



NCSA/PEP COMMITTEE STRATEGIC PLAN

2019 -2020



NASBA PEP Committee Strategic Plan 2019-2020

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BACKGROUND

Over many years, NASBA has attempted to promote NCSA/PEP programs on a national level. There have been some initiatives such as creating marketing materials and efforts to reach out to national advertising agencies and governmental agencies. The majority of outreach has come from direct inquiries initiated by the entity seeking broad distribution. Hence, the plan has been largely "reactive" in nature.

Below outlines the general understanding of past operations and outreach.

- General understanding:
 - October 2015. Each state signed a contract for 4:1 return, a preference of a minimum 3 month contract. Less than three months, PEP sponsors get 3:1 return. Contract includes 15% administrative fee to NASBA as NASBA legally responsible for overall performance of the program.
 - NASBA's administrative fee, not to exceed 15%, built into these contracts. The fee used to pay all pertinent, out of pocket expenses, including charges assessed by NMBA for managing all distribution, documentation and performance requirements, including but not limited to Nielsen water marking, if necessary
- States contributed to the hiring of third-parties to explore and manage PEP campaigns
- A power point presentation prepared
- Pricing for each SBA was initially gathered and updated in 2018
- Targeted 15 DC area advertising agencies that deal with government contracts. Most did not return calls or emails
 - MarConn, Crosby, Sage Communications and The Ad Agency (largest)
 - Conversations held with Williams Whittle, Weber Shandwick and Lipman Hearne
 - Face to face meeting with Crosby Marketing
 - Resulted in five state proposal that was never signed (Social Security)
- NAB-presentation to Dennis Wharton & staff for referring PEP
- Meeting with Ad Council

PAST OUTREACH

Boy Scouts

Boys Town National Hotline-prepared proposal for Banyan Communications FAA-TSA Prescreening (with help from NAB)

FEMA (two agencies)

Higher Education Compact (HEC)

Library of Congress prepared proposal (Red Carrot agency)

National Excavation Institute

National Fire Protection

National Rifle Association

AARP

Teach.org

Medicare Fraud
Collation Against Insurance Fraud Opioids/Pharma
NHTSA Traffic Safety-Combat Drug Impaired Driving
ABLE (savings accounts for the disabled) National Organ
Donation
National Association of Secretary's of State-Get Out the Vote
National Resource Defense Council-Food Waste
USDA-Food Safety
Ad Council

SOLD (on a regional basis)

Air Force Reserve
[Human Health Services \(proposal -Sawyer Miller agency, Steve Willard-sold\)](#)
CDC-Zika & Lyme disease (multiple agencies)
Coast Guard (LMO)
Treasury-MyRa (prepared proposal-Weber Shandwick agency) Attorney General Cyber
Security (Lisa Reynolds-sold)
Air National Guard (face to face presentation)

ORGANIZATION

NASBA NCSA/PEP Committee

Lisa Reynolds PEP Chair
Mark Gordon Past PEP Chair
Dewey Bruce
Michele Grist
David Donovan
Bob Houghton
Jim Timm
Jordan Walton
Chris Winkle
Susan Wrons-PEP Program Administrator Polly Prince
Johnson-Ex-Officio

Role of the NASBA Multi State PEP Committee (current model)

CURRENT MODEL: NASBA would like to find another national campaign similar to the Guard. However, it is not the responsibility of the PEP Committee to find a replacement for the Guard or to be an ongoing prospecting revenue source for each state

The PEP Committee **coordinates with all** SBA's to "prospect" for new national and multi state PEP sponsors. This is done by receiving referrals and "leads" from other State Association executives. Potential Sponsors can also be identified by all NASBA members, as well as among the members of the PEP Committee.

All potential leads need to include the following:

- Name of the potential client & proposed message
- Contact name of the client's decision maker
- Email and phone number of the client (standard form to be created)

A Committee member will make contact and coordinate a meeting. Depending upon the Sponsor and their location other SAE's may be asked to meet and present the program.

The volume of activity that the Committee is involved in will be based upon the number of potential "leads" generated by NASBA's membership as well as by those generated from the Committee. Reports of activities of the PEP Committee will be made at the two NASBA meetings (SLC & Radio Show) and if necessary via NASBA membership conference calls and emails on the NASBA list serve.

Potential Sponsors who directly contact NASBA with inquiries should be directed to the PEP Committee Chair and/or Susan Wrons.

