

# **City of Scottsbluff, Nebraska**

**Monday, May 16, 2022**

**Regular Meeting**

## **Item Reports2**

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

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

## Agenda Statement

Item No.

For Meeting of: May 16, 2022

**AGENDA TITLE:** Tri-City Stormwater Media Contracts

**SUBMITTED BY DEPARTMENT/ORGANIZATION:** Stormwater

**PRESENTATION BY:** Kevin Spencer, Interim Co-City Manager

**SUMMARY EXPLANATION:** Public Service Announcements provide a highly visible element with wide reach in the Public Education & Outreach requirement of the Stormwater program. Traditional TV, OTT (streaming) venues and internet broadcast into 55K households and generate 26.6K impressions each month allowing us to reach mobile, online, and digital consumers with stormwater messages.

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

- NBC Nebraska (TV, Streaming, Internet):
  - Scottsbluff \$15,084 (60%), Gering \$8,799 (35%), Terrytown \$1,257 (5%) = \$25,140 annually
- KNEB (KNEB TV, Internet):
  - \$3,420 Scottsbluff (60%) + \$1,995 Gering (35%) + \$285 Terrytown (5%) = \$5,700 annually

**BOARD/COMMISSION/STAFF RECOMMENDATION:** Tri-City Stormwater the contracts by consensus in early May. Staff recommends council approve and City Manager sign the contracts.

**Does this item require the expenditure of funds?**

☒ **X** **yes**    ☐ **no**

**Are funds budgeted?**

☒ **X** **yes**    ☐ **no**

**If no, comments:**

**Estimated Amount**

**Amount Budgeted**

**Department**

**Account Description**

**Approval of funds available**

\_\_\_\_\_  
**City Finance Director**

### EXHIBITS

Resolution ☐

Ordinance ☐

Contract ☒ **X**

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: 12/14/ City Clerk



## **2022 Advertising Plan– Rural Radio Scottsbluff**

**KNEB.tv-** Ads in event and during weather coverage as well as our news broadcasts. Can be found on Allo, mobius and YouTube.

We getting over 50,000 views monthly on YouTube alone!

*Cost– \$125 monthly*

**KNEB.com–** Floating Display ad found on the side of pages. Minimum of 1/4 of the pageviews. Last year we enjoyed almost 15 million pageviews. Display ads average 500,000 impressions monthly

*Cost—\$350 Monthly*

**Total– \$475 Monthly**

City of Scottsbluff \_\_\_\_\_ Date \_\_\_\_\_

City of Scottsbluff \_\_\_\_\_ Date \_\_\_\_\_

Adam Ostdiek– Rural Radio Scottsbluff-308-672-4808-aostdiek@kneb.com



## City of Scottsbluff 2022-23 TTV/Digital Campaign

Leann,

Here is the advertising proposal for your annual TV/Digital Campaign starting May 2022 to April 30th, 2023.

NBC Nebraska TV per month      \$1395.00

Premion OTT Commercials      \$500.00  
10,000 Impressions Monthly

NBCNebraskaScottsbluff.com      \$200.00  
16,667 Impressions per month

Total Monthly Campaign Cost Monthly  
Includes TV & Digital

\$2,095.00

Signature\_\_\_\_\_

City Official Title

Signature\_\_\_\_\_

Account Executive  
NBC NE SB

Name: Dan Brott

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



Proposal ID: 359124  
 Market: CHEYENNE-SCOTTSLUFF [195]  
 Station: NGWN+  
 Schedule Date: 5/1/2022 - 4/1/2023  
 Advertiser: City of Scottsbluff  
 Product: Utilities - Power/Water  
 Spot Length(s): :30  
 Report: Avail

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](http://www.gray.tv/advertising).

