



LETHAL MEANS ACCESS 2011 MEDIA CAMPAIGN



Lethal Means Access 2011 Media Campaign

STRATEGIC APPROACH

- Target Demo: Adults 35-54
- Flight Dates: 09/19/11 – 10/16/11
- Media Budget: \$40,000.00
- Media: TV, Cable & Radio
- No MMA and/or fighting/wrestling-related Cable programming
- Include Hunting shows to the Cable buy
- Add one (1) Dr. Phil spot on TV to run in suicide/prevention theme show
- Add :60 Spanish Radio into the mix

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TELEVISION



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TELEVISION SCHEDULE



Station	Affiliation	Day/Time	Program	A 35-54 RTG	Dur	Mon 9/19	Mon 9/26	Mon 10/3	Mon 10/10	Total Spots
Providence-New Bedford Jul11 DMA Nielsen										
WJAR-TV	NBC	M-F 5:30a-6a	NBC 10 NEWS	2.8	30	1	0	0	0	1
		M-F 5:30a-6a	NBC 10 NEWS	3.2	30	0	1	1	1	3
		M-F 7a-9a	TODAY SHOW	3.8	30	1	0	0	0	1
		M-F 7a-9a	TODAY SHOW	4.0	30	0	1	1	1	3
		Su 8a-9a	SUNDAY TODAY	4.0	30	0	1	1	0	2
		M-F 7p-7:30p	NBC 10 NEWS	3.2	30	0	2	1	1	4
Station Total:				49.0						14
WNAC-TV	FOX	M-F 5p-6p	DR PHIL	1.4	30	2	2	2	2	8
		M-F 7:30p-8p	ACCESS HOLLYWOOD	2.0	30	0	3	3	3	9
Station Total:				29.2						17
WPRI-TV	CBS	M-F 5a-6a	EYEWTNSS NEWS	2.0	30	0	0	0	0	0
		M-F 5a-6a	EYEWTNSS NEWS	2.0	30	0	0	2	2	4
		M-F 6a-7a	EYEWTNSS NEWS	2.5	30	1	1	0	0	2
		M-F 5:30p-6p	EYEWTNSS NEWS	2.5	30	2	2	2	1	7
		M-F 7p-7:30p	WHEEL OF FORTUNE	3.0	30	1	1	0	0	2
Station Total:				36.5						15
Spots Per Week:						8	14	13	11	46
GRPs Per Week						19.9	36.9	32.2	25.7	114.7

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TELEVISION SCHEDULE



Providence-New Bedford Totals:

TOTAL SPOTS:	46
TOTAL COST:	\$10,000.00
TOTAL Adults 35-54 GRPs:	114.7
PRIMEDIA Adults 35-54 CPP:	\$87.18
SQAD Adults 35-54 CPP:	\$131.33
TOTAL Adults 35-54 Reach Pct/Frequency:	42.9% / 2.7

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TELEVISION TOTALS



Proposed Spots	Proposed Spend	Final Spots	Final Spend	Final Value
46	\$10,000.00	43	\$10,000.00	\$13,345.00

There were make-goods due to the lateness of the order and ALCS on FOX pre-empting much of the Prime Access inventory on WNAC. The resulting make-goods reduced the total number of spots because of upgrades (i.e. we ran in the Post Show after the Patriot's game on 10/16/11 as well as Late News that night). Also, Wheel of Fortune on WPRI was upgraded to Game 6 of the ALCS on WNAC.

