



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 3rd. 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