



AGENDA & Notice of Regular Destination Newport Committee Meeting

The Destination Newport Committee of the City of Newport will hold a regular meeting, beginning at 10:00 a.m., Tuesday, June 18, 2013, Conference Room A, City Hall, 169 SW Coast Hwy., Newport, Oregon 97365. A copy of the meeting agenda follows.

The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired, or for other accommodations for persons with disabilities, should be made at least 48 hours in advance of the meeting to Peggy Hawker, City Recorder (541)574-0613.

The Committee reserves the right to add or delete items as needed and to discuss any other business deemed necessary at the time of the meeting.

DESTINATION NEWPORT COMMITTEE

Tuesday, June 18, 2013, 10:00 A.M.

A G E N D A

- A. Call to Order
- B. Consent Calendar
 - 1. Minutes –June 5, 2013, meeting minutes review and approve
 - 2. Review of Accts., May 2013
- C. Strategic Planning for Marketing and Advertising fiscal year 2014 planning.
- D. Media Consideration
 - 1. News Channel 21 Plan Bend OR
- D. Other
 - 1. Rob Spooner of Oregon Coast Magazine
- E. Adjournment

CALL TO ORDER

The June 5, 2013, special meeting of the Destination Newport Committee was called to order at approximately 2:10 P.M. In attendance were John Clark, Lil Patrick, Ric Rabourn, Gabe McEntee-Wilson and Lorna Davis. Also in attendance was Dean Sawyer, Council Liaison, and Cindy Breves, Executive Assistant.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the May 9, 2013, meeting;

MOTION was made by Clark, seconded by Patrick, to approve the consent calendar with changes to the minutes as noted by Patrick. The motion carried unanimously in a voice vote.

MEDIA CONSIDERATIONS

Lloyd Center advertising proposal was approved on May 9, 2013 committee meeting was discussed.

MOTION was made by Clark, second by Patrick, to reverse the approval of the OnDisplay Advertising for the Lloyd Center Ice Rink center logo and two side dasher boards in an amount not to exceed \$75,100. The motion carried unanimously in a voice vote.

A proposal from OnDisplay to continue the 90 foot banner display currently in Portland for an additional 8 weeks costing \$16,000 which is \$10,000 discount was discussed.

MOTION was made by Patrick, second by Clark, to approve the continuation of the OnDisplay 90 foot banner currently in Portland for an additional 8 weeks for an amount not to exceed \$16,000. The motion carried unanimously in a voice vote.

OTHER

Committee discussed Meeting time and date for the regular committee meeting. It was decided to meet on Tuesday, June 18, 2013 at 10 a.m.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 2:20 P.M.



Increasing Awareness and Growing Revenue
for



The COAST YOU REMEMBER.

ANDREW THORN
Account Manager
617-6216
andrew.thorn@ktvz.com

OUR CORE VALUES



We are committed to meeting our client's expectations and ensuring their long term success.

We will provide knowledge based solutions along with consistent reliable service to all of our clients.

We will establish a mutually valuable relationship with each of our clients.

We will provide open and honest communication at all times.

*News Press & Gazette Mission Statement
"Be the best and most reliable provider of local information,
communication and entertainment services"*



Situation

- Currently the Newport is focusing on the western part of Oregon.

Goal

- Drive more visitors to the Oregon Coast.

Strategy

- Focus on the only local news and the top rated programs within Central Oregon to effectively and efficiently target adults in Central Oregon.
- Create a 30 second commercial educating the branding Newport as the place to visit on the Oregon Coast