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CABLE



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CABLE SCHEDULE



Station	Affiliation	Day/Time	Program	A 35-54 RTG	Dur	Mon 9/19	Mon 9/26	Mon 10/3	Mon 10/10	Total Spots
Providence-Warwick Nov11 Proj. (Nov10 HUT, Feb11 SHR) C-DMA Nielsen #										
COX MEDIA, Narragansett (Zone 1); COX MEDIA, Providence (Zone 14); COX MEDIA, Warwick (Zone 15); R: COX MEDIA, Westerly (Zone 11); COX MEDIA, Woonsocket (Zone 13)										
AEN -TV		M 8p-10p	HOARDERS	1.0	30	1	0	1	0	2
		M 10p-12m	INTERVENTION	1.0	30	0	0	1	1	2
CNN -TV		M-F 9p-10p	PIERS MORGAN	1.0	30	2	2	2	2	8
CMD -TV		M-Th 11p-12m	DAILY SHOW/COLBERT REP	1.0	30	1	1	1	1	4
DISC-TV		M-Su 8p-12m	DISCOVERY ORIGINALS	0.7	30	3	3	3	3	12
		W 7p-12m	SONS OF GUNS	0.5	30	1	1	1	1	4
ESPN-TV		M-F 6a-9a	SPORTSCENTER	0.5	30	3	3	3	3	12
		M-F 4p-8p	SPORTSCENTER	0.5	30	3	3	3	3	12
FX -TV		Tu 10p-11p	SONS OF ANARCHY	1.4	30	1	0	1	0	2
HIST-TV		M-Su 8p-12m	HISTORY ORIGINALS	0.8	30	3	3	3	3	12
OWN -TV		M-F 8a-9a	DR. PHIL	0.1	30	3	3	3	3	12
		M-F 8p-9p	DR PHIL	0.1	30	3	3	3	3	12
		Tu 8p-9p	WHAT WOULD YOU DO?	0.4	30	1	0	1	0	2
		Sa 10p-11p	CONFRONTING	0.3	30	0	1	0	1	2
		Su 9p-10p	OUR AMERICA	0.4	30	0	0	0	1	1
		M-F 11p-12m	DR. PHIL	0.1	30	3	3	3	3	12
		M-Su 6a-12m	OPRAH WINFREY NET ROS	0.1	30	10	10	10	10	40
SPK -TV		M 9p-11p	1000 WAYS TO DIE	0.9	30	1	1	1	1	4
SYFY-TV		M 9p-10p	WAREHOUSE 13	0.9	30	0	1	0	1	2
		W 9p-10p	GHOST HUNTERS	2.9	30	1	0	1	1	3
		F 10p-11p	HAVEN	0.6	30	0	1	0	1	2
TBSC-TV		M-Th 11p-12m	CONAN	0.8	30	2	2	2	2	8
TNT -TV		M-F 2p-4p	COLD CASE / CLOSER	0.3	30	2	2	2	2	8
		M-F 4p-7p	LAW & ORDER / BONES	1.0	30	2	2	2	2	8
		M-F 7p-9p	LAW & ORDER / BONES	1.2	30	2	2	2	2	8
TRU -TV		M-F 8p-8p	COPS	0.3	30	2	2	1	1	6
		M 9p-11p	ALL WORKED UP	1.2	30	0	1	0	1	2
		W 8p-10p	OPERATION REPO	1.0	30	1	0	1	0	2
		W 11p-12m	MOST DARING	0.7	30	1	0	0	1	2
		Sa 9p-11p	WORLD'S DUMBEST	0.7	30	1	0	1	0	2
		Su 7p-10p	COPS	0.9	30	1	1	2	2	6
USA -TV		Tu 6a-12n	LAW & ORDER SVU	0.6	30	1	1	1	1	4

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CABLE SCHEDULE



Station	Affiliation	Day/Time	Program	A 35-54 RTG	Dur	Mon 9/19	Mon 9/28	Mon 10/3	Mon 10/10	Total Spots
Providence-Warwick Nov11 Proj. (Nov10 HUT, Feb11 SHR) C-DMA Nielsen #										
COX MEDIA, Narragansett (Zone 1); COX MEDIA, Providence (Zone 14); COX MEDIA, Warwick (Zone 15); R; COX MEDIA, Westerly (Zone 11); COX MEDIA, Woonsocket (Zone 13)										
USA -TV		Tu 12n-6p	LAW & ORDER SVU	0.8	30	1	1	1	1	4
		Th 8p-11p	NCIS / LAW & ORDER	1.4	30	1	1	1	1	4
		Sa-Su 9a-12n	USA DRAMAS	0.5	30	2	2	2	2	8
		Sa-Su 12n-6p	USA DRAMAS	1.0	30	2	2	2	2	8
VS -TV		M-Su 7a-12m	VERSUS / OUTDOOR	0.1	30	20	20	20	20	80
System Total:				147.5						322
Spots Per Week:						81	78	81	82	322
GRPs Per Week						37.8	32.7	38.7	38.3	147.5

Totals:

TOTAL SPOTS:	322
TOTAL COST:	\$7,508.00
TOTAL Adults 35-54 GRPs:	147.5
TOTAL Adults 35-54 CPP:	\$50.90
TOTAL Adults 35-54 Reach Pct/Frequency:	63.3% / 2.3

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CABLE TOTALS



Proposed Spots	Proposed Spend	Final Spots	Final Spend	Final Value
322	\$7,508.00	267	\$7,282.82	\$16,080.00

Although, we book one spot per zone (5 zones total) sometimes due to either inventory break availabilities or technical errors they only bill us for zones that actually ran. So, certain spots ordered only ran in partial zones which is why Cox Media under delivered.