Each of the SBA's independently establishes its own pricing information for participating in national and multi state PEP programs. The SBA's provide that information to Susan Wrons on a confidential basis in her capacity as the PEP Program Administrator for the PEP Committee. For that reason, Susan generally maintains individual pricing information received from each SBA reflecting two types of return on investment: a 3 to 1 return for programs that are shorter in duration than 3 months; a 4 to 1 return if the Sponsor invests in a 3-month or longer campaign, then the return goes up to 4 to 1 (note agreement template all states signed). If available, those prices come in three different categories:

- 1) Radio only
- 2) Television only
- 3) Radio & Television combined

These prices were last updated in 2018. SBA's are free to send Susan changes in prices anytime. In some instances, SBA's are sold out, which will be noted on the pricing information list.

When someone inquires, Susan provides pricing information to the prospective Sponsor. Susan is prohibited from sharing the pricing information for any individual or group of SBAs with any other SBA or with any member of the PEP Committee.

When inquiries come, only SBA's that are requested are notified.

All SBA's need to keep the NASBA website updated with clients that have used or are currently using their individual PEP programs.

The best opportunity for growth in national and multi state PEP programs will most likely come from a Sponsor who is currently participating in one of the SBA's PEP programs.

This is a team effort with all 50 States, Washington DC and Puerto Rico's involvement. The best people to market this program is each of us. We will have a better chance of finding new national or multi state Sponsors if all of us are involved in that search.

BUDGET

At this time, at the Executive Committee's direction, no budget has been allotted to support PEP/NCSA initiatives. However, there is a cost associated with the production of resources.

In order to create materials and establish a budget, the Committee determined the need to create partnerships with broadcast vendors that would help NASBA demonstrate the effectiveness of the NCSA/PEP program.

Jordan Walton brought forth a recommendation to explore a relationship with DataSoup. In partnership with DataSoup, we have found an option for relevant materials to be used for national marketing, while helping to establish a budget for the production. (See marketing materials)

Additionally, participating SBAs would be provided with individual state maps for use in PEP/NCSA sales. As there was uncertainty as to the level of financial participation from the SBAs, the suggested contributions below include a cushion to ensure NASBA would be able to move forward. It was then determined, by the Committee, that additional funds received would be used in support of PEP marketing, at the direction of the Committee.

For the good of the PEP program across the country, the partnership opportunity was presented to the PEP/NASBA Committee. It was agreed that every SBA should pay into a fund to support production of these materials.

Suggested contributions per SBA may be found below

100% participation = \$31,545

Operating Budget Expenses under \$100,000	\$270 (3- \$810)
Operating Budget Expenses between \$100,000 - \$199,000	\$400 (8- \$3200)
Operating Budget Expenses between \$200,000 - \$399,	\$540 (13 - \$7020)
Operating Budget Expenses between \$400,000 - \$599,999	\$700 (10 - \$7000)
Operating Budget Expenses > \$600,000	\$795 (17 - \$13,515)

Needed: \$20,000 (*approximately 25 states*). As stated, excess funds contributed above \$20K can be used to support PEP activities such as marketing materials and expenses.

To date (*as of 9/0/19*) 46 states have opted in to participate at the above levels, which equates to \$29,075 funding for the project. All SBAs have agreed to provide lists of participating stations in support of the project, even if they declined financial participation.

NOTE: Should an SBA that has declined financial participation in the heatmap project accept a PEP campaign secured by NASBA, the cost of the program participation will be deducted from that SBA's PEP allotment.

Total Contributed by States	\$29,075
DataSoup Expense	\$20,000
Additional Funds to be applied to PEP/NCSA efforts:	\$9,075

MARKETING MATERIALS - Development

Establishing Reach

The Committee is looking for the best ways to market the NCSA/PEP program. Two options that will make an impact when meeting with potential Sponsors include a comprehensive list of stations that currently utilize your SBA's program. **This is not your distribution list — it is your "likely to air" list of stations.** We suggest you submit your most successful campaign's station list.

Additionally, using those stations, the Committee has been in discussions with DataSoup Visuals, a PrecisionTrak company, to provide heat maps and "spaghetti'os" maps which will demonstrate the full reach of our stations nationwide.

