

City of Scottsbluff, Nebraska

Monday, April 3, 2023

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/Outreach and authorize the Mayor to execute the Contracts.

Staff Contact: Leann Sato, Stormwater Specialist

Agenda Statement

Meeting Date: April 3, 2023

AGENDA TITLE: Tri-City Stormwater Media 2023-24 Contracts

SUBMITTED BY DEPARTMENT/ORGANIZATION: Stormwater

PRESENTATION BY: Kevin Spencer, City Manager

SUMMARY EXPLANATION:

Public Service Announcements are an essential part the Public Education & Outreach requirement of the Stormwater program. Traditional TV, OTT (streaming) venues and internet broadcast 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):
 - \$3,600 Scottsbluff (60%) + \$2,100 Gering (35%) + \$300 Terrytown (5%) = \$6,000 annually

BOARD/COMMISSION RECOMMENDATION:

Tri-City Stormwater approved the above contracts by majority vote on February 22, 2023.

STAFF RECOMMENDATION:

Staff recommends agreements be approved and signed by the mayor.

EXHIBITS

Resolution ☐

Ordinance ☐

Contract X

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



Floating Display Ad-KNEB.com

- KNEB.com experiences 15 million pageviews a year
- Your Ad would be on at least 1/4 of them
- Rotates across entire site.
- Includes 6 radio ads a week
- Cost is \$375 Monthly

KNEB.TV Package

- Your ad runs in weather, news and events coverage.
- Cost is \$125 Monthly

Total Investment \$500 Monthly

City Official _____

Date _____

Adam Ostdiek

Account Executive | Rural Radio Scottsbluff | 308-672-4808 |





objectives



customer



research



idea



The Marketing Strategy

***21 Added Value Spots per mth (no charge)**

91,000
Monthly Impressions

Broadcast TV	61,000 Impressions
Streaming TV	10,000 Impressions
NBCNebraskaScottsbluff.com	20,000 Impressions
Campaign Dates: May 2023 to April 30, 2024	

\$2,095
Per Month

City Official/Title Signature

Date

NBC Nebraska AE Signature

Date

When completed and signed, this contract authorizes your participation and financial obligation in this campaign. Digital advertising is a fluid product and is subject to change as technology matures. All agreements require 30-day written cancelation notice after the first 90-days. All targeting platform services are governed by the IAB/AAAA Terms and Conditions v3.0. Due to the nature of this campaign client/agency unconditionally assumes an obligation for payment. Gray Television, Inc. and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected.

CITY OF
SCOTTSBLUFF

