

# Michigan Association of Broadcasters

## PARTNERSHIP OPTIONS | 2023



**MAB** Michigan Association of Broadcasters Non-Commercial Sustaining Announcement (NCSA) Program

Working with nonprofit and governmental organizations to increase the awareness of services or issues of importance to Michigan viewers and listeners.





## Introduction

### Are you struggling with...

- ✓ A mission to educate or create statewide awareness?
- ✓ Reaching everyone in Michigan communities with important issues and limited resources?
- ✓ Measuring your outreach's success?
- ✓ A need to provide an in-kind match for your grants?

The Michigan Association of Broadcasters' (MAB) Public Education Partnership (PEP) program helps non-profit organizations and governmental agencies bring attention to their issues, services and programs by utilizing the airtime from over 300 MAB member radio and television stations to connect your services with your community.

## Components

### Public Education Partnership (PEP) Program:

The PEP Program includes the participation of up to 280+ commercial radio and television stations in Michigan. Messages are distributed to EVERY market in Michigan where members donate a message bank monthly to the MAB. Your messages are scheduled via traffic orders for airtime. Reports are collected and tabulated the following month and a printed summary is provided every quarter. No other organization in Michigan has time reserved at 280+ stations. The MAB tracks these messages until they meet your value match, which many times exceeding expectations.

In addition, the relationship between the MAB and your organization increases the positive public affairs coverage received. Stations view our participants as credible and reliable resources of information.

### General Service Announcement Program (GSA)

Through the GSA Program, the MAB distributes your organization's message to 39 public radio and television stations in Michigan. This program is unique because no other entity offers :30 messages for airing on a public broadcasting station.

These stations donate a bank of messages to the MAB monthly. Television station schedule the :30 pre-recorded messages. Radio station require a script and announcers produce a live-read :30 announcement for airing.

### DMA Targeting

The MAB offers participants in the PEP and GSA Programs to receive extra coverage in the Detroit DMA. This includes 7 television and 27 radio stations that serve the surrounding Detroit Metro area. Messages are distributed to participating stations and will receive reporting.



## Value-Added and Additional Services

### News outreach:

The MAB will assist with distribution of press releases as directed. Additionally, the MAB will create a web page associated with MichiganMedia.com. The page will include downloads of scripts, press releases, audio messages and other information as provided by your organization. Newsletter articles, internet streaming and web links will be provided as allowed through our partners.

### All campaigns receive the following value-added services:

- Link to your website on MAB website promoting launch.
- Article in the MAB e-newsletter
- Distribution of press releases as requested.
- Digital distribution to all commercial radio and television stations, including your letter launching the program or service.
- Media mailing lists upon request.
- Assistance in message creation and production including public radio scripts as requested.
- Review and debrief of campaign on as-needed basis including reports of in-kind contributions to enhance grant opportunities.

### Additional services available for a fee:

- Closed captioning of television messages - \$350 (you provide the script). Transcription of television messages - \$50
- Tagging for tracking and reporting on stations in top 140 radio markets - \$100. Script and recording of :30 audio messages - \$480
- Script and distribution for public radio program – \$60

**Digital Media** including geofencing, keyword targeting, behavioral targeting, demographic targeting, etc. Weekly scheduling and reporting available. Video or static click through image. Range starts at \$6000 minimum commitment.

## Copy Rules & Restrictions

### MAB Production Services Offered

The MAB can arrange for the creation of audio or video messages, duplication of tapes, preparation of airing instructions, distribution to broadcasters, issuing of press-releases, setup of press conferences and television uplinks, and the closed captioning of video messages upon request.

### Message Guidelines

- To participate in the MAB PEP Program your organization must be a nonprofit or government agency.
- Message sponsor may not air the same message(s) in a commercial buy while participating in any MAB program.
- MAB reserves the right to limit the availability of weeks utilized and number of messages scheduled.
- Message sponsor guarantees that any grants to the MAB will neither impact nor influence any paid advertising schedule now or in the future.

### CONTENT

- Commercial entity logos are prohibited without written permission.
- Only single party tie-ins are allowed without the advance approval of the MAB.
- Copy must be non-political and non-controversial.
- All talent/music license fees and clearances are provided by the sponsor, unless previously arranged.
- Messages have potential to air on HD radio stations and multi-cast digital television stations, talent clearances are sole responsibility of sponsor.
- All copy must be approved, in writing, by the MAB President prior to the schedule airing.
- All PEP messages must include the following tag:  
*"Sponsored by the Michigan Association of Broadcasters and <PEP sponsor>"*.



## **(3-month minimum)**

The MAB offers plans for your organization on a statewide basis for most budgets. Below are some generic pricing options:

### **A STATEWIDE MESSAGE BANK ON PUBLIC RADIO AND TELEVISION:**

- Minimum television and radio participation is \$8,000 per month for 312 messages.
- Minimum radio only participation is \$4,800 per month for 280 messages.
- A radio and television spot bank of 585 messages monthly for \$12,000.
- **NOTE:** Public radio messages are live read ONLY, which allows for separate areas of Michigan to be targeted with a different message.

### **COMMERCIAL RADIO AND TELEVISION OFFER MANY DIFFERENT OPTIONS. FOR GENERIC PRICING, INCLUDED IS COVERAGE ON 180 RADIO AND 22 TELEVISION STATIONS STATEWIDE:**

- Minimum television and radio participation is \$20,000 per month for 2,020 messages.
- Separately, the minimum investment for radio only monthly is 1440 messages for \$8,000; television is \$12,000 for 220 messages.
- Your organization provides your choice of creative, pending approval, and meeting ALL copy rules and restrictions as listed. Distribution and traffic is provided by the MAB.

**(One month campaign is only \$1:\$1 guarantee return, three month (non-consecutive) is \$2:\$1. Contact the MAB for additional options/questions.)**

### **VALUE ADDED SERVICES INCLUDED IN PROGRAM:**

- Link to your organization on the MAB website, creation of partner page on MAB website, article in the MAB e-newsletter and distribution of press releases as requested.
- Digital audio transmission.
- Media mailing lists and assistance with distribution of media releases as requested.
- Assistance in message creation and production.
- Assistance with script creation for public broadcast radio stations.
- Quarterly detailed reporting of in-kind contributions to enhance grant opportunities, provided 45 days after the quarter for processing of data entry.
- One face-to-face meeting for review and debrief on project status.

*Messages air until the spot bank is reached or program value reaches three times the value invested. The MAB reserves the right to move your inventory around throughout the year to garner the best and most efficient coverage for its clients. Quarterly reports will be provided with affidavits each denoting date, time and value of the air time to have been purchased based on the stations quantity best customer rates.*