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DEPT. OF LABOR

DRAKE



COOPER

APPRENTICESHIP SOCIAL CAMPAIGN

— 19  78 —

Idaho Department of Labor
Apprenticeship Program
September 24, 2020

APPRENTICESHIPS MEDIA BRIEF

8/25/20, Revised 8/27/20

WHAT'S HAPPENING

We need to promote Registered Apprenticeship opportunities to businesses. We'll use existing images from the "Working Classroom" media assets along with new copy for businesses. The Call to Action will link to labor.idaho.gov. Labor will use the home page header to invite site visitors to the apprenticeships page (including the KTVB news segments). All work and media airings need to be completed September - October. Invoices must be received by 10/26/20.

CORE THOUGHT

Labor would like to use the remainder of their grant funding to build awareness of Registered Apprenticeship opportunities plus drive traffic to the website for more information about training, specifically utilizing the Registered Apprenticeship Program.



KTVB/KTFT ADVERTORIAL

Advertorial Production, airing, and share video links for Labor's Owned Channels

- KTVB is producing three 4-Minute Idaho Today Segments: \$1,600/segment, \$4,800 (\$4,080 Labor cost)
- Each segment includes production, KTVB host intro, Segment airing on Idaho Today (KTVB AND KTFT), hosted on KTVB.COM, YouTube, and provided download link for LABOR.IDAHO.GOV
- Adding: Saturday Morning News 10am segment Re-Air: Update - this is a 2-Minute segment that KTVB will edit from the 4-Minute segment, \$475 (\$404 net) per airing, 3x total, \$1,425 (\$1,212 Labor cost)
- Adding: KTVB will build :30 "Spotlight" to air in other time periods (6a News, 5p News, etc.). KTVB will edit key points from the interview and direct viewers to look for the content in the Lifestyle show, push to watch on KTVB.COM and/or Learn **More at labor.idaho.gov.** total 24 x :30 spotlights, \$5,325 (4,450 Labor cost)
- Each spotlight is approximately \$250 in additional production, total 3 x :30, Total \$750 (Labor cost)

KTVB/KTFT Placement :	\$ 9,742
KTVB additional Production:	<u>\$ 750</u>
TOTAL	\$10,492



ONLINE MEDIA

Social Media is the recommended Online Channel

- Social media will give maximum attention to the overall campaign within our budget.
- We will target Business Owners, Managers, HR, etc. across the state with the goal of sending traffic to the website as well as three LinkedIn posts that can link to the website and/or directly to the blogs or video segments.
- Social media will be statewide. Although we have KTVB and KTFT news segments, the reach is fairly small with one station and limited programming. The recommendation is to target by profession which will keep our impressions where they need to be for social reach.
- The proposed online placements are estimated to deliver a six frequency over the three week period.

Native and Sponsored Content with Idaho Business Review - evaluated but not recommended:

- FYI, we reviewed this opportunity but the price was out of our budget range (\$1,950 for limited exposure) and low reach outside of the Treasure Valley.

Total Social Media: \$5,250



Idaho Department of Labor
Apprenticeship Media
Targeting Business Owners & News

	9/28	10/5	10/12	10/19	10/26	Est Impressions	Net	KPI
DIGITAL								
Social	9/28 -10/18							
Facebook/Instagram Business Managers, CEO's, etc.						600,000	\$3,000	Traffic
Linked In (3 posts @ \$750 each)						450,000	\$2,250	Traffic
BROADCAST								
KTVB & KTFT Advetorial								Awareness
Three :04 minute segments, 12:30-1:00		10/7	10/14	10/21		89,500	\$4,080	
Three Condensed :02 minute Versions Sat. a.m. 8a-10a		10/10	10/17	10/24		27,000	\$1,211	
KTVB/ KTFT 24 spots News Only						98,000	\$4,450	
6 spots M-F 5a-6a								
6 spots M-F 6a-7a								
2 spots Sun 6:30a-7a Viewpoint								
2 spots Sun Today Show 7a-8a								
2 spots Sun Meet the Press 8a-9a								
6 spots M-F 5p-6:30P								
						1,264,500	\$14,991	

I have reviewed this media plan and I approve Drake Cooper to purchase media on my behalf. I understand that approving a media plan with less than four weeks advance notice of the flight start date may result in less desirable placement, increased media cost and additional agency fees. Drake Cooper will apply current universal exclusion lists, will monitor current news and events and will pause paid media, if necessary, to avoid negative brand association and content insensitivity. Monthly totals are estimated. Drake Cooper will invoice for media costs 30 days in advance of media schedule run date.

