

Broadcast/Media Campaign:  
You Have a  
Third Option!



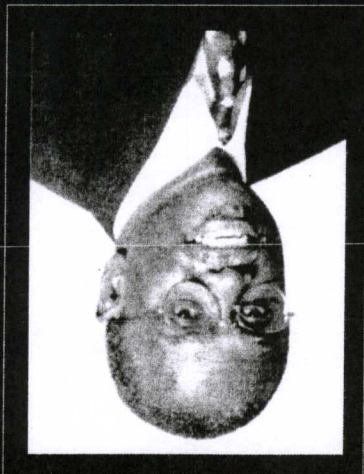
"Good Things"  
Website Update

PROPOSAL PREPARED FOR  
Commissioner William "Bill" Edwards

Vice Chair,  
Fulton County Board of  
Commissioners

SUBMITTED BY  
J&J Entertainment

January 29, 2007



## “Good Things”

### Broadcast/Media Campaign: *You Have a Third Option*

To adequately educate South Fulton voters on options regarding governance a comprehensive broadcast, cable, print, and web campaign must be executed. It is imperative that all medium drive voters to the website for additional updates timely. The campaign should begin immediately with heavy penetration the ten days prior to Election Day. It is imperative that South Fulton constituents receive all of their options from a credible, trustworthy community leader who is able to accurately convey all options.

#### Radio Campaign:

*Three Week Campaign*

	WSB-AM (750)	\$ 7,500
	WVEE (V-103)	\$ 8,000
Radio One:		
	Grown Folks Radio 102.5	\$10,000
	Praise 97.5	\$10,000
	Smooth Jazz 107.5 WJZZ	7,000
	Hot 107.9	7,000
	WALR – 104.1 FM (Tom Joyner)	\$ 7,500
	WCLK (National Public Radio)	\$ 2,000
	Total Radio:	<u>\$59,000</u>

#### Print Campaign:

*3-4 Month Campaign*

	Atlanta Journal Constitution	\$8,000
	Atlanta Tribune ( <i>One issue</i> )	\$2,500
	South Fulton Citizen	\$3,500
	South Fulton Neighbor	<u>\$2,500</u>
	Total Print:	\$16,500
Management Fee (February '07 – June '07)		
		\$10,000

- Negotiating Fees
- Manage Design Process
- Scheduling & Monitoring Buys
- Secure Creative Collaterals from Fulton County
- Web Banner Ad Placements
- Scheduling & Attending Interviews (Where allowed)
- Regular scheduled team meetings
- Submission of a final report detailing and confirming all buys

Total Broadcast/Media Campaign Fees & Expenses: \$85,500.00

For: Jennifer Pasley

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WPZE WAMJ  
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Prepared on Wednesday, January 24, 2007

# *WPZE WAMJ*

From

*Fulton County June 5th Vote*

*Fulton County Government*

A Special Presentation For

1079 WZZZ 1025  
1079 WZZZ 1025  
1079 WZZZ 1025

THE URBAN RADIO SPECIALIST

ATLANTA

ONE

RADIO

# Fulton County Govn. June 5th

WAMJFM WPZEFM

Starts On: Monday, June 04, 2007  
 Weeks: 1 06/04

Dayparts	Len	Spots
M 6A-10A	:60	2
M 10A-3P	:60	2
M 3P-7P	:60	2
M 5A-6A	:60	1
Weekly Totals:		7
Weekly Dollars:		\$1,725

\*\*\* Note: Rate Package Guaranteed for 30 Days Only to 02/22/2007! \*\*\*

# Fulton County Govn. June 5th

WAMJFM WPZEFM

Starts On: Monday, May 14, 2007  
 Weeks: 3 05/14, 05/21, 05/28

Dayparts	Len	Spots
M-F 6A-10A	:60	5
M-F 10A-3P	:60	5
M-F 3P-7P	:60	5
M-F 7P-12M	:60	5
SA 6A-7P	:60	4
SU 6A-7P	:60	4
M-F 12M-5A	:60	3
<b>Weekly Totals:</b>		<b>31</b>
<b>For 3 Weeks:</b>		<b>93</b>
<b>Weekly Dollars:</b>		<b>\$5,925</b>
<b>For 3 Weeks:</b>		<b>\$17,775</b>

\*\*\* Note: Rate Package Guaranteed for 30 Days Only to 02/22/2007! \*\*\*

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# *Comments*

## **WPZE/WAMJ Combo Schedule**

- Total of number spots 200
- You will reach 429,700 people over the 3 week campaign with high frequency of 5.9
- Banners Ads on the 2 Stations starting on May 1st for 30 days total of \$500
- Total Campaign \$20K

# Schedule Totals

<i>Station</i>	<i>Spots</i>	<i>Dollars</i>
#1 Combo **	7	\$1,725
#2 Combo **	93	\$17,775
Grand Totals:	100	\$19,500

\*\* #1 Combo is comprised of WAMJFM WPZEFM #2 Combo is comprised of WAMJFM WPZEFM

