

# **City of Scottsbluff, Nebraska**

**Monday, May 1, 2017**

**Regular Meeting**

## **Item Reports2**

**Council to approve the Stormwater PSA Agreement With NBC Nebraska and authorize the Mayor to execute the agreement.**

**Staff Contact: Leann Sato, Stormwater Specialist**

# Agenda Statement

Meeting Date: May 1, 2017

**AGENDA TITLE:** Stormwater TV PSA Agreement

**SUBMITTED BY DEPARTMENT/ORGANIZATION:** Public Works - Stormwater

**PRESENTATION BY:** Nathan Johnson, City Manager

**SUMMARY EXPLANATION:**

Our current stormwater permit requires Public Service Announcements (PSAs) as a part of the Public Education mandate. We utilize the Great Plains package at \$695 per month for air time during all local newscasts and 20 rotating spots during broadcast hours. The City of Scottsbluff receives an additional 20 spots gratis for being a non-profit/government agency. Annually stormwater produces four to six PSAs in cooperation with KNEP production, each tailored to the Panhandle area. TV-PSAs reach 285,380 TV households in 12 counties throughout western Nebraska, eastern Wyoming, and northern Colorado. Television provides the largest audience reach and size for the stormwater education program.

**BOARD/COMMISSION RECOMMENDATION:**

**STAFF RECOMMENDATION:**

Staff recommends that Council approve the agreement and authorize the Mayor to sign.

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Resolution <input type="checkbox"/>	Ordinance <input type="checkbox"/>	<b>EXHIBITS</b> Contract <input checked="" type="checkbox"/>	Minutes <input type="checkbox"/>	Plan/Map <input type="checkbox"/>
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Please provide all visual presentation materials.

Other (specify) ☐ \_\_\_\_\_

**NOTIFICATION LIST:** Yes ☐ No ☐ Further Instructions ☐

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City of Scottsbluff  
Office of the City Manager

Effective date: January 20, 2017



[www.nbcnebraskascottsbuff.com](http://www.nbcnebraskascottsbuff.com)

## NBC Nebraska Reaching Your Customer

- Cheyenne-Scottsbluff DMA 55,710 TV Households
- NSI 285,380 TV Households
  - Laramie, Goshen, Albany, Platte Counties, WY
  - Scotts Bluff, Morrill, Kimball, Sioux, Box Butte, Counties, NE
  - Larimer, Weld Counties, CO

