

City of Scottsbluff, Nebraska

Monday, May 18, 2020

Regular Meeting

Item Reports¹

Council to discuss and consider action on approving TV and Digital Public Service Announcement Contracts for KNEB and NBC Nebraska for Stormwater Public Education and authorize the City Manager to execute the Contracts.

Staff Contact: Leann Sato, Stormwater Specialist

Agenda Statement

Item No.

For Meeting of: May 18, 2020

AGENDA TITLE: Tri-City Stormwater PSA Media Contracts

SUBMITTED BY DEPARTMENT/ORGANIZATION: Stormwater

PRESENTATION BY: Rick Kuckkhan?

SUMMARY EXPLANATION: TV and Digital PSAs help Stormwater meet the Public Education & Outreach (PEO) requirement of the NPDES MS4 Permit. The cities of Scottsbluff, Gering and Terrytown execute a joint PEO program and split the costs according to an interlocal agreement. Proposed contract terms for 2020-21 are the same as last year with the addition of NBC Nebraska's \$200.00 digital package. The additional digital is to increase reach with the increasing digital and mobile-only audience.

2020-21 annual costs:

\$ 1,200.00 KNEB TV

\$ 2,737.50 KNEB Digital/Web

\$19,140.00 NBC Nebraska (\$1395.00 TV, \$200.00 Digital/Web)

\$23,077.50 Annual Total

Totals per Interlocal Agreement:

60% Scottsbluff \$13,846.50; 35% Gering \$8,077.13; and 5% Terrytown \$1,153.88

BOARD/COMMISSION RECOMMENDATION: Tri-City Stormwater members approved renewing the contracts and expanding digital advertising via an email vote in April.

STAFF RECOMMENDATION: Staff recommends contracts be accepted by Council and signed by the City Manager.

Resolution ☐ Ordinance ☐ **EXHIBITS**
Contract ☐ Minutes ☐ Plan/Map ☐

Other (specify) _____

NOTIFICATION LIST: Yes ☐ No ☐ Further Instructions ☐
Please list names and addresses required for notification.

APPROVAL FOR SUBMITTAL: _____
City Manager

Rev: 11/15/12 City Clerk



City of Scottsbluff 2020-21 TV Campaign Contract

Leann,

Here is an annual Contract for The City of Scottsbluff. The Flight dates would be May 1st 2020 to April 30th 2021. We will also include 21ea added value spots per month at no charge. The added value spots would be Rotator's 5a to 12 a Su-Sa.

The Total number of spots per month would be 70 including the added value.

The total TV cost per month is \$1,395.00

Also Digital Advertising on www.nbcnebraskascottsbluff.com per month is \$200

The Total Monthly TV and Digital per month is \$1595.00

Signature_____ City of Scottsbluff Official

Signature_____ Account Executive

Name: Dan Brott

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



Proposal ID: 303357
 Market: CHEYENNE-SCOTTSLUFF [196]
 Station: NGWN+
 Schedule Date: 5/1/2020 - 5/31/2020
 Advertiser: City of Scottsbluff
 Product: Utilities - Power/Water
 Spot Length(s): :30
 Book: comScore February 2020
 Author: Dan Brott

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: 5/1/2020-5/31/2020

Program Time	Spot Length	MY 1	MY 4	MY 11	MY 18	MY 25	CS-A25-64 CS.RTG RTG	W k s	Rate Spots
NGWN+									
NBC NEBRASKA TODAY	:30	1	1	1	1	1	1.1	5	\$30.00
GRPs/Impressions							5.5		5
CPP/CPM							\$27.27		
Mo-Fr 6:00a-7:00a							Run Dates: 12/28/2015-12/31/2036		
NBC NEB NEWS AT NOON	:30	1	1	1	1	1	1.9	5	\$20.00
GRPs/Impressions							9.5		5
CPP/CPM							\$10.53		
Mo-Fr 12:00p-12:30p							Run Dates: 12/28/2015-12/31/2036		
NBC NEBRASKA NEWS AT 6P	:30	1	1	1	1	--	3.3	4	\$65.00
GRPs/Impressions							13.2		4
CPP/CPM							\$19.70		
Mo-Fr 6:00p-6:30p							Run Dates: 7/19/2017-12/31/2036		
Prime Rotators	:30	1	1	1	1	--	3.0	4	\$75.00
GRPs/Impressions							12.0		4
CPP/CPM							\$25.00		
Mo-Fr 7:00p-10:00p							Run Dates: 5/1/2019-12/31/2036		
NBC NEB NEWS AT 10P	:30	1	1	1	1	1	3.2	5	\$65.00
GRPs/Impressions							16.0		5
CPP/CPM							\$20.31		
Mo-Fr 10:00p-10:35p							Run Dates: 12/28/2015-12/31/2036		



