



Legislation Text

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Sponsorship of TV-20's Weatherschool (B)

GRU formed a partnership with TV20 last year 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 590,000 viewers per week (based on May Nielsen rating). The term of the contract is one year beginning in August 1998. Production costs are additional and are included in GRU's annual budget.

Benefits of this sponsorship include:

- 1) Strong Tie to GRU's Core Business - The weather has a significant impact on GRU's services. Important information regarding topics such as storm preparation, power outages, special weather conditions, energy conservation, and others can be included in thirty second (:30) spots on the evening news.
 - 2) Cost Savings - By purchasing the Weatherschool package rather than buying individual time slots, GRU will receive a discount equal to \$73,000. With this pricing, the average cost per thousand viewers reached will be \$3.78.
 - 3) Timely Communication - In emergencies, GRU will have a guaranteed time slot on TV20 in which to provide critical information quickly to customers.
 - 4) 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 schools 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.
 - 5) Community Participation GRU's involvement with Weatherschool helps promote GRU's participation and visibility in the community and local school system.
- The City Commission authorize 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 \$117,000, subject to the approval of the City Attorney as to form and legality. Funds for this contract for the remainder of FY 1997-1998 are available in the Communications Department budget. Additional funds will be proposed in the FY 1998-1999 budget.
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