

**FALL 2011 MEDIA BUY:
COMMUNITY OUTREACH WORKGROUP RECOMMENDATION**



Media allocation FY 2012: \$ 50,000

Media allocation for FALL MEDIA BUY: \$ 25,000

Community Outreach Workgroup Recommendation

The Community Outreach Workgroup recommends that the Yavapai Regional Partnership Council **allocate funds to the following markets:**

- Television
- Radio
- Cinema

The Communicate Outreach Workgroup recommends that the following markets are **not funded**:

- Internet
- Newspaper
- Billboards

MARKETS	Outreach Workgroup recommendations and comments	Recommended Allocation for FALL MEDIA BUY (half-year)
Television	Television is a strong venue for raising awareness. Statewide television advertisements are catchy and memorable.	\$9,500
Radio	Radio is a strong venue for raising awareness in our community.	\$6,500
Internet	Internet is not as captivating or effective in our region.	\$0 –eliminate funding-
Newspaper	Newspaper advertisements are pricey and not as effective as earned media.	\$0 – eliminate funding-
Billboards	Billboards are too expensive for the little they deliver. In addition, the format of the billboard (dark color) does not adequately raise awareness of First Things First. Billboard placement has been unsatisfactory.	\$0 – eliminate funding-
Cinema	Cinema advertisements are favorable because they allow time for viewing. Individuals visiting the cinema have a long exposure to FTF messaging in Cinema advertising.	\$8,500
Total Fall Media Buy Recommendation:		\$24,500