

MEDIA RECOMMENDATION

MOSES ANSHELL

CLIENT: FIRST THINGS FIRST

DATE: JULY 30, 2010

PREPARED BY: ROBIN CASMIRRI

MEDIA OPPORTUNITY: NAVAJO APACHE & WHITE MOUNTAIN APACHE REGIONS – FY2011 MEDIA CAMPAIGN

OVERVIEW:

The Navajo Apache and White Mountain Apache regions of First Things First contributed a total of \$14,680 towards a FY2011 paid media campaign. The attached documents summarize the recommended media buy to run fall 2010 and spring 2011. Based on the input from the regions the media mix for this campaign will include radio, cinema and grocery advertising in Show Low, Holbrook, Lakeside, Springerville, and the surrounding area.

The budgets for the fall campaign are based on actual rates for advertising which will be purchased within the next week. However, commitments for spring advertising will not be made until mid-November. The costs provided in these documents for spring advertising are based on non-negotiated planning rates.

RADIO:

Radio is planned for 5-week flights in both fall and spring. Fall radio spots will air August 23 – September 26, Monday – Sunday, 5 AM – 7 PM, on three of the top radio stations in the Show Low / Holbrook market among our key target, women 25-54. KQAZ-101.7FM is a soft Adult Contemporary station, KTHQ-92.5FM, known locally as “Q Country”, plays country music and KRFM-96.5 FM “Mix 96” is a Hot Adult Contemporary format station. The three stations cover Show Low, Pinetop-Lakeside, Eager, St. Johns, Taylor, Snowflake and Holbrook.

TELEVISION:

The Navajo Apache region will benefit from television advertising placed by other regions this fall. Broadcast and cable TV schedules purchased by the Maricopa regions, as well as Pinal, Yavapai, Coconino, and La Paz/Mohave regions, will run beginning August 9. These buys will spill over into the Navajo Apache region since the southern portion of Navajo County and Apache County fall within the Phoenix DMA (Designated Market Area).

CINEMA:

Cinema advertising offers another platform through which FTF can reach its targets out of home. Animated 15-second visual spots (no audio) will air on-screen prior to the feature presentation. Cinema is planned for an 8-week flight in fall and an 8-week flight in the spring. WME Village 8 in Lakeside, WME Show Low 5 in Show Low and the Roxy Theater in Holbrook are included on the plan.

GROCERY:

Grocery advertising will include multiple in-store advertising executions (cart advertising, floor decals, freezer decals and shelf talkers) throughout 3 Safeway grocery stores throughout the area. The stores are located in Springerville, Show Low and Lakeside. In-store grocery displays will be up for a total of 12 weeks in the spring. Due to timing and limited participation among all of the regions statewide a fall grocery campaign is no longer possible.

SUMMARY:

The combined schedule of radio, cinema and grocery advertising will cover the regions and effectively reach our target demographic furthering the education process and building brand awareness for First Things First.