An example of a nationwide heatmap is *attached* showing *only* AC, CHR, and News/Talk stations around the country. It is our goal to populate a similar map with your stations that are most likely to participate in a PEP program. As you can see, this type of visual can show potential sponsors the overwhelming reach of our program.

In order to do this successfully, we need an accurate ***excel spreadsheet*** of stations. We are asking that each state provide an ***excel spreadsheet*** listing

1. Station call letters
2. City of license
3. Station format

Getting this information and financial buy-in from *every* SBA is critical to assure we paint a complete picture of NCSA/PEP across the country.

Mapping Project

As part of our agreement with DataSoup, NASBA will receive 22 custom maps at NASBA discretion.

Map Pulls will be done as follows:

- 1 national map pull showing population
- TV only
- Radio only map
- 1 national map pull showing station reach
 - (Reserve: 2 pulls for occasional updates)
- Additional map pulls for specific prospects, or regional levels



Design

Polly has offered her designer to help build materials for the National push. **Marketing**

Materials to be Produced:

In-depth folder

- Description of program
- Coverage Maps
- State Station Lists
 - For discussion. Several states do not want to share their lists. OPTION: number of TV/Radio in each state with a description stating coverage by Major Networks, and across all formats in radio to include Country, Urban, AC, etc.)
- Contact information
- Stats about broadcast reach/power of broadcast

Brochure

- Description of program
- Summary of Reach
- Contact information
- Stats about broadcast reach/power of broadcast

MARKETING PLAN

Materials

- Full Marketing Folder (200)
- Tri-fold Brochure (500)
- Updated website page on Nasbaonline.net
- Updated program information on NAB PSA site & Ad Council as alternative, viable marketing option
- Updated Presentation

Target Lists (All lists in formation)

As most government agencies work with Ad agencies and there is much more regulation over government contracts, target organizations will include mostly non-profits such as foundations and National Associations.

IMMEDIATE: With input from the SBAs, the NCSA/PEP Committee will identify "current issue" advertising prospects. These groups will consist of national issue opportunities such as Veteran Suicide Prevention, Opioid Addiction, Human Trafficking, etc...

Target List/Issue Development - Committee Outreach

— Sales Support

Meetings – Committee

INTERMEDIATE: Targeted groups will come from NAB & Ad Council (AC) prospects and established state-wide campaigns being conducted by SBAs. This includes previous AC partners & all NAB PSA participants. As these targets have established interest in the value of television and radio marketing and host creative, these entities need to know that there are cost effective marketing options that ensure placement of messages outside of PSA.

Target List/Issue Development — Sales Support

Outreach — Sales Support

Meetings - Committee

LONG TERM/BROAD: Targeted groups will consist of National Trade Associations, National Agencies & Advertising Agencies. The initial list is expected to exceed 250 entities. Best contacts will need to be established in advance of a full campaign.

Target List/Issue Development (Associations) — Sales Support Target

List/Issue Development (Agencies) —

Committee Outreach (Associations) — Sales Support

Outreach (Agencies) — Committee

Meetings — Committee & Sales Support

Identify Competition

There are many groups that can offer national, regional or statewide marketing. NASBA PEP is the most cost-effective way for organizations to access over-the-air broadcast marketing. However, there are established organizations that have already demonstrated their effectiveness, and NASBA is new to the game as a viable option when competing. This is the reason that a full, broad-based education program must be initiated and executed NOW if NASBA wants to be successful in persuading organizations to use the power of our PEP/NCSA Programs.

As part of the sales preparation, it would be wise for the NASBA Committee to thoroughly research groups that we would be in competition with and develop "arguments" as to why we are the better, if not the BEST option.

Competitors (List information)

Ad Agencies Ad

Council

Unsolicited PSAs

StateNet

Communication Plan

A broad-based education plan of the NCSA/PEP program has never been initiated. In order to set a strong foundation for success, constant communication and follow up to a widely established target list must be executed well. Building relationships takes time, effort and constant attention. To be successful, THIS IS A FULL TIME REQUIREMENT. It will take approximately 12 months to 2 years to sign up national Sponsors.

Upon establishing a list of prospects, communications shall commence as follows:

- Initial Email of Introduction
- Mailing of Brochure
- Follow Up Email
- Phone calls of Introduction
- Follow Up Email/Phone Call & Meeting Request (repeat as necessary)
- Meetings/Presentations
- Proposals
- Contract Negotiation
- Contract
- Execution

MARKETING PROCESS (PROPOSED MODEL)

Inquiries – Proposed Model

Potential Sponsors who directly contact NASBA with inquiries should be directed to the PEP Committee Chair and/or Susan Wrons.

