



## Legislation Text

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### Sponsorship of TV-20's Weatherschool (B)

GRU formed a partnership with TV20 in 1997 to sponsor the Weatherschool. As a sponsor, GRU receives guaranteed airtime on the 6 p.m. news and other special promotional opportunities. (A complete summary of this package is on file in the Clerk's office.) This partnership gives GRU a strategic advantage in targeting messages to thousands of customers about new services, special programs, safety, conservation, weather-related information and other topics. TV-20's Weatherschool reaches about 552,000 viewers per week. The term of the contract is one year beginning in August 1999. Some production costs are additional and are included in GRU's annual budget.

This past year's sponsorship has given us an opportunity to communicate about storm preparedness, the clean air ordinance, the successful Hurricane Hunter event-among other topics. Through Weatherschool, GRU also was able to provide software to elementary schools throughout Alachua County as a way to contribute to our community.

Other benefits of this sponsorship include:

**Strong Tie to GRU's Core Business** - The weather has a significant impact on GRU's services. Important information regarding topics such as emergency preparation, power outages, special weather conditions, energy conservation, and others can and have been included in (:15) and (:30) second spots.

**Cost Savings** - By purchasing the Weatherschool package rather than buying individual time slots, GRU will receive a discount equal to \$76,320. The Weatherschool schedule reaches an average 552,000 viewers per week at a cost of \$4.07 per thousand viewers.

**Timely Communication** - In emergencies, GRU has a guaranteed time slot on TV20 in which to provide critical information quickly to customers. This was extremely beneficial during the vote for the clean air ordinance in getting out facts about false claims regarding the impact to GRU customers.

**Positive Educational Opportunity** - Weatherschool is a highly visible educational program in the local school system. Interactive computer software "TV Weathercaster" is sent to over five hundred elementary classrooms in the TV-20 viewing area. Teachers, students and parents can all tune in for information that addresses Weatherschool lessons. These lessons allow children to learn about weather, geography and aviation. As a sponsor of Weatherschool, GRU is assured visibility on all educational materials. A new interactive Weatherschool web site also will now complement this computer software in the classroom and home.

**Community Participation** - GRU's involvement with Weatherschool helps promote GRU's participation and visibility in the community and local school system. When our speakers have gone into the classroom, many of the children sing the GRU jingle and can recite the ads. The City Commission authorizes the General Manager, or his designee, to execute a contract with WCJB TV, TV-20, for sponsorship of Weatherschool at a cost not to exceed \$120,000, subject to the approval of the City Attorney as to form and legality. Funds for this contract for the remainder of FY 1998-1999 are available in the Communications Department budget. Additional funds will be proposed in the FY 1999-2000 budget.

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