Market Potential

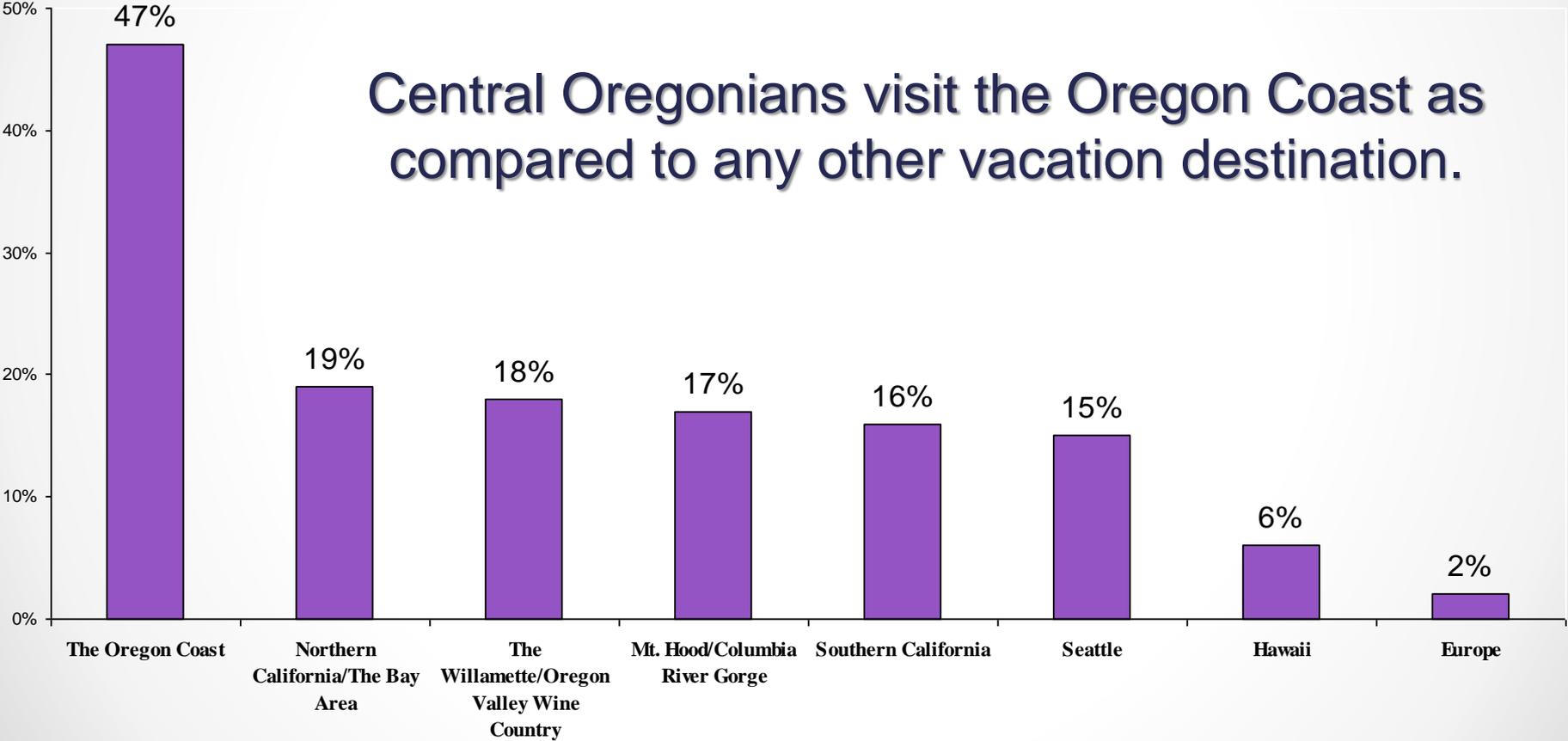
TRAVEL

In the past 12 months, to which of the following areas have you traveled for fun or pleasure?



■ Total Adults

Central Oregonians visit the Oregon Coast as compared to any other vacation destination.



BEND MARKET PROFILE

GENDER

Women	50.9%
Men	49.1%

AGE

18 - 24	10.1%
25 - 34	16.1%
35 - 49	25.4%
50 - 54	10.1%
55 - 64	18.3%
65+	19.9%

NUMBER OF CHILDREN

No Children	65.0%
1+ Children	35.0%

OCCUPATION

White Collar/Mgr/Prof	31.7%
Working Women	28.9%
Blue Collar/Operative	12.3%
Clerical/Service	14.1%
Homemaker	5.1%
Retired	24.9%

HOUSEHOLD INCOME

Less Than \$20K	10.1%
\$20-\$30K	14.4%
\$30-\$50K	25.1%
\$50-\$75K	19.9%
\$75K+	30.4%

Central Oregon is a very unique market

- ✓ **31.7% of adults in Central Oregon are White Collar**
- ✓ **30.4% of adults have a household income of \$75k+**



How News Channel 21 Can Build a Brand!



HOW

- News Channel 21 reaches **more potential clients** than any other advertising medium.
- Locally and Nationally TV is the **most influential, authoritative, exciting and persuasive** advertising medium.
- Adults in Central Oregon spend significantly more time with TV than any other media (**average commute is about 10 minutes**).
- News Channel 21 is the **only local news** and the most trusted source for local news, weather and sports.