Each of the SBA's independently establishes its own pricing information for participating in national and multi state PEP programs. The SBA's provide that information to Susan Wrons on a confidential basis in her capacity as the PEP Program administrator for the PEP Committee. For that reason, Susan generally maintains individual pricing information from each SBA based upon a monthly investment with a minimum of a 3 to 1 return. If a Sponsor invests in a minimum of a 3-month campaign, then the return goes up to 4 to 1 (note agreement template all states signed). If available, those prices come in three different categories:

- 1) Radio only
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- 3) Radio & Television combined

These prices were last updated in 2018. SBA's are encouraged to send Susan changes in prices at any time. In some instances, where an SBA is sold out, this will be noted on the pricing information list.

When someone inquires thru NASBA, Susan will provide pricing information to the prospective Sponsor. Susan is prohibited from sharing the pricing information for any individual or group of SBAs with any other SBA or with any member of the PEP Committee. Susan will also alert the Committee

and NASBA's Executive Committee whenever an inquiry is received.

As individual SBA pricing is considered confidential, we will use the ANG established contract amount of \$14M as a reasonable, historical baseline for a standard annual PEP campaign. [It should be noted that, based on population there is a fair way to establish pricing when a budget is provided by the client. **It is the individual state's prerogative whether or not to accept the pricing offered and decline participation.** By establishing a baseline monthly amount, the remaining funds may be distributed in accordance with population. This will keep state by state negotiations to a minimum and is the just distribution method

Keep in mind that the Sponsor may also have direction and input as to priority states for the campaign or the frequency of air-time within each state. In these instances distribution may not be based solely on state population.

NASBA Targeted Organizations

Upon establishment of a viable target list, depending on entity, outreach will be conducted by the Committee its designees to help with sales and administrative support. Through initial outreach efforts, and should an entity express interest in the program, the Chair will evaluate the level of interest, the message & Sponsor's budget. Upon determination, the Chair will reach out to the Committee, Executive Committee or its designees for appropriate follow up.

From education outreach, it is likely that sales lead will come thru sales support.

It is always preferred that members of the Alliance be the people to make the initial marketing presentation, particularly if a large budget is in play. At the time a meeting is set, the committee will determine who is best contact within NASBA to take the meeting and do the presentation. Those criteria will be based on region, campaign target areas, personal connections and past campaigns. As it is imperative that time not lapse, meetings may be scheduled quickly. Should members of NASBA not be able to attend a meeting, [sales support?] will make the presentation. Additional follow up will be done at the direction of the Chair and the Committee.

Presentations will be tailored to fit the organization's needs.

Again, as pricing is considered confidential, we will use the ANG established contract amount of \$14M as a baseline for a standard annual PEP campaign. [It should be noted that, based on population there is a fair way to establish pricing when a budget is provided by the client. It is the individual state's prerogative whether or not to accept the pricing offered. By establishing a base-line monthly amount, the remaining funds may be distributed in accordance with population. This will keep state by state negotiations to a minimum and is the just distribution method.

Keep in mind that the Sponsor may also have direction and input as to priority states for the campaign or the frequency of air-time within each state. In these instances distribution may not be based solely on state population.

NCSA/PEP CAMPAIGN CONTRACT ADMINISTRATION & SUPPORT

Any creative, production or tracking will be taken out of the gross total of the PEP campaign. The remaining net campaign funds will be distributed in the following manner:

- 85% State Broadcasters Association PEP Campaigns
- 15% NASBA

Administrative Fee - NASBA Fees (15%)

As the authorized entity responsible for the documentation of the transaction as well as the administration, monitoring and reporting of performance, NASBA will receive a 15% fee which it will use to carry out or cause to be carried out those responsibilities. These costs and responsibilities will include but are not limited to:

- Contracting
- Review of spots
- Sponsorship ID services/tagging
- Distribution of campaign
- Tracking/Reports (service may be purchased)
- Receipt/Disbursement Services
- Payment to New Mexico Broadcasters Association to cover their administrative costs of assisting NASBA
- Other costs of administration

It is understood that individual SBA's may make initial contact with potential PEP sponsors. Working with the NASBA PEP Committee, SBA's that become the necessary and efficient cause of securing a PEP campaign will become the point of contact for that campaign and aid in its administration throughout the PEP campaign. SBA's meeting these requirements will be eligible for a 5% administrative fee which, subject to such SBA providing ongoing administrative services throughout and for the benefit of the PEP campaign, will be paid at the end of the PEP campaign out of the 15% administrative fee paid to NASBA. Should the entity forgo the fee, it will be redirected back into the state distribution plan.

