web Site.

Benefits of Weatherschool Sponsorship

- * Airtime placement in the 6pm Newscast with Billboards “This Weatherschool Question is brought to you by Gainesville Regional Utilities the Power of our Community.” Frequency and reach of this position gives the advantage of targeting GRU’s message to a wide audience.
- * Weatherschool schedule reaches an average 552,000 viewers per week at a cost of \$4.07 per thousand viewers.
- * Educational Opportunities with an interactive computer software program to over 500 elementary classrooms. As a sponsor GRU will receive logo, video and audio on all software.
- * Interactive Weatherschool web site reaching classrooms and homes.
- * Value added with a supplemental Airtime package of morning news and noon news.

TV20 and Gainesville Regional Utilities

As part of the Weatherschool partnership TV20 with GRU will feature additional promotional and educational value.

TV20 will provide:

1. On Air promotion involving viewers to participate with Weatherschool questions featured as the GRU Weatherschool Umbrella Promotion.
Scheduled dates for promotion: June 26 through July 30, 2000

2. Promotional value to support GRU's October Electrifying Celebration.

*Production of :30 second commercial for the event. The spot can run in place of Weatherschool promo's at no additional cost to GRU.

*As part of the October Electrifying Celebration WCJB TV20 will also produce a :30 and :15 second commercial for GRU's Power of the Community contributions building a positive image.

Examples: Educational seminars offered by GRU, contributions to schools and employee involvement in the Community.

3. Four commercial productions for GRU - TV20 Weatherschool promos.
Scheduled dates for script development:

July 19, 1999

October 4, 1999

January 3, 2000

April 10, 2000

TV20 producer will coordinate with GRU on any ideas for the scripts.

Production will begin the following week, with new commercials to air at completion.

4. Weatherschool software will be available on CD-ROM. Teachers will receive a CD ROM disk of the program and may request Mac or PC formats.

Weatherschool on the Web

A value beyond an airtime schedule, WCJB TV20 will expand Weatherschool with an interactive web site:

Weatherschool on the Web will provide GRU more exposure to more people in the classroom and at home.

Features of the Weatherschool Web site:

- *GRU's Logos

- *Questions to be answered on the air that evening

- * Ability for any home viewer to participate

- *A learning lab with more information.

- * A comprehensive classroom resource library.

- * Changeable message board for upcoming events and questions.

1999 Exclusive Sponsorship of TV-20 Weatherschool by Gainesville Regional Utilities

Includes:

- * Five second (:05) billboard prior to Weatherschool question at the beginning of the weather segment of TV-20 News at 6pm every Monday through Friday evening.
- * Thirty second (:30) Gainesville Regional Utilities spot adjacent to the Weatherschool billboard in the TV-20 News at 6pm every Monday through Friday evening.
- * Gainesville Regional Utilities logo on all TV-20 on-air Weatherschool promos - *a minimum of twelve (12) promos per week.*
- * Gainesville Regional Utilities logo on Weatherschool classroom materials distributed through North Central Florida.
- * Gainesville Regional Utilities logo on Weatherschool's 1999 software.
- * Weatherschool Web site.
- * A supplemental Airtime package consisting of the following:

1x/wk Morning News/GMA	M-F	6:00-9am
1x/wk TV-20 Noon News	M-F	12-12:30pm



TvSCAN

Week by Week Schedule Summary

SUSAN SCHULTHEIS - 6/28/99 1:26 PM

Gainesville - Nielsen MAYNOV

Agency:	Flight:	Flight 1	Salesperson:	SUSAN SCHULTHEIS
Buyer:	Plan No:	1969	Telephone:	352-377-2020
Advertiser:	GAINESVILLE REGIONAL UTILITIES		Sched Dates: 08/02/99 - 08/29/99	
Product:	GRU WEATHERSCHOOL		Lengths: :10 :15 :30	

Station	Program	Len	Time	Spots	Rate	Au	Au	Au	Au	NST HHLDS (000)	DMA P 12+ RTG	NST P 12+ (000)	
WCJB-ABC	M-F 6AM-9AM				\$0	1	1	1	1	15	6	21	
	:30 Mo-Fr 6:00a- 9:00a			4	4					\$0.00	\$0.00	\$0.00	
	GRU BONUS TIME												
	M-F 6A-1A				\$0	1	1	1	1	14	5	17	
	:10 Mo-Fr 6:00a- 1:00a			4	4					\$0.00	\$0.00	\$0.00	
	M-F 6A-1A				\$0	2	2	2	2	14	5	17	
	:15 Mo-Fr 6:00a- 1:00a			8	4					\$0.00	\$0.00	\$0.00	
	M-F 6A-1A				\$0	3	3	3	3	14	5	17	
	:30 Mo-Fr 6:00a- 1:00a			12	4					\$0.00	\$0.00	\$0.00	
	TV 20 NOON NEWS				\$0	1	1	1	1	16	4	19	
	:30 Mo-Fr 12:00p-12:30p			4	4					\$0.00	\$0.00	\$0.00	
	GRU BONUS TIME												
	M-F 6PM-6:30P				\$450	5	5	5	5	40	17	58	
	:30 Mo-Fr 6:00p- 6:30p			20	4					\$11.25	\$26.47	\$7.76	
	WEATHERSCHOOL SPONSORSHIP INCLUDES OPEN BILLBOARD												
	12NOON-12A				\$0	2	2	2	2	16	5	20	
	:10 Mo-Su 12:00p-12:00a			8	4					\$0.00	\$0.00	\$0.00	
	12NOON-12A				\$0	1	1	1	1	16	5	20	
	:15 Mo-Su 12:00p-12:00a			4	4					\$0.00	\$0.00	\$0.00	
	12NOON-12A				\$0	3	3	3	3	16	5	20	
	:30 Mo-Su 12:00p-12:00a			12	4					\$0.00	\$0.00	\$0.00	
WCJB Totals	Spots: 76				\$9,000	19	19	19	19	1644	620	2208	
										CPP / CPM :	\$5.47	\$14.52	\$4.08
										Reach :		91.1	
										Frequency :		6.8	
Monthly Breakdown :													
Aug 1999													
\$9,000.00													

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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**Exclusive Sponsorship of TV-20 Weatherschool
by Gainesville Regional Utilities**

**Exclusive Sponsorship Investment
\$120,000 (52 weeks)**

Weatherschool contract agreement dates are as follow:
August 3, 1999 through August 2, 2000

Package Value

- * 6pm News Spots (:30) with (:05) sponsor billboard:
52 weeks X 5 spots = 260 @ \$500 each.....\$130,000

 - * Promotional Schedule: GRU-TV20 Weatherschool Promos
52 weeks X 12 spots = 624 @ \$75 each.....\$ 46,800

 - * Supplemental Schedule: ABC Morning News/TV20 Morning News/
Good Morning America
52 weeks X 1 spot = 52 @ \$125 each.....\$ 6,500

 - * Noon News 12p-12:30p, M-F:
52 weeks X 1 spot = 52 @ \$135 each.....\$ 7,020

 - * Weatherschool Web site.....\$ 6,000
- TOTAL VALUE.....\$196,320