

**ATTACHMENT A**  
**to the GRANT AWARD AGREEMENT**  
**between Lexington-Fayette Urban County Government and**  
**Group CJ, LLC**

**GRANT PROGRAM:** FY2012 Stormwater Quality Projects Incentive Grant Program  
Class B (Education) Projects

- Funded through the LFUCG Water Quality Management Fee
- Administered by the LFUCG Division of Water Quality in the Department of Environmental Quality

**PROJECT TEAM AND CONTACT INFORMATION**

**Grantee Organization:**      **Group CJ, LLC**  
314 Old Vine Street  
Lexington, KY 40508  
KY Organization #: 0496631

**Primary Project Contact  
and Project Manager:**      **Connie Miller**  
859-231-8666 phone  
[cj@groupcj.com](mailto:cj@groupcj.com)

**Secondary Project Contact:** **Nancy Diedrichs** – Broadcast Producer  
859-231-8666 phone  
[nancy@groupcj.com](mailto:nancy@groupcj.com)

**Project Team Members:**      **Ave Lawyer** – Creative Strategist  
859-2331-8666 phone  
[ave@groupcj.com](mailto:ave@groupcj.com)

**Danielle Thomasson** – Media Relations  
859-231-8666 phone  
[danielle@groupcj.com](mailto:danielle@groupcj.com)

**Randy Burke** – WKYT Representative  
859-299-0441 phone  
[rburke@wkyt.com](mailto:rburke@wkyt.com)

**Chris Martin** – WKYT Broadcast Sales  
859-299-0441 phone  
[cmartin@wkyt.com](mailto:cmartin@wkyt.com)

**Stakeholders:**                      The Keep Lexington Beautiful Commission  
**Patricia Knight**  
859-233-1221 phone  
[pknight@visitlex.com](mailto:pknight@visitlex.com)

**PROJECT PLAN ELEMENTS**

The overall theme of the public awareness/educational campaign is “Doing the Green Thing.”  
Project elements shall include:

- 1) **30-SECOND VIGNETTES:** Group CJ will write and produce, in collaboration with WKYT-TV, approximately twenty 30-second “commercial” messages that “catch” people performing simple tasks that help reduce stormwater pollution. Each message will conclude with a short practical tip on how the action being performed improves water quality. Spots running from March through May will feature the Great American Clean and the Keep Lexington Beautiful Commission. These events will include the Downtown Trash Bash, The Shillito Park, Jacobson Park and Veterans Park cleanups, Lexmark cleanup, and various school and church events.

- 2) **AIRING OF VIGNETTES:** The 30 second messages will be aired on WKYT-TV and EKYT-CW following a schedule shown in Table 3 below.
- 3) **WEBSITE PROMOTIONS:** Promotional mentions, videos, eblasts and updates shall run on WKYT.com/projectgreen and KeepLexingtonBeautiful.com.
- 4) **SPECIAL NOON NEWS SHOW APPEARANCES:** In support of this grant project, WKYT plans to feature LFUCG Department of Environmental Quality and/or Keep Lexington Beautiful Commission representatives during the noon news show.

## **REPORTING REQUIREMENTS**

There are no additional reporting requirements beyond that outlined in the Grant Award Agreement.

## **PROJECT SUCCESS MEASURES**

- 1) Keep Lexington Beautiful sponsors and tracks attendance. Those numbers can be used as a benchmark against which growth of participation is measured.
- 2) Media reach, affidavits of performance and post analysis provided by station documenting the total number of impressions and Fayette County households reached by our message during the campaign.
- 3) Google Analytics, comments on wkyt.com/project green; analytics and traffic on keeplexingtonbeautiful.com.

## **GRANT PERIOD & PROJECT SCHEDULE**

The grant period starts on the date of execution of the Grant Award Agreement by the Mayor and extends for the time period as listed in the Grant Award Agreement. Any time extensions must be approved in writing by the LFUCG Incentive Grant Manager. The project schedule shown in Table 1 is preliminary. Proposed changes to the project which alter this schedule significantly shall be discussed with the LFUCG Grant Manager prior to implementation.