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Flight Dates: 5/1/2020-5/31/2020

Program Time	Spot Length	MY 1	MY 4	MY 11	MY 18	MY 25	CS-A25-64 CS.RTG RTG	W k s	Rate Spots
NGWN+									
Added Value Spots	:30	5	4	4	4	4	1.6	5	\$0.00
GRPs/Impressions							33.6		21
CPP/CPM							\$0.00		
Mo-Su 6:00a-12:00a							Run Dates: 5/1/2020-12/31/2036		
Rotators	:30	6	5	5	5	5	1.6	5	\$10.00
GRPs/Impressions							41.6		26
CPP/CPM							\$6.25		
Mo-Su 6:00a-12:00a							Run Dates: 5/1/2019-12/31/2036		

Total Cost: \$1,395.00 Signature_____

Sales Order

Stations: KNEB-AM, KNEB-FM, KHYY-FM Buyer: _____
 Contract Name: Display Ad 19 20 City of SB-02 Tax Schedule: _____ (None)
 Contract#: 49117514 Agency Commission %: 0
 Start Date: 5/28/19 End Date: 4/30/21 Billing Cycle: Calendar
 Revenue Type: Local Direct Type: Cash Salesperson: 1116aost Comm %: 0
 Advertiser: CITY OF SCOTTSSBLUFF Makegood Policy: Within Contract Dates
 Address: 2525 CIRCLE DRIVE
 City: SCOTTSSBLUFF State: NE Zip: 69361
 Phone: (402) 829-8017
 Product Name: _____
 Competitive Code: No Conflicts

KNEB-AM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$
1	5/28/19	5/27/20		12:00 AM	11:59:59 PM	30	X	X	X	X	X	X	X	3	W	0.00	159	0.00	7
Promercial																			

No	DATES		INVENTORY TYPE	ORDER BY	QTY	PRICING STRUCTURE	RATE	TOTAL
	START	END						
1	5/28/19	5/27/20	DISPLAY AD	Non Spot Item	365	Per Item	\$7.50	\$2,737.50
Revenue Type: Internet								
Line Remark: WEBSITE DISPLAY AD								
Daypart: M-S 12:00 AM-12:00 AM								
2	5/28/20	4/30/21	DISPLAY AD	Non Spot Item	365	Per Item	\$7.50	\$2,737.50
New / Revised								
Revenue Type: Internet								
Line Remark: WEBSITE DISPLAY AD								
Daypart: M-S 12:00 AM-12:00 AM								

BILLING FOR 2020/2021
DISPLAY AD

TOTAL SPOT \$0.00 (159 SPOTS), ALTERNATIVE REVENUE \$5,475.00, GROSS \$5,475.00, NET \$5,475.00

KNEB-FM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION									RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W		SPOTS	\$\$	
1	5/28/19	5/27/20		12:00 AM	11:59:59 PM	30	X	X	X	X	X	X	X	3	W	0.00	159	0.00	7
Promercial																			

TOTAL GROSS \$0.00, NET \$0.00

KHYY-FM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	5/28/19	5/27/20		12:00 AM	11:59:59 PM	30	X	X	X	X	X	X	X	3	W	0.00	159	0.00	7	
Promercial																				

TOTAL GROSS \$0.00, NET \$0.00

Billing Projections: By Month

	May 19	Jun 19	Jul 19	Aug 19	Sep 19	Oct 19
CA	30.00	225.00	232.50	232.50	225.00	232.50
ST	0.00	255.00	210.00	210.00	262.50	210.00
	Nov 19	Dec 19	Jan 20	Feb 20	Mar 20	Apr 20
CA	225.00	232.50	232.50	217.50	232.50	217.50
ST	210.00	262.50	210.00	210.00	262.50	203.50
	May 20	Jun 20	Jul 20	Aug 20	Sep 20	Oct 20
CA	232.50	240.00	255.00	247.50	240.00	255.00
ST	261.50	224.00	229.85	280.66	223.99	229.62
	Nov 20	Dec 20	Jan 21	Feb 21	Mar 21	Apr 21
CA	240.00	255.00	255.00	225.00	255.00	240.00
ST	281.38	230.08	287.92	225.00	230.31	224.69
	May 21					
CA	0.00					
ST	40.00					

