

Memorandum



CITY OF DALLAS

DATE June 20, 2014

TO Honorable Members of the Quality of Life & Environment Committee:
Dwayne R. Caraway (Chair), Sandy Greyson (Vice-Chair), Rick Callahan, Carolyn R. Davis,
Lee M. Kleinman, Adam Medrano

SUBJECT 2014 Team Lawn Whisperer Regional Campaign

The purpose of this memo is to provide a snapshot of the regional water conservation campaign and media placements planned for this summer. In October 2013, the committee was briefed on planned activities for the continuance of the water conservation and Cease the Grease media campaigns. The major components of both campaigns include media buys, regional efforts and community outreach. In November 2013, Council authorized a Memorandum of Understanding (MOU) between the City of Dallas and Tarrant Regional Water District (TRWD) for creative development and production of the regional Water Conservation Public Awareness Campaign.

The 2014 regional campaign theme is "Team Lawn Whisperer". This light-hearted approach was developed to:

- Reinforce the "maximum twice weekly or less" watering message,
- Demonstrate how to maintain a water-wise landscape while saving money, and
- Encourage everyone to join the team and do their part to save water.

The campaign will be promoted through cable and broadcast TV, radio, billboards/DART buses, print ads, the internet and social media. Attached is a replica of one of the campaign billboards to give you a sense of the program's creative direction. A breakdown of the planned media buy roster and associated expenditures is also included for your reference. The regional campaign will run from June through September 2014.

Please let me know if you have any questions or need additional information.

A handwritten signature in black ink, appearing to read 'F. Turner'.

Forest E. Turner
Assistant City Manager

[Attachments]

cc: The Honorable Mayor and Members of the City Council
A.C Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, Interim First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager

Joey Zapata, Assistant City Manager
Charles M. Cato, Interim Assistant City Manager
Theresa O'Donnell, Interim Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Shawn Williams, Interim Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

Media Buy Summary

Cable TV	Paid Ads	Match/ Added Value	Total Spots/ Insertions	Impressions	Cost
Time Warner Cable stations reaching City of Dallas and Dallas County	1740	1740	3,480	6,913,158	
A&E					
AMC					
Animal Planet					
BET					
CNN					
Comedy					
Discovery					
E!					
ESPN					
Food Network					
FOX News + Sports SW					
HGTV					
History Channel					
MSNBC					
Oprah Winfrey Network					
SyFy					
TNT					
Travel					
TV Land					
USA					
VH1					
Sub-total	1,740	1,740	3,480	6,913,158	\$85,009
Broadcast TV					
WFAA/KTVT/KDAF	154		154	4,703,052	
WFAA (ABC) Good Morning Texas Segment	1		1	42,755	
WFAA (ABC)	102	96	198	10,635,310	
KTVT (CBS) News	96		96	2,212,572	
KTXA (The FAN) 10-second animated promos, w/ logo and copy at bottom of TV screen	362	210	572	15,950,863	
KXAS (NBC) incl. 5-second Know + Go spots	108		108	3,463,156	
NXAS (Cozi)	276		276	1,475,048	
KDFW (Fox)	35	27	62	2,458,413	
KDFI (My27)	22	22	44	374,106	

KUVN/KSTR (Univision/ Unimas) incl. 3 morning show segments	180	180	360	9,619,878	
KAZD (Azteca America)	133	56	189	1,758,300	
Sub-total	1,469	591	2,060	52,693,453	\$240,421

Radio	Paid Ads	Match/ Added Value	Total Spots/ Insertions	Impressions	Cost
10-second and 15-second News and Traffic spots (stations listed below)	462	631	1,093	16,834,788	
KERA 90.1 FM					
KFWR 95.9 FM					
KJJK 100.3 FM					
KLAK 97.5 FM					
KLIF 570 AM					
KLUV 98.7 FM					
KMVK 107.5 FM					
KPLX 99.5 FM					
KRLD 1080 AM					
KRNB 105.7 FM					
KSOC 94.5 FM					
KTCK 1310 AM					
KZMP 104.9 FM 1540 AM					
WBAP 820 AM					
30-second spots (stations listed below)	450	450	900	15,199,408	
KZPS 92.5 FM					
KDGE 102.1 FM					
KEGL 97.1 FM					
KBFB 97.9 FM					
Urban Format 30-second spots (stations listed below)	496	496	992	3,163,742	
KKDA 104 FM					
KRNB 105.7 FM					
KSOC 94.5 FM					
Spanish-language 30- second spots (stations listed below)	171	154	325	2,493,872	
KDXX 99.1 FM					
KFLC 1270 AM					
KLNO 94.1 FM					
KFZO 107.1 FM					
DDAL Digital					
Sub-total	1,579	1,731	3,310	37,691,810	\$171,499

Billboards and Bus Ads	Paid Ads	Match/ Added Value	Total Spots/ Insertions	Impressions	Cost
Traditional Vinyl Billboards	20	Extended run if space not purchased	20	32,741,296	
Rotating Digital Billboards	12	Extended run if space not purchased	12	27,499,492	
Large format posters placed on DART Bus exteriors	50	20 posters	70	20,069,227	
Sub-total	82	20	102	80,310,015	\$128,706
Print					
The Dallas Morning News (Sunday)	2	Online banner ad in home digital newsletter	2	368,112	
African-American News & Issues	2	Color upgrade	2	300,000	
African Herald	2	Free press release	2	23,000	
Dallas Examiner	2		2	18,898	
Dallas Post-Tribune	2		2	11,860	
Al Dia	2	¼ page ad	2	230,000	
El Heraldo News	2	1-week online banner ad	2	74,000	
La Estrella en Casa	2	Full page ad	2	250,000	
Novedades News	2	2 week online banner ad	2	76,000	
Dallas Chinese News	2	Online banner ad	2	30,000	
Korean Journal	2		2	15,000	
But Viet	2		2	62,500	
Sub-total	24		24	1,459,370	\$43,098
Digital + Social Media					
Facebook Banners				3,100,000	
Online Banners		1-to 1 bonus impressions match		4,000,000	
Mobile Banners placed on smartphones and tablets of Dallas audience, targeted by location		1-to 1 bonus impressions match		4,500,000	
Sub-total				11,600,000	\$81,267
Totals				190,667,806	\$750,000

Dallas Water Utilities
Billboard 1 - English

Water twice a week or less and you're on the team

Join the team at SaveNorthTexasWater.com



Billboard 1 - Spanish

Riegue dos veces a la semana o menos y será parte del equipo

Únete al equipo en SaveNorthTexasWater.com