**TABLE 1. PROJECT SCHEDULE**

<b>Activity</b>	<b>Anticipated Date</b>
Notice to Proceed	December 2011
Final media negotiation	January 2012
Coordination of volunteers for video shoot	January 2012
Production plan and site scouting	January 2012
Coordination with Keep Lexington Beautiful Commission / Great American Cleanup	January – July 2012
On location shoots – lawn care practices (leaves and fertilizers)	January 2012
On location shoots – litter	January – June 2012
Copywriting and Scripting	January – July 2012
Art direction and design	March – July 2012
Broadcast Production, sound mixing and editing	March – July 2012
Website updates and continual maintenance	TBD
On location shoots at local Great American Cleanup Events	March – May 2012
On location shoots – planting of rain gardens, native plants and Lily's	March – May 2012
Broadcast Campaign Begins	April 2012
Reporting	May – June 2012
Project Management and Campaign Reporting	Dec. 2011 – Jul. 2012
Project Final Report	August 2012



PROJECT BUDGET – GRANT ELIGIBLE EXPENSES & ORGANIZATION MATCH

Table 2. lists the Eligible Expenses for this project. Only properly invoiced items shall be reimbursed with grant monies or counted toward the Organization’s match.

Any work performed on this project prior to grant award by Urban County Council and Notice to Proceed from the LFUCG Grant Administrator is NOT an eligible expense and shall not be reimbursed or counted toward the match.

TABLE 2. ELIGIBLE EXPENSES

Activities	Type of Expense	Participants	Item	Unit Price		Quantity	Funded by Organization	Funded by Grant	Total Expense
"Doing the Green Thing" Creative Services, Outside Production and Management									
Coordination with the Keep Lexington Beautiful Commission, Great American Cleanup Events and developing website content	Project Manager / donated professional services	Connie Miller	Project management and copywriting	\$ 71.69	per hour	50	\$ 3,584.50	\$ -	\$ 3,584.50
Coordination of volunteers for video shoot & on location shoot management	Project Manager	Connie Miller	Project management and production	\$ 150.00	per hour	13.5	\$ -	\$ 2,025.00	\$ 2,025.00
Coordination of volunteers for video shoot & on location shoot management	Project Manager / donated professional services	Connie Miller	Project management and production	\$ 71.69	per hour	50	\$ 3,584.50	\$ -	\$ 3,584.50
Production plan, site scouting and broadcast plan - final media negotiations	Creative Services	Nancy Diedrichs / Danielle Thomasson	Broadcast production and media planning	\$ 125.00	per hour	20	\$ -	\$ 2,500.00	\$ 2,500.00
Production plan, site scouting and broadcast plan - final media negotiations	Donated professional services	Nancy Diedrichs / Danielle Thomasson	Broadcast production and media planning	\$ 33.89	per hour	65	\$ 2,202.85	\$ -	\$ 2,202.85
Broadcast production and editing	Project Manager / Creative Services	Nancy Diedrichs/Connie Miller	Broadcast production and editing	\$ 137.50	per hour	30	\$ -	\$ 4,125.00	\$ 4,125.00
Broadcast production and editing	Project Manager / donated professional services	Nancy Diedrichs/Connie Miller	Broadcast production and editing	\$ 45.47	per hour	50	\$ 2,273.50	\$ -	\$ 2,273.50
Art direction and design	Project Manager / Creative Services	Nancy Diedrichs/Connie Miller	Art direction and design	\$ 100.00	per hour	15	\$ -	\$ 1,500.00	\$ 1,500.00
Art direction and design	Project Manager / donated professional services	Nancy Diedrichs/Connie Miller	Art direction and design	\$ 50.66	per hour	40	\$ 2,026.40	\$ -	\$ 2,026.40
Video Shoot / Photography	Professional Services	Avant Visual	Videography & Photography	\$ 2,500.00	Per Campaign	1	\$ -	\$ 2,500.00	\$ 2,500.00
Voice Talent / scripting (approx. 25 spots) / final sound mixing	Professional Services	PostTime Productions	Voice talent & production	\$1,000.00	Per Campaign	1	\$ -	\$ 1,000.00	\$ 1,000.00
Website maintenance	Donated professional services	Nancy Diedrichs / Danielle Thomasson/Matt Pascucci	Website production	\$ 30.92	per hour	75	\$ 2,319.00	\$ -	\$ 2,319.00
Project management and campaign reporting	Donated professional services	Danielle Thomasson/Nancy Diedrichs/Connie Miller	Campaign management, media management and administrative	\$ 50.07	per hour	100	\$ 5,007.00	\$ -	\$ 5,007.00
"Doing the Green Thing" Educational/Communication Expenses									
Educational Campaign	Media Schedule	WKYT - CBS Affiliate	:30, :15, :10 Television Schedule	\$178.57	per spot	112	\$ -	\$ 20,000.00	\$ 20,000.00
Educational Campaign	Added Value Media Schedule	WKYT - CBS Affiliate	:30, :15, :10 Television Schedule	\$ 100.00	per spot	140	\$ 14,000.00	\$ -	\$ 14,000.00
Educational Campaign	Added Value Media Schedule	EKYT - CW Affiliate	:30, :15, :10 Television Schedule	\$ 25.00	per spot	140	\$ 3,500.00	\$ -	\$ 3,500.00
Educational Campaign	Internet Marketing	WKYT - CBS Affiliate	Web Banners, Pre-rolls, Eblasts	\$1,000.00	campaign	1	\$ -	\$ 1,000.00	\$ 1,000.00
Educational Campaign	Added Value Internet Marketing	WKYT - CBS Affiliate	Web Banners, Pre-rolls, Eblasts	\$2,500.00	donated Package Plan	1	\$ 2,500.00	\$ -	\$ 2,500.00
Educational Campaign	Local News and Press	WKYT - CBS Affiliate	Three 3-5 Minute Interviews	\$ 500.00	value per interview	3	\$ 1,500.00	\$ -	\$ 1,500.00
TOTAL PROJECT BUDGET:							\$ 42,497.75	\$ 34,650.00	\$ 77,147.75
MATCH % AFTER FIRST \$2,500 = 56.93% MUST BE > 50%							ORGANIZATION SHARE	GRANT SHARE	



