



Fulton County Board of Commissioners

ADD-ON

**Agenda Item Summary**

#20-0657

**BOC Meeting Date**  
9/16/2020**Requesting Agency**

Board of Registration and Elections

**Commission Districts Affected**

All Districts

**Requested Action** *(Identify appropriate Action or Motion, purpose, cost, timeframe, etc.)*

Request approval of contract with Radio One in the amount of \$75,000 to provide radio and digital advertising to educate voters about the November 3, 2020 General Election.

**Requirement for Board Action** *(Cite specific Board policy, statute or code requirement)*

In accordance with State of Georgia O.C.G.A. §36-10-1, requests for approval of contractual agreements shall be forwarded to the Board of Commissioners for approval.

**Is this Item related to a Strategic Priority Area?** *(If yes, note strategic priority area below)*

Yes                      Open and Responsible Government

**Is this a purchasing item?**

No

**Summary & Background***(First sentence includes Agency recommendation. Provide an executive summary of the action that gives an overview of the relevant details for the item.)*

This is an informational campaign where the goal is to educate and inform voters and promote these options for the November 3, 2020 General Election.

Advertising will reach Fulton County voters to raise awareness of voting options for the 2020 General Election including early voting, absentee by mail and the new election app.

**Contract & Compliance Information***(Provide Contractor and Subcontractor details.)*

NA

Agency Director Approval		County Manager's Approval
Typed Name and Title	Phone	
Signature	Date	

<b>Solicitation Information</b>	<b>NON-MFBE</b>	<b>MBE</b>	<b>FBE</b>	<b>TOTAL</b>
No. Bid Notices Sent:				
No. Bids Received:				
<b>Total Contract Value</b>	.			
<b>Total M/FBE Values</b>	.			
<b>Total Prime Value</b>	.			
<b>Fiscal Impact / Funding Source</b>		<i>(Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)</i>		
Impact to General Fund				
<b>Exhibits Attached</b>		<i>(Provide copies of originals, number exhibits consecutively, and label all exhibits in the upper right corner.)</i>		
<b>Source of Additional Information</b>		<i>(Type Name, Title, Agency and Phone)</i>		

<b>Agency Director Approval</b>		<b>County Manager's Approval</b>
<b>Typed Name and Title</b>	<b>Phone</b>	
<b>Signature</b>	<b>Date</b>	

## Procurement

Contract Attached:

.

Previous Contracts:

.

Solicitation Number:

.

Submitting Agency:

.

Staff Contact:

.

Contact Phone:

.

Description:.

### FINANCIAL SUMMARY

Total Contract Value:

Original Approved Amount: .

Previous Adjustments: .

This Request: .

TOTAL: .

MBE/FBE Participation:

Amount: . %: .

Amount: . %: .

Amount: . %: .

Amount: . %: .

Grant Information Summary:

Amount Requested: .

☐

Cash

Match Required: .

☐

In-Kind

Start Date: .

☐

Approval to Award

End Date: .

☐

Apply &amp; Accept

Match Account \$: .

Funding Line 1:

100-265-2700-1342

Funding Line 2:

.

Funding Line 3:

.

Funding Line 4:

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### KEY CONTRACT TERMS

Start Date:

9/28/2020

End Date:

11/3/2020

Cost Adjustment:

.

Renewal/Extension Terms:

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### ROUTING & APPROVALS

(Do not edit below this line)

X	Originating Department:	Barron, Richard L.	Date: 9/10/2020
X	County Attorney:	Ringer, Cheryl	Date: 9/10/2020
X	Purchasing/Contract Compliance:	Strong-Whitaker, Felicia	Date: 9/11/2020
X	Finance/Budget Analyst/Grants Admin:	Stewart, Hugh	Date: 9/10/2020
.	Grants Management:	.	Date: .
.	County Manager:	.	Date: .



