

PORT ROYAL SOUND FOUNDATION

BEAUFORT COUNTY STORMWATER UTILITY PUBLIC EDUCATION PROPOSAL 2011-2012

In spite of the recent name change for Friends of the Rivers, our mission will continue to give stormwater control and education a very high priority in the protection and enhancement of the natural resources of Beaufort County and the Port Royal Sound Estuarine system.

We believe that radio advertising should continue to be a strong component of the public education outreach process because of its focused geographical coverage and its appeal to a broad socioeconomic cross section of our community. Because we receive matching ads due to each station's public service advertising requirements, any commitment we make with a radio group results in our getting 2-3 times as many ads as the existing commercial rate allows. During this last year we ran 9 different 30 second ads on the seven station Adventure Radio group which according to their combined market surveys of those stations, reached about 100,000 listeners per month. We encourage you to listen to the accompanying audio of the commercials to judge the quality and content and offer constructive critiques and additions.

For this next fiscal period we offer to continue this plan with the following changes:

- The ads will be updated to reflect the support of the Port Royal Sound Foundation.
- The Clear Channel Radio group which will be added which includes 5 more radio stations. (list attached) The contract will be split evenly between the two groups.
- We will write and record additional 30 second ads reflecting new concerns such as excessive fresh water intrusions and links it to the health of the marine food chain.
- At the behest of several stations we will set up a regular schedule of on-air interviews with our staff, expanding on the subject matter of our SWU ads and the progress of the PRSF.

Because of our ongoing commitment to the goals of the SWU, the Port Royal Sound Foundation will continue to include its message in all of our public speaking engagements and educational programs. A partial list of the groups, activities and programs we expect to continue to represent on behalf of the SWU is attached as part of our May FOTR 2011 update.

Financial- The Port Royal Sound Foundation offers to continue this yearly contact (2011-2012) with the Beaufort County Stormwater Utility for the sum of \$24,500 to be billed quarterly, in advance. (\$6225). Approximately 50% of the contract sum will be committed to purchase air time on the two radio groups. The exact number of commercials to be run per month will vary depending on the market penetration of each of the stations and the value of their airtime. The stations also do not keep precise records on their donated time as it is often used as last minute filler, but, on an average we get at least 200 paid airings per month which when added to the minimum donated time results in an ad cost of about \$2.50 each.

The balance of the contract sum will be used to support production costs, speaking engagements and PRSF's continuing educational outreach programs on behalf of the SWU.

Respectfully submitted,

David Harter
Chairman,
Port Royal Sound Foundation