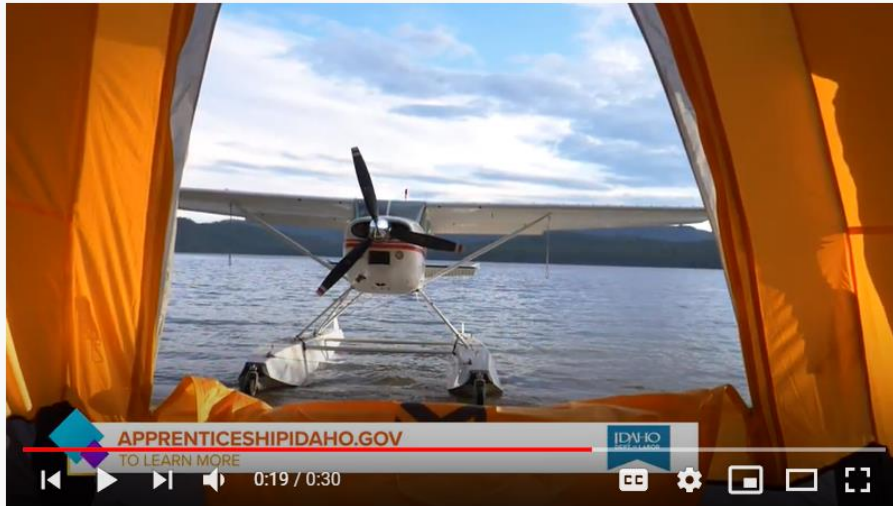
Client Signature _____ Date _____





YouTube

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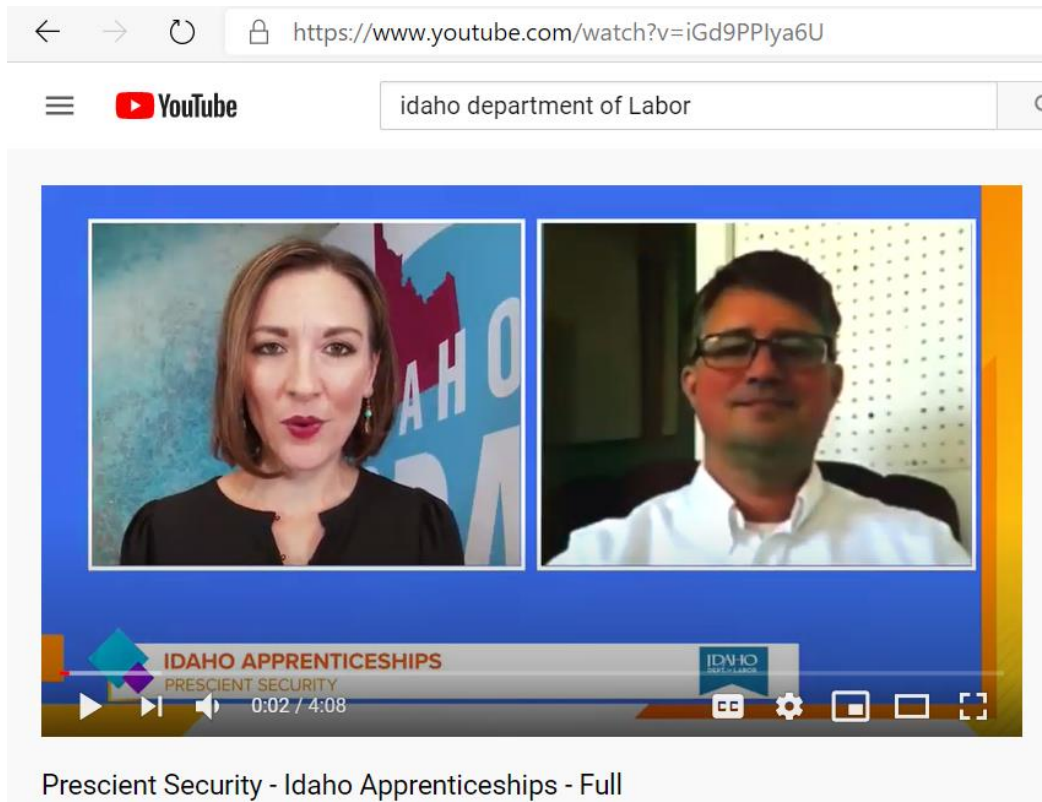
Aeorcet - Idaho Apprenticeships - 30s

YouTube

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North Idaho College Workforce Training Center - Idaho Apprenticeships - Full



Three lengths:

30-second

90 – 120 seconds

3-5 minutes

Broadcast

Idaho Today

KTVB News

Weekend Morning Shows

Other Uses

Presentations, social media promotion, training,
etc.

FB/IG MOCK UPS

Destination URL:

<https://www.labor.idaho.gov/dnn/Job-Seekers/On-the-Job-Training/Apprenticeships/Employers>

Mobile

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TURN IT UP

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