All payments associated with the administration of any PEP program shall be subject to the prior approved by the NASBA Executive Committee.

A portion of the 15% fee may also be earmarked for the NASBA budget in support of ongoing NCSA/PEP efforts to include materials, memberships, sponsorships, travel and other costs associated with enhancing the benefits of PEP campaigns generally. The remaining funds may be used at the discretion of NASBA's Executive Committee, informed by its membership.

Distribution of Funds to States

The duties of a sales Support/Administrative designees will include: establishing target lists, determining best points of contact, distribution of materials, outreach and managing/tracking all communications and outreach. Once outreach becomes a "pitch", the entity will work with the Chair, the Committee or the Executive Committee to best determine next steps regarding proposal, presentation and oversight. Unless otherwise adjusted to meet a Sponsor's individual needs, funds generally will be distributed to states using population methodology (Population based on FCC Market Ranks) and a baseline monthly payment.

States will have the option to participate at national or regional or multi-state campaigns at the offered level and terms of each agreement.

Accountability

Marketing/Administrative designees will report to the PEP Committee. The PEP Committee will update on the Executive Committee on a monthly basis on who has been contacted and provide a report on status. Membership will be updated on status of education and sales efforts at NASBA meetings such as SLC and the Radio show or more frequently via the NASBA listserv as directed by the EC.

MEMBERSHIPS/RELATIONSHIP BUILDING (*LIST IN FORMATION*)

NAB PSA Department

Conversations with Dennis Warton and the NAB are ongoing. It is NASBA's goal to educate the NAB public service staff on NASBA's PEP program and enlist them as a "referral service" for the program, as an alternative option to their PSA program.

Future goals include a NASBA PEP program reference on the PSA site.

Current PSA partners will be contacted by NASBA PEP Committee and/or Sales Support to educate participants on the NASBA program. This is a viable, target rich option for NASBA to explore as the organization have demonstrated an understanding of the power of broadcast by initiating production of spots – and having these spots made available to NAB in the hopes of receiving air-time.

Ad Council

An initial conversation to understand how the Ad Council operates has been conducted. Additional outreach **will** occur to see if there are ways NASBA can work with the organization.

NASBA goals include reaching out to past Ad Council partners to convert them to NASBA campaigns, as well as work with the Council to pass along any partners that may not meet the criteria for partnership with the Council.

American Society of Association Executives (ASAE) is the essential organization for association management, representing both organizations and individual association professionals. We believe

associations have **the** power to transform society for the better. Our passion is to help association professionals achieve previously unimaginable levels of performance. We do this by nurturing a community of smart, creative, and interesting people: our members. In short, we are the Center for Association Leadership

In an increasingly competitive business environment where members and prospects are bombarded with marketing messages every day, association communications and marketing functions are becoming more integrated and strategic than ever. In addition to using traditional marketing tactics to promote an organization's products and services, associations are embracing new approaches—including content marketing, digital revenue generation, UX, personalization, and mobile delivery—and they are producing communications in more varied formats and for multiple channels. Organization-wide content strategy and comprehensive data analytics are helping association marketing and communications teams make better decisions related to audience, messaging, and distribution methods. Many functions—including public relations, publications, website development and management, social media, and strategic oversight—fall under the association marketing and communications umbrella.

Association of National Advertisers (ANA) is a leading marketing and advertising organization.

Example: August 26-28, Chicago IL

Join hundreds of fundraising and marketing professionals at **The ANA Chicago Nonprofit Conference**, a three-day event where you can exchange innovative marketing and fundraising ideas that will generate insightful solutions and think creatively to help you make the relationship with your donors even stronger.

Marketing's evolution is getting more accelerated and you need to keep up. At this conference, you'll hear case studies from your colleagues that will offer you a more realistic view of the issues, challenges, and successes that you face every day.

Join the conversation at [#ANACHINP](#).