Source: Nielsen Ratings, Marshall Marketing, TVB, AdMall (2012)



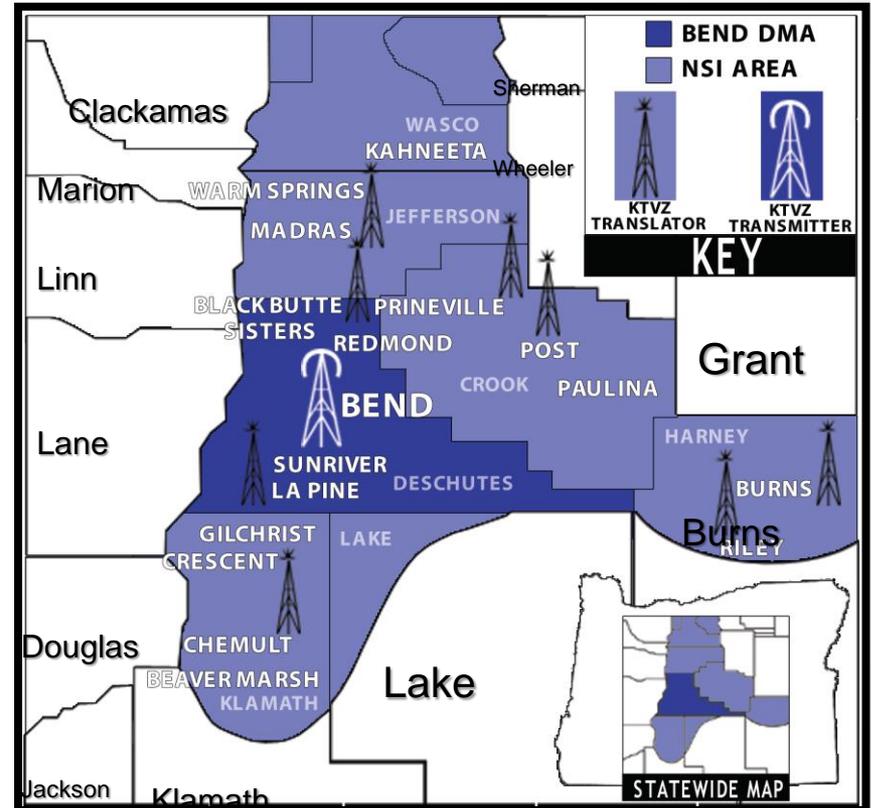
We Reach Over 200,000 Adults Monthly!

As the only locally televised News, Central Oregon depends on News Channel 21.

So coverage is a big factor...

- From the Cascade Mountains to Burns, and from the Tygh Valley to Beaver Marsh, Central Oregon viewers get their news & entertainment from News Channel 21.
- News Channel 21 is carried by every cable system in Central Oregon. It doesn't matter if you are on Chamber cable in Sunriver, Comcast in La Pine or Bend Broadband in Bend.
- Over 94% of every household in the market *tunes in* to one of our stations each week, (cable penetration is only 53%!!).

Available in 6+ Counties



News Channel 21 Coverage Map

***Now available on DirecTV**

TV Plan

PROGRAMS WATCHED

In the past 7 days, which of the following programs did you watch at least once?

	Total Adults
NewsChannel 21 5p KTVZ	44%
NewsChannel 21 6p KTVZ	40%
NBC Nightly News 5:30p KTVZ	33%
NewsChannel 21 at Sunrise 6a KTVZ	28%
NewsChannel 21 at Sunrise 5a KTVZ	26%
NewsChannel 21 6:30p KTVZ	25%
Jeopardy! 7p KTVZ	25%
NewsChannel 21 11p KTVZ	24%
Today Show 7a KTVZ	22%
Fox Central Oregon 10 O'Clock News 10p KFXO	22%
Wheel of Fortune 7:30p KTVZ	21%
Big Bang Theory 7p KFXO	18%
Two and a Half Men 6p KFXO	17%
Ellen 4p KTVZ	16%
Dr. Oz 3p KTVZ	14%
NewsChannel 21 at 7a on KFXO	11%
Anderson Cooper 12N KTVZ	11%
Dr Phil 2p KTVZ	11%
Tonight Show 11:30p KTVZ	11%
ABC World News Tonight 5:30p KOHD	10%
Today Show II 9a KTVZ	9%
CBS Evening News 5:30p KBNZ	9%
Entertainment Tonight 7p KOHD	8%
KOIN Local 6 News 5p KBNZ	8%
Live with Kelly 11a KTVZ	8%
TMZ: Celebrity News 10:30p KFXO	8%

▪ KTVZ Programs are the most watched and local news leads the way!