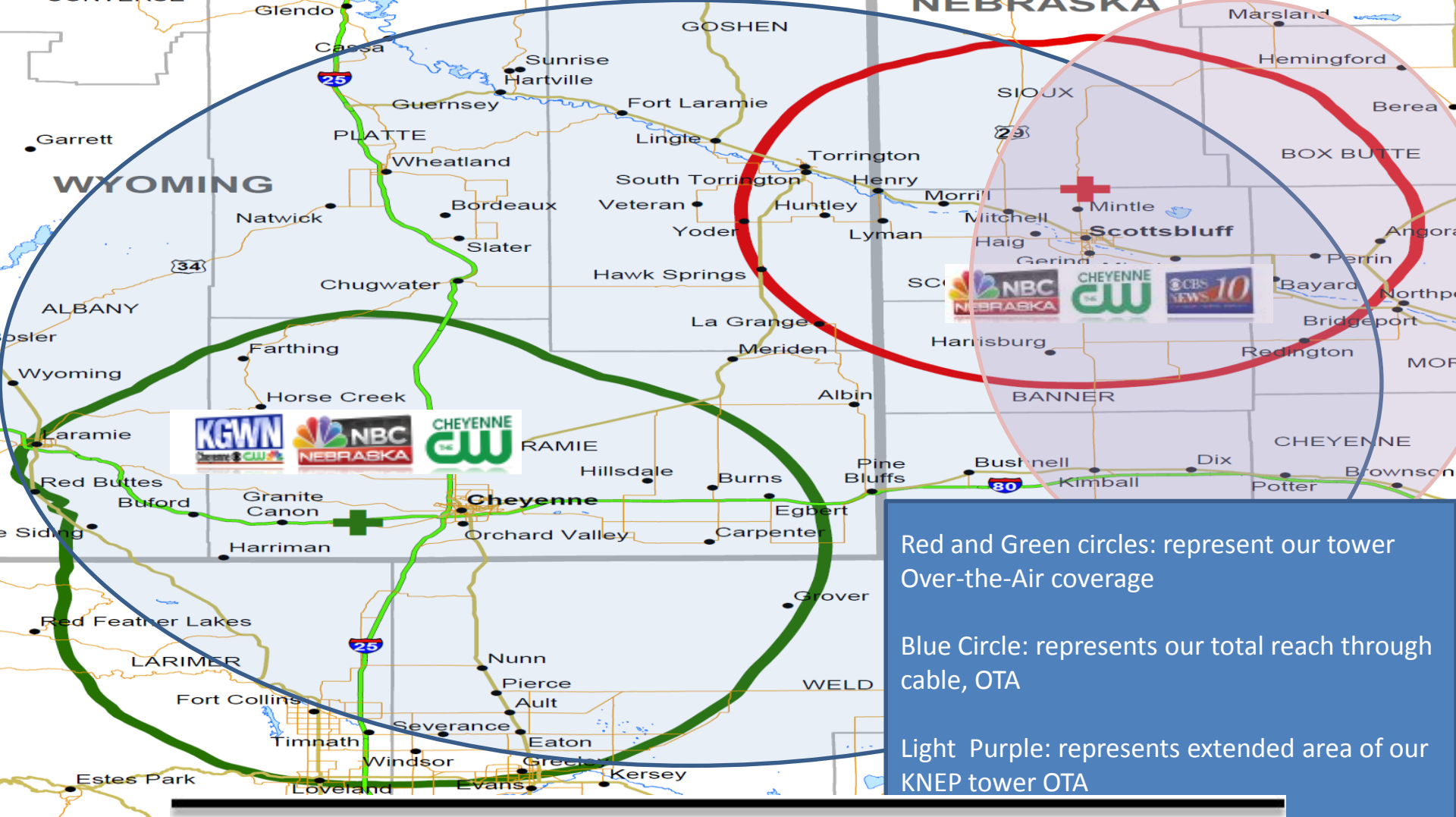
- Laramie County, Wyoming 37,230 TV HH's 61% Cable; 26% Sat; 13% OTA
  - Scotts Bluff County, Nebraska 13,490 TV HH's 48% Cable; 39% Sat; 13% OTA
  - Goshen County, Wyoming 4,990 TV HH's 26% Cable; 66% Sat; 8% OTA
- Source: AC Nielsen Nov '15

Cheyenne  
CBS 5.1  
NBC 5.2\*  
CW 5.3

Scottsbluff  
CBS 10.1  
\*NBC 10.2 & 4.2  
CW 10.3



Committed to the Panhandle



Red and Green circles: represent our tower  
Over-the-Air coverage

Blue Circle: represents our total reach through  
cable, OTA

Light Purple: represents extended area of our  
KNEP tower OTA

# NBC Nebraska

## Local News.. Local Weather.. Local Sports and Network Programming

- NBC Nebraska
  - Live Local News, Weather and Sports
    - Live reports in the field
    - Weather focused on your community
    - Local sports Plus more Nebraska Huskers
- Live News
  - 12pm with Jerry Dishong
  - 6pm
  - 10pm
  - 10pm Saturday and Sunday