Both Cox Media and Viamedia pull preempt reports on a weekly basis we review it and make-good any spots that we know fall out. Unfortunately these reports don't always show the partial runs so we don't find out about those until they are invoiced and when the flight is over we have no where to make-good the spots.

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CABLE SCHEDULE



Station	Affiliation	Day/Time	Program	A 35-54 RTG	Dur	Mon 9/19	Mon 9/26	Mon 10/3	Mon 10/10	Total Spots
Providence-Warwick Nov11 Proj. (Nov10 HUT, Feb11 SHR) C-DMA Nielsen # VERIZON, Viamedia/Providence Verizon Zo										
AEN-TV		M-F 6p-11p	A&E ORIGINALS	0.3	30	3	3	3	3	12
BRVO-TV		M-F 6p-12m	BRAVO	0.5	30	2	2	3	3	10
CMD-TV		M-Th 11p-12m	DAILY SHOW/COLBERT REP	1.0	30	2	2	2	2	8
DISC-TV		M-Su 8p-11p W 8p-12m	DISCOVERY ORIGINALS SONS OF GUNS	0.8 0.5	30 30	2 1	2 0	2 1	2 0	8 2
ESPN-TV		M-F 4p-7p	SPORTSCENTER	0.6	30	3	3	3	3	12
FX -TV		Tu 10p-11p	SONS OF ANARCHY	1.4	30	1	0	1	0	2
HIST-TV		M-F 8p-11p	HISTORY ORIGINALS	1.2	30	3	3	2	2	10
SPK-TV		M 9p-11p	1000 WAYS TO DIE	0.9	30	1	1	0	1	3
SYFY-TV		M,W 8p-10p	EUREKA / WAREHOUSE 13 / GHOST HUNTERS	1.4	30	1	1	1	1	4
TBSC-TV		M-F 8p-11p	TNT DRAMAS	0.8	30	2	2	2	2	8
TNT-TV		M-F 2p-4p M-F 4p-8p M 9p-11p	COLD CASE LAW & ORDER / BONES CLOSER / CSI NY	0.3 1.1 1.3	30 30 30	3 3 0	3 3 1	3 3 0	3 3 1	12 12 2
TRU-TV		M-F 6p-8p M-W 8p-10p Su 7p-10p	COPS WORLD'S DUMBEST / HARDCORE PAWN / OPERATION REPO COPS	0.3 0.9 0.9	30 30 30	3 1 1	3 2 1	3 2 1	3 1 1	12 6 4
USA-TV		Tu 12n-4p Tu 4p-8p Tu 8p-11p Th 8p-11p Sa-Su 12n-4p Sa-Su 4p-8p	LAW & ORDER SVU LAW & ORDER SVU LAW & ORDER SVU HOUSE USA DRAMAS USA DRAMAS	0.5 0.9 1.5 1.8 0.7 1.4	30 30 30 30 30 30	1 1 1 1 2 3	1 1 1 1 2 3	1 1 1 1 2 3	1 1 1 1 2 3	4 4 4 4 8 12
VS -TV		M-Su 7a-1a	VERSUS / OUTDOOR	0.1	30	15	15	15	15	60
System Total:				139.9						223
Spots Per Week:						56	56	56	55	223
GRPs Per Week						35.4	35.7	34.7	34.1	139.9



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CABLE SCHEDULE



Totals:

TOTAL SPOTS:	223
TOTAL COST:	\$2,492.00
TOTAL Adults 35-54 GRPs:	139.9
TOTAL Adults 35-54 CPP:	\$17.81
TOTAL Adults 35-54 Rch Pct / Frequency:	61.7% / 2.3

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CABLE TOTALS



Proposed Spots	Proposed Spend	Final Spots	Final Spend	Final Value
223	\$2,492.00	166	\$1,838.50	\$6,806.00

Similar situation with Viamedia except that if the spot does not run in two or more of the zones then they can't bill for it as it is considered only a partial run and therefore the total amount of the spot will be credited and shown as not run.

Both Cox Media and Viamedia pull preempt reports on a weekly basis we review it and make-good any spots that we know fall out. Unfortunately these reports don't always show the partial runs so we don't find out about those until they are invoiced and when the flight is over we have no where to make-good the spots.

