

CHUGACH ELECTRIC ASSOCIATION, INC.
Anchorage, Alaska

BOARD OF DIRECTORS' MEETING
AGENDA ITEM SUMMARY

March 19, 2008

ACTION REQUIRED

AGENDA ITEM NO. X.C.

Information Only
 Motion
 Resolution
 Executive Session
 Other

TOPIC

Voter Advertising for Annual Election

DISCUSSION

Staff has been asked to prepare an estimate of what it would cost to conduct an advertising campaign encourage members to vote in the annual election. An estimate should be available for the Board's review by Friday, March 14, 2008.

MOTION

Move that the Board of Directors' approve the advertising campaign to encourage members to vote in the annual election.

Chugach Electric				
Get out the Vote Campaign				
From				
To				
TV Production				
TV Production	1 x :30			
1/2 day shoot, in studio, talent				
Script writing, editing, graphics, audio, VO				
			\$ 5,000	\$ 7,500
Radio Production 1 x :60				
Script writing, VO, production				
			750	1,500
Print Production 2C X 6"				
Copywriting, creative production				
			750	1,500
Sub-total Creative			6,500	10,500
TV Placement				
	4 weeks	Option 1	29,264	35,000
	3 weeks	Option 2	18,238	25,000
Radio Placement				
	4 weeks	Option 1	19,040	22,000
		Option 2	15,290	20,000
Print Placement				
	4 weeks	Option 1	12,580	15,000
		Option 2	9,756	12,000
		Option 3	7,776	10,000
Sub-total Media			60,884	72,000
		Option 2	\$ 43,284	\$ 57,000
		Option 3	\$ 7,776	\$ 10,000
TV Option 1- 843 Rating Points over 4 weeks, 95% Reach, 8.7 Frequency, \$34 Cost per Point				
TV Option 2- 494 Rating Points over 3 weeks, 95% Reach, 5.5 Frequency, \$34 Cost per Point				
Radio Option 1- 870 Rating Points over 4 weeks, 75% Reach, 11.5 Frequency, \$22 Cost per Point				
Radio Option 2- 690 Rating Points over 4 weeks, 73% Reach, 9.5 Frequency, \$22 Cost per Point				
Newspaper Option 1- 2 column x 6", 5 insertions weekly for 4 weeks, 54% Reach, 3.3 Frequency, \$34.94 Cost per Thousand				
Newspaper Option 2- 2 column x 6", 4 insertions weekly for 4 weeks, 46% Reach, 3.1 Frequency, \$33.88 Cost per Thousand				
Newspaper Option 1- 2 column x 6", 3 insertions weekly for 4 weeks, 36% Reach, 3 Frequency, \$36.00 Cost per Thousand				