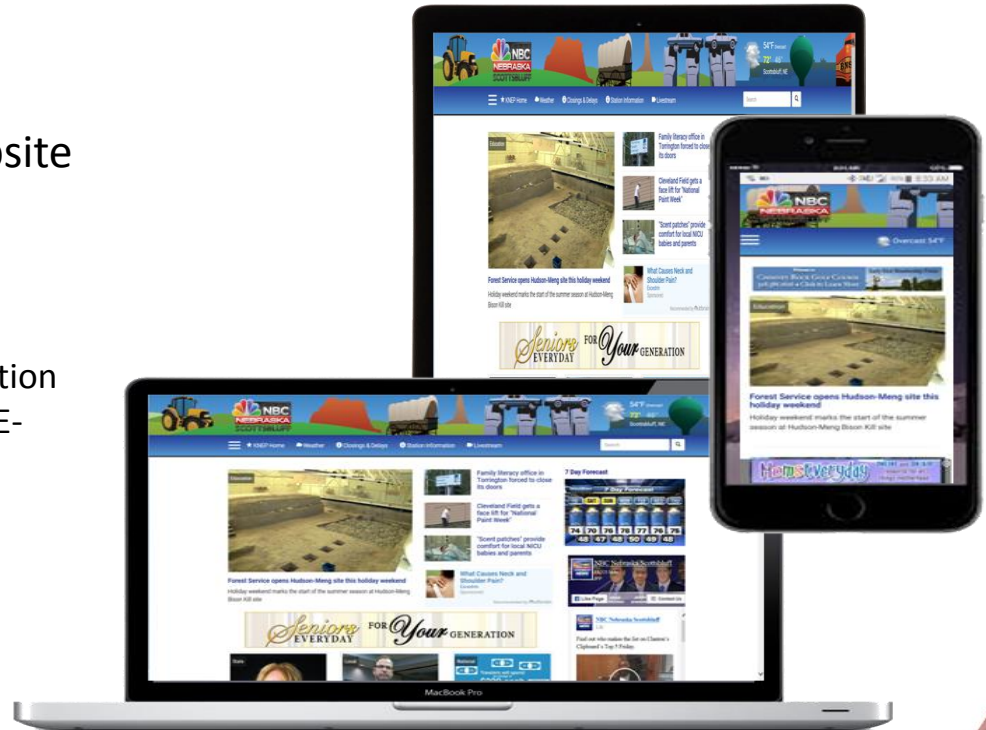


# NBC Nebraska

## www.nbcnebraskascottsbuff.com

nbcnebraskascottsbuff.com

- Digital Ad Display on our website
- Pre-roll
- Digital Marketing
  - SEO, PPC, Audience Targeting, Reputation Management, Website Development; E-Commerce
- Weather.Com
  - Exclusive partnership with The Weather Channel




## Proposal for:




## THE GREAT PLAINS


### Monthly Schedule

 NBC Nebraska News at Noon with Jerry Dishong


X6/ :30 second commercials

 NBC Nebraska News at 6 p.m.

X5/ :30 second commercials

 NBC Nebraska News at 10 p.m.


X5/ :30 second commercials

 NBC Nebraska News at 10p.m. Saturday/Sunday

X4/ :30 second commercials

 Rotators 5a-12:35a

X20/ :30 second commercials

 Added Value  
Rotators 5a-12:35a  
X20/ :30 second commercials

**TOTAL INVESTMENT: \$695/MONTH** (Minimum three month commitment)

**TOTAL :30 COMMERCIALS: X40/MONTH** (Production fee: \$150)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Standard terms and conditions at [www.gray.tv/advertising](http://www.gray.tv/advertising)






## Proposal for:




### THE MONUMENT


#### Monthly Schedule

 NBC Nebraska News at Noon with Jerry Dishong


X8/ :30 second commercials

 NBC Nebraska News at 6 p.m.

X8/ :30 second commercials

 NBC Nebraska News at 10 p.m.

X8 / :30 second commercials

 NBC Nebraska News at 10p.m. Saturday/Sunday

X6/ :30 second commercials

 Rotators 5a-12:35a

X30 commercials

 Added Value

Rotators 5a-12:35a

X20/ :30 second commercials

**TOTAL INVESTMENT: \$995/MONTH** (Minimum three month commitment)

**TOTAL :30 COMMERCIALS: X60/MONTH** (Production fee: \$150)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Standard terms and conditions at [www.gray.tv/advertising](http://www.gray.tv/advertising)



# Proposal for:



25,000 impressions on [www.nbcnebraskascottsbuff.com](http://www.nbcnebraskascottsbuff.com)

- 728x90 ad
- \$375/per month

•70,000 impressions on [www.weather.com](http://www.weather.com)

- Weather.Com
- 40,000 impressions on mobile 320x50
- 30,000 impression on desktop 728x90/300x250
- \$840/per month

•Total Digital: \$1,215/per month



Dan Brott  
Account Executive  
Daniel.Brott@nbcneb.com  
308.632.3071 ext. 12  
1523 1<sup>st</sup> Avenue  
Scottsbluff, NE



[www.nbcnebraska.scottsbluff.com](http://www.nbcnebraska.scottsbluff.com)