

City of Scottsbluff, Nebraska

Monday, April 15, 2019

Regular Meeting

Item Reports2

Council to consider a contract with NBC Nebraska for PSA announcements and authorize the Mayor to execute the contract.

Staff Contact: Leann Sato, Stormwater Specialist

Agenda Statement

Meeting Date: April 15, 2019

AGENDA TITLE: Tri-City Stormwater Public Service Announcement Contracts

SUBMITTED BY DEPARTMENT/ORGANIZATION: Stormwater

PRESENTATION BY: Nathan Johnson

SUMMARY EXPLANATION:

Media Public Service Announcements (PSAs) constitute a highly visible and strong impact for our Public Education & Outreach permit requirement.

NBC Nebraska reaches nine counties and over 55,000 households. KNEB Internet receives 1 million clicks a month and the audio promos reach a listening area surrounding 100 miles of the Scottsbluff area. KNEB TV expands our reach into mobile and on-demand markets, vital to reach our younger audience.

The costs of the contracts will be split by Tri-City Stormwater according the interlocal agreement:

NBC Nebraska: \$834.00 Scottsbluff (60%), \$486.50 Gering (35%) and \$69.50 Terrytown (5%).

Contract Term: May 1, 2019 – April 30, 2020 for \$1,390 per month

KNEB Internet: \$1,642.50 Scottsbluff, \$958.13 Gering and \$136.88 Terrytown.

Contract Term: May 28, 2019 – May 27, 2020 for \$7.50 per day, or \$2,737.50 annually

KNEB TV: \$60.00 Scottsbluff, \$35.00 Gering, and \$5.00 Terrytown

Contract Term: May 28, 2019 – May 27, 2020 for \$100.00 per month.

BOARD/COMMISSION RECOMMENDATION:

Tri-City Stormwater approved the proposed contracts at their March 26, 2018 meeting.

STAFF RECOMMENDATION:

Stormwater recommends contract approval.

EXHIBITS

Resolution ☐

Ordinance ☐

Contracts (3)

Minutes ☐

Plan/Map ☐

Please provide all visual presentation materials.

Other (specify) ☐ _____

NOTIFICATION LIST: Yes ☐ No ☐ Further Instructions ☐

City of Scottsbluff
Office of the City Manager

Effective date: January 20, 2017



Leann,

Here is an annual contract for the City of Scottsbluff for TV Advertising. The flight dates would be May 2019 to April 2020. We will also include 20ea added value spots per month at no charge. The added value spots would be rotators 5a to 12a Su-Mo. The total number of spots per month would be 66 including the N/C added value.

The Total Cost per month is \$1390.00

Signature _____ City Official/Title

Signature _____ Account Executive

Name: Dan Brott

[email: dan.brott@nbcneb.com](mailto:dan.brott@nbcneb.com)



Proposal ID: 242936
 Station: NGWN+
 Schedule Date: 5/1/2019 - 5/31/2019
 Advertiser: City of Scottsbluff
 Product: Utilities - Power/Water
 Spot Length(s): :30

Acct. Exec: Dan Brott
 Email: dan.brott@nbcneb.com

Gray does not discriminate in its advertising contracts, and it will not accept advertising intended to discriminate on the basis of race or ethnicity. Advertiser hereto affirms that nothing in this Agreement is intended to discriminate on the basis of race or ethnicity. This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising.

Flight Dates: 5/1/2019-5/31/2019

Program Time	Spot Length	MY 1	MY 6	MY 13	MY 20	MY 27	CS-A25-64 CS.RTG RTG	W k s	Rate Spots
NGWN+									
NBC NEBRASKA TODAY Mo-Fr 6:00a-7:00a	:30	1	1	1	1	1	0.4	5	\$30.00 5
NBC NEB NEWS AT NOON Mo-Fr 12:00p-12:30p	:30	1	1	1	1	1	0.5	5	\$20.00 5
NBC NEBRASKA NEWS AT 6P Mo-Fr 6:00p-6:30p	:30	1	1	1	1	--	0.8	4	\$80.00 4
Prime Rotators Mo-Fr 7:00p-10:00p	:30	1	1	1	1	--	0.7	4	\$75.00 4
NBC NEB NEWS AT 10P Mo-Fr 10:00p-10:35p	:30	1	1	1	--	--	0.7	3	\$90.00 3
Rotators Mo-Su 6:00a-12:00a	:30	5	5	5	5	5	0.4	5	\$10.00 25

Total Cost: \$1,390.00 Signature_____

General Summary (CS-A25-64 CS.RTG)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	3+ Reach
NGWN+	46	\$1,390.00	22.6	10.3	\$61.50	\$134.95	12.4	1.8	5.6