TABLE 3. SAMPLE SPOT RATES



## 2012 Grant Proposal

Advertiser: Grant  
 Agency: Group CJ  
 Buyer: Danielle  
 Length(s): :15 :30  
 Proposal #: 276550  
 Market [Rank]: LEXINGTON [64]  
 Books: Feb-11  
 Flight Dates: 02/27/12 - 05/31/12  
 Note:

## Station Contact:

Name: Randy Burke  
 Phone: (859) 566-1219  
 Fax:  
 Email: randy.burke@wkyt.com

"Stations licensed to Gray Television do not discriminate in the sale of advertising time, and will accept no advertising which is placed with intent to discriminate on the basis of race or ethnicity. The parties to an agreement for the sale of advertising time on a station licensed to Gray Television affirm that nothing in that agreement will discriminate in any way on the basis of race or ethnicity."

Program DP Days Time	Len	Rate Weeks	Feb 27	Mar 5	Mar 12	Mar 19	Mar 26	Apr 2	Apr 9	Apr 16	Apr 23	Apr 30	May 7	May 14	May 21	Cost Spots	A18+ RTG CPP	A18+ 000 CPM		
EKYT Bonus Rotator D M-F 7:00A-11:00P	:15	\$0	10	10	10	10	10	10	10	10	10	10	10	10	10	130	0.2	2.2		
Weekly Subtotals			10	10	10	10	10	10	10	10	10	10	10	10	10	\$0				
																130				

Program DP Days Time	Len	Rate Weeks	May 28	Cost Spots	A18+ RTG CPP	A18+ 000 CPM		
Bonus Rotator D	:15	\$0	10	10	0.2	2.2		
Weekly Subtotals			10	\$0				
				10				