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RADIO



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RADIO SCHEDULE

Station	Format	Day/Time	Program	A 35-54 RTG	Dur	Mon 9/19	Mon 9/26	Mon 10/3	Mon 10/10	Total Spots
PROVIDENCE-WARWICK-PAWTUCKET Jul11 MSA ARB PPM										
WCTK-FM	Today's Country	M-F 10a-3p		1.1	60	3	3	3	3	12
		M-F 3p-7p		0.9	60	2	2	2	2	8
		Sa 10a-12n		0.8	60	1	1	1	1	4
		M-Su 6a-12m		0.7	60	1	1	1	1	4
		M-Su 12m-6a		0.1	60	3	3	3	3	12
Station Total:				27.6						40
WHJY-FM	Rock	M-F 10a-3p		1.9	60	5	5	5	5	20
		M-F 3p-7p		1.7	60	2	3	3	3	11
		Sa 10a-3p		2.2	60	2	2	2	2	8
		Sa 3p-6p		1.4	60	2	2	2	2	8
		Su 6a-10a		0.5	60	1	1	1	1	4
		M-Su 6a-12m		1.3	60	1	1	1	1	4
		M-Su 12m-6a		0.3	60	2	2	2	2	8
Station Total:				95.1						63
WKKB-FM	Spanish	M-F 6a-10a		0	60	2	2	2	2	8
		M-F 10a-3p		0	60	3	3	3	3	12
		M-F 3p-7p		0	60	3	2	3	3	11
		M-Su 6a-12m		0	60	3	3	3	3	12
		M-Su 12m-6a		0	60	3	3	3	3	12
Station Total:				0						55
WPMZ-AM	Hispanic	M-F 7a-7p		0	60	10	10	10	10	40
Station Total:				0						40
WPRO-FM	CHR	M-F 10a-3p		1.7	60	5	5	5	5	20
		M-F 3p-6p		1.5	60	3	3	3	3	12
		Sa 10a-3p		1.7	60	2	2	2	2	8
		M-Su 6a-12m		1.2	60	5	5	5	5	20
		M-Su 12m-6a		0.2	60	5	5	5	5	20
Station Total:				93.6						80
WWKX-FM	Hip Hop	M-F 10a-3p		0.3	60	3	3	3	3	12
		Sa 10a-3p		0.3	60	3	3	3	3	12
		Sa 3p-7p		0.4	60	2	2	2	2	8
		M-Su 6a-12m		0	60	4	4	4	4	16
WWKX-FM	Hip Hop	M-Su 12m-6a		0	60	4	4	4	4	16
Station Total:				15.2						64

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RADIO SCHEDULE

Station	Format	Day/Time	Program	A 35-54 RTG	Dur	Mon 9/19	Mon 9/26	Mon 10/3	Mon 10/10	Total Spots
PROVIDENCE-WARWICK-PAWTUCKET Jul11 MSA ARB PPM										
WWLI-FM	Lite Adult Contemporary	M-F 10a-3p		1.6	60	3	3	3	3	12
		Sa 6a-10a		0.7	60	0	0	0	0	0
		Sa 10a-3p		1.5	60	1	1	1	1	4
		Sa 3p-7p		1.0	60	1	1	1	1	4
		Su 10a-3p		1.0	60	0	0	0	0	0
		Su 3p-7p		0.9	60	1	1	1	1	4
		M-Su 6a-12m		0.9	60	3	3	3	3	12
		M-Su 12m-6a		0	60	3	3	3	3	12
Station Total:				43.6						48
Spots Per Week:						97	97	98	98	390
GRPs Per Week:						67.5	69.2	69.2	69.2	275.1

PROVIDENCE-WARWICK-PAWTUCKET Totals:

TOTAL SPOTS:	390
TOTAL COST:	\$20,000.00
TOTAL Adults 35-54 GRPs:	275.1
TOTAL Adults 35-54 CPP:	\$55.53
SQAD Adults 35-54 CPP:	\$90.94
TOTAL Adults 35-54 Reach Pct/Frequency:	63.3% / 4.4

SQAD information is not available for Adults 35-54 for radio
Data is based off of Adults 35-54

SQAD data is not available for Spanish stations WKKB & WPMZ

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RADIO TOTALS

Proposed Spots	Proposed Spend	Final Spots	Final Spend	Final Value
430	\$20,000.00	436	\$20,000.00	\$37,532.00

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MULTIMEDIA REACH & FREQUENCY

Adults 35-54: 88.3% Reach / 5.5 Frequency



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MULTIMEDIA TOTAL

Proposed Cost: \$40,000.00

Final Cost: \$39,121.32

Final Value: \$73,763.00

Savings: 47%