**RADIO ONE, INC.**

**Brenda Lowery**

101 Marietta Street

12<sup>th</sup> Floor

ATLANTA, GA 30303

Date: September 8, 2020

### **MEDIA QUOTE OPTION #1**

**Flight Date:** October 1 - 31<sup>st</sup>

**Advertiser:** Fulton County Government

Jessica A. Corbitt-Dominguez

Director, Department of External Affairs

Fulton County Government

**Campaign:** EARLY VOTING CAMPAIGN|2020 POLITICAL ISSUE

**Target Audience:** Fulton County Residence –

**Commission Districts** 1|2|3|4|5|6

**Age:** Person 18+

### **Target Cities/Areas**

College Park|Union City|Welcome All-Red Oak|Fairburn|East Point|Cedar Grove|Cliffondale|Atlanta  
Cascade|Palmetto|Johns Creek|Alpharetta|Milton|Hapeville|Mountain Park|Atlanta|Roswell

### **ON-AIR 5 WEEKS**

WAMJ MAJIC 107.5.97.5 FM

216 :30 Second Commercials

Net Reach 700,200

Total Gross Impressions 2,870,400

Total Investment \$18,080

WHTA HOT 107.9 FM

402 :30 Second Commercials

Net Reach 699,600

Total Gross Impressions 3,299,000

Total Investment \$23,720

WPZE PRAISE 102.5

329 :30 Second Commercials

Net Reach 384,300

Total Gross Impressions 2,875,300

Total Investment \$9770

WAMJ-HD CLASSIX 102.9

260 :30 Second Commercials

Net Reach 227,400

Total Gross Impressions 917,600

Total Investment \$3430

**ON-AIR TOTAL INVESTMENT - \$55,000**

**TOTAL SPOTS 1,209 – NET REACH 1,689,000|GROSS IMPRESSIONS 9,962,300**

## Online

### Mobile|Desktop|Social Media|Text Messaging Campaign|Eblast

250 :30 Second Streaming Commercials per week with clickable Banner Ad (50 per wk. per station)

