

Domestic Violence

Statewide Media Campaign 2009

KCSDV recommends the following targeted media buys for a diverse statewide media campaign that will have the largest impact. Please note that these costs listed are price range ESTIMATES. Final price for each category may vary slightly.

RADIO: \$10,000

We recommend splitting this equally between traditional radio and Kansas public radio (KPR):

Kansas Association of Broadcasters — The KAB advertising package includes 80-90 radio stations statewide, and a 3x match of money spent, so a \$5,000 ad buy would result in \$15,000 worth of coverage. They are required to run our spots throughout the day, so we won't get stuck in a time frame when no one is listening.

Kansas Public Radio — Kansas Public Radio reaches an audience that is different than traditional radio listeners —they are more involved in their communities and more likely to be active in public and political activities. They are also more likely to donate time and/or money to support a cause. KPR offers a statewide package and a non-profit discount of 10 percent. We recommend spending \$5,000 for this market.

TV: \$10,000

The Kansas Association of Broadcasters advertising package includes 10-15 TV stations statewide, and a 3x match of money spent, so a \$10,000 ad buy would result in \$30,000 worth of coverage. They are required to run our spots throughout the day, so we won't get stuck in time frame when no one is watching.

NEWSPAPER: \$5,000

The Kansas Press Association offers a statewide advertising package that includes 144 newspapers. We would run our ad three to four times in each of the 144 papers. They have also offered to distribute a press release about our campaign to all newspapers for free.

BILLBOARDS: \$10,000

A major benefit of billboards is continuous, month-long coverage. We would purchase billboards in several regions of Kansas, the major media markets, and those billboards would be up for one or two months on average. The company serving the NE region of Kansas is offering a match, and we're negotiating matches with the other regions of the state. We will also ask them to keep our billboard in place until they resell the space, which will offer additional free exposure as space is available.

ONLINE: \$5,500

Having a presence online is one of the most important elements of any campaign, and also one of the cheapest. The online campaign will include a Website and Facebook Ads.

Website — We will create an independent, campaign-specific website featuring detailed info about how Kansans can end domestic violence (this is based on the info developed by Ken DeSieghardt's strategic plan). All promotional elements of this campaign will direct people back to this website.

Facebook — Facebook is the most popular social networking website, with one million new users daily! Facebook reaches nearly every age demographic, and a key benefit of Facebook is that you can target your ad based on a variety of variables, including state, city, age range, sex, etc., resulting in a highly targeted, effective online ad.

CREATIVE DEVELOPMENT: \$5,000

Creative Development includes all costs associated with creating the promotional pieces of the campaign, including:

- Photo usage rights – unlimited rights to use professional images in campaign materials
- PSAs for TV & Radio
- Website
- Print ads
- Billboards

CAMPAIGN “RESERVE” \$4,500

Because these initial costs are estimates, we have built a \$4,500 reserve into this budget. Once initial creative expenses and media buys are finalized we recommend purchasing some promotional items such as magnets, mouse pads, or pens. These items could be distributed by member programs during civic presentations, community events, etc. to keep the campaign momentum going.

ACTION ITEMS

- What “supported by” or funding statement verbiage do you want to use?
- We cannot use the original “Do Something” campaign theme because Do Something is the name of a national non-profit organization and using their name would be a trademark violation. We are working on an alternative, but similar theme.