May Advertising Plan

Monthly Plan

News Channel 21 @ 5a
News Channel 21 @ 6a
Today Show @ 7a
Ellen @ 4P
News Channel 21 @ 5p
News Channel 21 @ 6p
News Channel 21 @ 630p
Jeopardy @ 7p
Wheel of Fortune 730p
News @ 11p
The Tonight Show
Prime Time NBC 8p
Sat Today @ 7a
Sat Night Live
Sports Rotator (SAT/SUN)

- Viewers are dedicated to our news programming and watch it consistently. The Morning News on NBC has more than a 70% share of all TV viewers in the morning.
- Locally NBC's programming dominates with #1 rated programs every hour of the day up from sunrise news to Wheel of Fortune! **The ONLY local News!**
- The 5&6pm news are the 2 top programs in the market. Reaching more potential clients than the best prime shows and being news programming they are typically not recorded.
- With Sunday Night Football, PGA Golf and much more, NBC is one of the premier sporting networks for the high end home owner!

People Normally Don't DVR News

Bonus - Best Available (Local Direct) 20% Bonus+
BONUS - TROUT TV, THE OUTDOORSMAN and BEST AVAILABLE PLACEMENT

TOTAL: 139 Commercials
MAY INVESTMENT: \$5,000

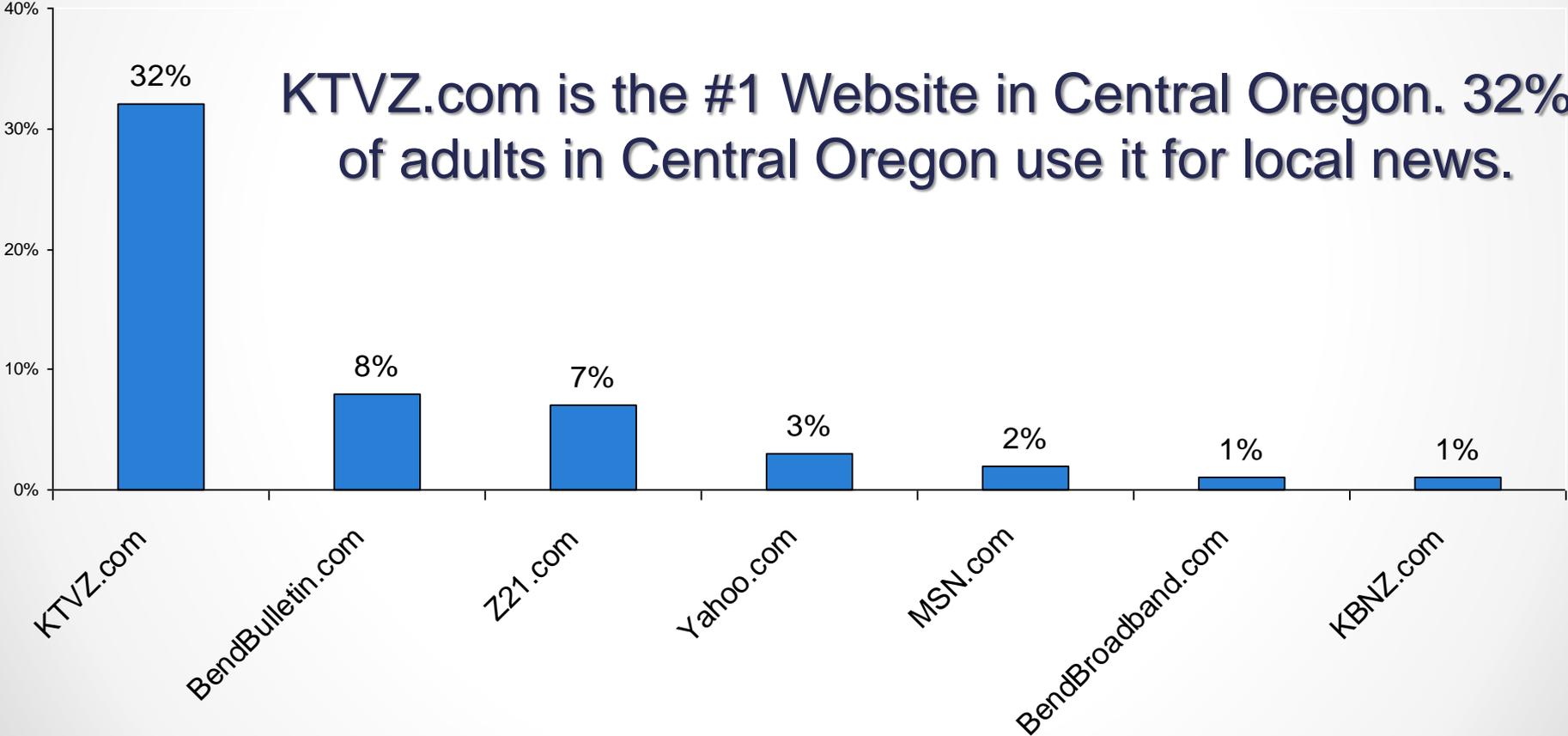


Web

FAVORITE LOCAL NEWS SITE

Which one Bend area website is your favorite source for local news?

■ Total Adults



Web Component

High Impact
300x250 Rectangle

The image shows a screenshot of the KTVZ.COM website. The header includes the logo "KTVZ.COM" and the tagline "CENTRAL OREGON'S NEWS LEADER". Below the header is a navigation menu with links for HOME, NEWS, WEATHER, SPORTS, ROADS, LIFESTYLE, ABOUT US, LINKS, COMMUNITY, PIT STOP, YOUR HEALTH, YOUR HOME, and CLASSIFIEDS. The main content area features a "Top Stories" section with a video player and a list of news items. A 300x250 advertisement space is highlighted in orange, with the text "300 x 250" displayed inside. An orange arrow points from the text "300x250 Rectangle" to this advertisement space. The advertisement space is located in the "U.S. & World News" section, which is in partnership with CNN. The news items listed include "Healthy Kids' Low-Cost Insurance Available Locally", "Hundreds Gather at Bend Tea Party's Tax Day Rally", "Despite Heat, Redmond Police Defend Drug Checks", "3 Rescued, 5 Days After China Quake Killed 2K", "Germany Lets Lufthansa Fly 15,000 Back Home", "CNN PM: Iraq Al Qaeda Leaders Killed", "5 Celebs Hit Hard By Foreclosure", and "VP Joe Biden To Appear On The View".