EKYT Television Subtotals	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency
A18+R	140	\$0	28.00	\$0.00	11.28	2.48
A18+			308.00	\$0.00	12.89	2.54

Program DP Days Time	Len	Rate Weeks	Feb 27	Mar 5	Mar 12	Mar 19	Mar 26	Apr 2	Apr 9	Apr 16	Apr 23	Apr 30	May 7	May 14	May 21	Cost Spots	A18+ RTG CPP	A18+ 000 CPM		
WKYT Bonus Rotator D M-F 5:00A-12:00P	:15	\$0	10	10	10	10	10	10	10	10	10	10	10	10	10	130	2.5	23.6		
CBS Sunday Morning M SUN 9:00A-10:30A	:30	\$160									1	1			1	\$480	3.0	28.4		
27 NewsFirst This Morning M M-F 5:00A-6:00A	:30	\$70	2	2			2	2			2	2			2	\$980	2.1	20.2		
27 NewsFirst This Morning M M-F 6:00A-7:00A	:30	\$160	2	2			2	2			2	2			2	\$2,240	4.0	37.2		
CBS Early Show M M-F 7:00A-9:00A	:30	\$80	1	1			1	1			1	1			1	\$560	2.4	22.6		
27 NewsFirst at Noon D M-F 12:00P-1:00P	:30	\$100	2	2			2	2			2	2			2	\$1,400	4.7	44.2		
Anderson D M-F 4:00P-5:00P	:30	\$150	1	1			1	1			1	1			1	\$1,050	2.6p	24.6p		
27 NewsFirst at 5p R M-F 5:00P-6:30P	:30	\$270	2	2			2	2			3	3			3	\$4,590	8.2	77.5		
Wheel/Jeopardy A M-F 7:00P-8:00P	:30	\$320	1	1			1	1			2	2			2	\$3,200	7.8	73.3		
27 NewsFirst at 11p T M-Su 11:00P-11:35P	:30	\$250	1	1			1	1			2	2			2	\$2,500	4.4	41.2		
Weekly Subtotals			22	22	10	10	22	22	10	10	26	26	10	10	26	\$17,000				
																226				

2012 Grant Proposal  
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 p - program average applied.

9/19/2011  
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Program DP Days Time	Len	Rate Weeks	May 28	Cost Spots	A18+ RTG CPP	A18+ 000 CPM		
Bonus Rotator D M-F 5:00A-12:00P	:15	\$0	10	10	2.5	23.6		
27 NewsFirst This Morning M M-F 5:00A-6:00A	:30	\$70	2	\$140	2.1	20.2		
27 NewsFirst This Morning M M-F 6:00A-7:00A	:30	\$160	3	\$480	4.0	37.2		
CBS Early Show M M-F 7:00A-9:00A	:30	\$80	1	\$80	2.4	22.6		
27 NewsFirst at Noon D M-F 12:00P-1:00P	:30	\$100	2	\$200	4.7	44.2		
Anderson D M-F 4:00P-5:00P	:30	\$150	1	\$150	2.6p	24.6p		
27 NewsFirst at 5p R M-F 5:00P-6:30P	:30	\$270	3	\$810	8.2	77.5		
Wheel/Jeopardy A M-F 7:00P-8:00P	:30	\$320	2	\$640	7.8	73.3		
27 NewsFirst at 11p T M-Su 11:00P-11:35P	:30	\$250	2	\$500	4.4	41.2		
Weekly Subtotals			26	\$3,000				
				26				

WKYT Television Subtotals	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency
A18+R	252	\$20,000	886.20	\$22.57	82.31	10.77
A18+			8,353.60	\$2.39	82.32	10.78

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
A18+R	392	\$20,000	914.20	\$21.88	82.36	11.1	775,592	941,709
A18+			8,661.60	\$2.31	82.37	11.17	775,686	941,709

Dayparts: A - ACCESS; D - DAYTIME; E - EARLY FRINGE; L - LATE FRINGE; M - MORNING; P - PRIME;  
 R - EARLY NEWS; T - LATE NEWS