☒ Print Spot Prices

TOTAL SPOTS	477
SPOT TOTAL \$	0.00
ALTERNATIVE REVENUE TOTAL \$	5,475.00
GROSS TOTAL \$	5,475.00
ADJUSTED SPOTS	477
ADJUSTED TOTAL \$	5,475.00

APPROVE DECLINE

<input type="radio"/>	<input type="radio"/>	Traffic Director
<input type="radio"/>	<input type="radio"/>	Sales Manager
<input type="radio"/>	<input type="radio"/>	Business Director
<input type="radio"/>	<input type="radio"/>	Station Manager

Sales Order

Station: KHYF-FM Buyer: _____
 Contract Name: KNEB TV City of SB-03 Tax Schedule: _____ (None)
 Contract#: 49117575 Agency Commission %: 0
 Start Date: 5/01/19 End Date: 4/30/21 Billing Cycle: Calendar
 Revenue Type: Local Direct Type: Cash Salesperson: 1116aost Comm %: 0
 Advertiser: CITY OF SCOTTSBLUFF Makegood Policy: Within Contract Dates
 Address: 2525 CIRCLE DRIVE
 City: SCOTTSBLUFF State: NE Zip: 69361
 Phone: (402) 829-8017
 Product Name: KNEB.TV
 Competitive Code: No Conflicts

No	DATES		INVENTORY TYPE	ORDER BY	QTY	PRICING STRUCTURE	RATE	TOTAL
	START	END						
1	5/01/19	4/30/20	TV-PACKAGE	Non Spot Item	12	Per Item	\$100.00	\$1,200.00
Revenue Type: KNEB.TV								
Line Remark: KNEB.TV Annual Package								
Daypart: M-S 12:00 AM-12:00 AM								
2	5/01/20	4/30/21	TV-PACKAGE	Non Spot Item	12	Per Item	\$100.00	\$1,200.00
New / Revised								
Revenue Type: KNEB.TV								
Line Remark: KNEB.tv								
Daypart: M-S 12:00 AM-12:00 AM								

BILLING For 2020/2021
TV

Billing Projections: By Month

	May 19	Jun 19	Jul 19	Aug 19	Sep 19	Oct 19
CA	100.00	100.00	100.00	100.00	100.00	100.00
ST	83.85	116.15	90.31	90.31	116.04	90.42
	Nov 19	Dec 19	Jan 20	Feb 20	Mar 20	Apr 20
CA	100.00	100.00	100.00	100.00	100.00	100.00
ST	92.88	113.58	90.31	95.45	114.24	93.10
	May 20	Jun 20	Jul 20	Aug 20	Sep 20	Oct 20
CA	100.00	100.00	100.00	100.00	100.00	100.00
ST	113.36	93.32	90.53	112.92	93.21	90.64
	Nov 20	Dec 20	Jan 21	Feb 21	Mar 21	Apr 21
CA	100.00	100.00	100.00	100.00	100.00	100.00
ST	116.04	90.42	112.92	100.00	90.31	92.99
	May 21					
CA	0.00					
ST	16.70					

TV - 1200
 DISPLAY AD - 2737.50
 TOTAL 3937.50

☒ Print Spot Prices

TOTAL SPOTS	0
SPOT TOTAL \$	0.00
ALTERNATIVE REVENUE TOTAL \$	2,400.00
GROSS TOTAL \$	2,400.00
ADJUSTED SPOTS	0
ADJUSTED TOTAL \$	2,400.00

APPROVE DECLINE

<input type="radio"/>	<input type="radio"/>	Traffic Director
<input type="radio"/>	<input type="radio"/>	Sales Manager
<input type="radio"/>	<input type="radio"/>	Business Director
<input type="radio"/>	<input type="radio"/>	Station Manager