



## **Public Education Program Opportunity**

5000 to 6000 Statewide Monthly Radio Broadcasts

500 to 600 Statewide Monthly Television Broadcasts

*Increase your outreach for supplemental public education, especially regarding RP 1162*

KGA Members,

The Association is building a coalition to facilitate the purchase of media to enhance your public awareness efforts and our industry's message of safety. KGA is raising \$175,000 to purchase 1.8 million dollars of yearly radio and television advertising through the Kentucky Broadcasters Association, and KGA needs your financial commitment by April 3<sup>rd</sup>. Please distribute this message to the appropriate parties within your company. KGA Executive Director Matt Tackett will be happy to speak with you regarding this new program at your convenience.

### **WHAT TO EXPECT**

KGA will purchase advertising on your behalf, and the investment partners will form a Committee to produce and select what messages are broadcast on radio and TV and when they will play. ***Almost all Kentuckians are familiar with the wildly successful Kentucky 811 Radio Campaign, and the KGA Public Education Program is designed exactly like that,*** except the KGA broadcasts will cover a wider array of topics designed to your interest.

The Program will provide 5000 to 6000 radio commercials a month and 500 to 600 television broadcasts per month, for a total yearly outreach of approximately 72,000 radio plays across Kentucky stations and 7,200 television spots on the most popular channels.

Partners will receive a monthly affidavit that highlights the frequency and impact of the KGA broadcasts for your records. Please see the attached affidavit provided by Kentucky 811, which highlights a broadcast report for January 2015. The KGA report will be nearly identical, but will also include statistics for television broadcasts.

### **WHO IS IN**

Atmos Energy has committed \$25,000 as the first to join the Public Education Program Coalition and KGA encourages members to match that investment.

### **CONTACT**

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Kentucky Gas Association  
Public Education Broadcast Program