Station	Program Name	Run Dates	Books	Need Rate	CS-A25-64	SL	Rate Level	Rate
Time Periods				Rate RTG CPP	RTG Shr PUT CPP			
<b>NGWN+ NBC NEBRASKA TODAY</b>		<b>12/28/2015-12/31/2036</b>						
Mo-Fr 6:00a-7:00a	CS-Mar/2022	\$30.00	1.3	\$23.08	1.3	5.8	22.1	\$23.08
							:30	2nd Qtr 2022 \$30.00

Comscore - Live  
 Share/HUT: CS-Mar/2022  
 Time - Mo-Fr 6:00a-7:00a

Source: Time Period average 2/28/2022 to 3/27/2022

<b>NGWN+ NBC NEB NEWS AT NOON</b>		<b>12/28/2015-12/31/2036</b>						
Mo-Fr 12:00p-12:30p	CS-Mar/2022	\$20.00	2.2	\$9.09	2.2	7.9	28.3	\$9.09
							:30	2nd Qtr 2022 \$20.00

Comscore - Live  
 Share/HUT: CS-Mar/2022  
 Time - Mo-Fr 12:00p-12:30p

Source: Time Period average 2/28/2022 to 3/27/2022

<b>NGWN+ NBC NEBRASKA NEWS AT 6P</b>		<b>7/19/2017-12/31/2036</b>						
Mo-Fr 6:00p-6:30p	CS-Mar/2022	\$65.00	3.6	\$18.06	3.6	7.1	50.7	\$18.06
							:30	2nd Qtr 2022 \$65.00

Comscore - Live  
 Share/HUT: CS-Mar/2022  
 Time - Mo-Fr 6:00p-6:30p

Source: Time Period average 2/28/2022 to 3/27/2022

<b>NGWN+ Prime Rotators</b>		<b>5/1/2019-12/31/2036</b>						
Mo-Fr 7:00p-10:00p	CS-Mar/2022	\$75.00	3.2	\$23.44	3.2	5.9	53.9	\$23.44
							:30	2nd Qtr 2022 \$75.00

Comscore - Live  
 Share/HUT: CS-Mar/2022  
 Time - Mo-Fr 7:00p-10:00p

Source: Time Period average 2/28/2022 to 3/27/2022

<b>NGWN+ NBC NEB NEWS AT 10P</b>		<b>12/28/2015-12/31/2036</b>						
Mo-Fr 10:00p-10:35p	CS-Mar/2022	\$65.00	3.3	\$19.70	3.3	7.1	47.0	\$19.70
							:30	2nd Qtr 2022 \$65.00

Comscore - Live  
 Share/HUT: CS-Mar/2022  
 Time - Mo-Fr 10:00p-10:35p

Source: Time Period average 2/28/2022 to 3/27/2022

<b>NGWN+ Added Value Spots</b>		<b>5/1/2020-12/31/2036</b>						
Mo-Su 6:00a-12:00a	CS-Mar/2022	\$0.00	2.0	\$0.00	2.0	5.5	36.7	\$0.00
							:30	2nd Qtr 2022 \$0.00

Comscore - Live  
 Share/HUT: CS-Mar/2022  
 Time - Mo-Su 6:00a-12:00a

Source: Time Period average 2/28/2022 to 3/27/2022

<b>NGWN+ Rotators</b>		<b>5/1/2019-12/31/2036</b>						
Mo-Su 6:00a-12:00a	CS-Mar/2022	\$10.00	2.0	\$5.00	2.0	5.5	36.7	\$5.00
							:30	2nd Qtr 2022 \$10.00





Proposal ID: 359124  
 Market: CHEYENNE-SCOTTSLUFF [195]  
 Station: NGWN+  
 Schedule Date: 5/1/2022 - 4/1/2023  
 Advertiser: City of Scottsbluff  
 Product: Utilities - Power/Water  
 Spot Length(s): :30  
 Report: Avail

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](http://www.gray.tv/advertising).

Station	Program Name	Run Dates							
Time Periods	Books	Need Rate		CS-A25-64				SL	Rate Level
		Rate	RTG	CPP	RTG	Shr	PUT	CPP	Rate

Comscore - Live  
 Share/HUT: CS-Mar/2022  
 Time - Mo-Su 6:00a-12:00a

Source: Time Period average 2/28/2022 to 3/27/2022