Total Streaming Commercials 1250,000 :30 second audio with clickable banner ad

Total Impressions 1,250,000

Acceptable ad sizes: 300x250, 320x50, 970x90 & or 300x600

Geo Fencing Banner Ads – Designated Zip Codes – 500,000 Impressions

ROS Web Banner Ads – all 4 Stations

Text Messaging to Vote Early | Mobile Campaign

5 Eblast – 1 per wk. per station

FACEBOOK - INSTAGRAM

3 FB Post per week per station

3 IG Post per week per station

Total Post 30

Acceptable ad sizes: 300x250, 320x50, 970x90 & or 300x600

**TOTAL INVESTMENT: \$20,000 | TOTAL IMPRESSIONS 1,750,000**

**TOTAL INVESTMENT: \$75,000**

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Fulton County Ga. Gov't

Date: \_\_\_\_\_

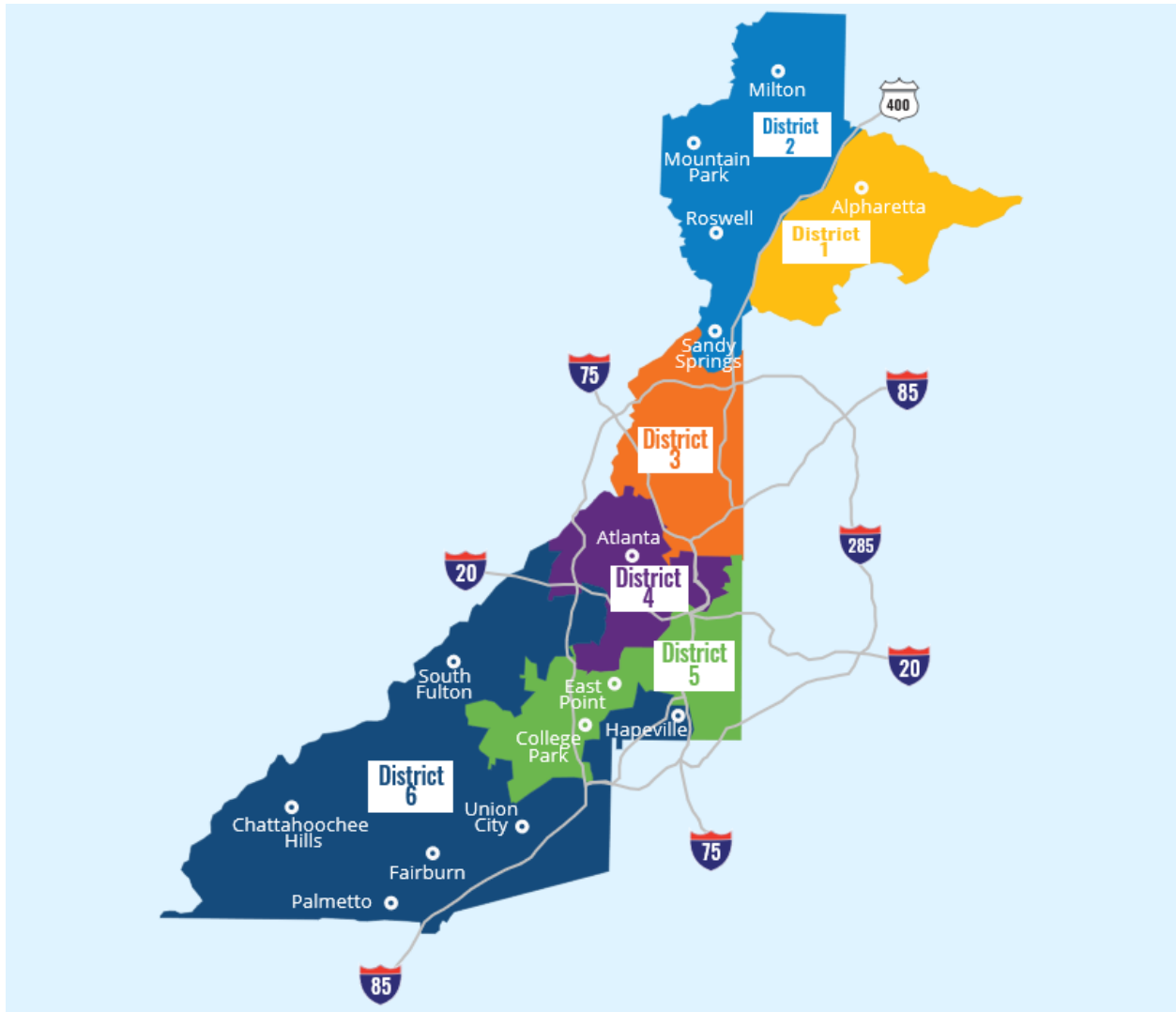


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Brenda Lowery

Date: \_\_\_\_\_





## Hot 107.9 Digital Footprint

Site UVs/PV

UVs - 144,449

Page Views - 281,674

Social

Facebook Reach - 1,692,050

Facebook Fans - 489,547

Instagram Followers - 225,497

Twitter Followers - 178,795

SMS Subscribers - 7,200

Newsletter Subscribers - 54,702

Newsletter Open Rate - 5.1%

Newsletter Click Rate - 0.7%

**Majic 107.5.97.5 Digital Footprint**

Site UVs/PV

UVs - 101,252

Page Views - 295,981

Facebook Reach - 12,700

Facebook Fans - 32,517

Instagram Followers - 18,071

Twitter Followers - 8,277

SMS Subscribers - 6,009

Newsletter Subscribers - 36,249

Newsletter Open Rate - 7.2%

Newsletter Click Rate - 1.6%

**Praise 102.5 Digital Footprint**

UVs - 117,005

Page Views - 322,733

Facebook Reach - 191,301

Facebook Fans - 191,415

Instagram Followers - 35,588

Twitter Followers -15,882

SMS Subscribers - 4,803

Newsletter Subscribers - 30,206

Newsletter Open Rate - 6.9%

Newsletter Click Rate - 0.9%

**Classix Digital Footprint**

Site UVs/PV

UVs - 15,036

Page Views -90,837

Social

Facebook Reach - 2,050

Facebook Fans - 719

Instagram Followers - 558

Twitter Followers -74

SMS Subscribers - 2,514

Newsletter Subscribers - 166

Newsletter Click Rate - 12.7%

Newsletter Open Rate - 1.3%