- 125,000 Web Ads May-July

Total Cost: \$1000



Production



Commercial Production



Made to 100% your satisfaction

News Channel 21's Commercial Production Department can produce a complete commercial that matches the vision of your business. The production includes scripting, video taping, editing and professional voice over. Generally a quality commercial would take about 2 weeks from scripting to completion and nothing goes on the air until you are completely happy with the finished product. An example of our capabilities can be seen on our website at

www.ktvz.com/ad-info/index.html

New Commercial

Cost : \$175 for 1x 30 second

Plan Summary

Plan Summary

TV: \$5,000

- Commercials: 139x (30 Seconds ads)
 - 20% in Bonus Matching

Nielsen Ratings (TV Schedule)

- Reach (Adults) 25-64: **95.4%**
 - Median Frequency: **6.0**
- Effective Reach (3+): **73.9%**

Web: 200,00 Web ads
Investment: \$1000

Total Investment: \$6,000



Summary/Benefits

- **Powerful Reach:** News Channel 21 offers the most effective and efficient advertising in Central Oregon. No one can deliver your message to as many homes or potential clients.
- **Popular Programs:** Having the only local news and the top TV programs means your message is featured in the absolute best programs all year round, with the flexibility to make changes as you see fit.
- **Proven Results:** News Channel 21's has been apart of Central Oregon for almost 40 years and is a trusted source for the local advertisers. Providing the most effective and efficient advertising available in Central Oregon.





Total Investment: \$6000

Next Steps

- Approve plan
- Schedule Production
- Create Commercial
- Go Live on News Channel 21!

Accepted on Behalf of: X _____

Accepted by (Print): X _____

Signature: X _____



Thank You!

