

## RRTF Budget Proposal -- *Back on the Bull* Communications Plan

Submitted by	Susan Amey
Others Involved in Project Development	RRTF Communications Group
Estimated Full Cost	\$378,295, including an estimated \$100,000 in pro bono support to develop BotB
Estimated Request to local government	\$264,195 (plus an additional \$14,100 already committed) <i>(Could be less than full cost if you have identified other sources of support)</i>
Request/Project Timeline	Phase 1A (\$14,100) has already been approved. The rest of the plan is divided into two-month periods through the end of the calendar year.

### Proposal Summary

*Describe a high-level overview of what funding would support*

During this public health crisis, it is not a nice to-do marketing campaign, but a necessary and impactful awareness and education campaign that the Communications Group is rolling out. Without funding for media placement, the outputs of the RRTF's work will reach only a fraction of Durham's residents and businesses, and the impact will be limited. As evidenced by the significant pro bono efforts planned throughout the calendar year, the team of experienced communicators will be good stewards and do everything it can to cut costs and secure advertising placements that provide the highest return on investment. The funds requested will only be allocated to buying media and the production of collateral pieces to aid grassroots outreach. All creative development will be completed pro bono. For all paid opportunities, the Communications Group will utilize pre-existing relationships as well as negotiate for discounted rates, in-kind offerings, and other added value contributions. As the coronavirus situation continues to change quickly, the following plan is designed to be flexible and responsive to changing circumstances.

### How this Proposal Supports Durham's Recovery and Renewal

*Include what the implications are if we are unable to enact this proposal*

While the RRTF and RRTF Communications Group members and their associated agencies' organic reach across owned channels is considerable (estimated reach of 50K based on self-reporting), it is by no means exhaustive or near any kind of insurance that all Durhamites will receive the task force's messaging, let alone with enough frequency to be effective.

Without funding, only those in our inner circles and privileged to be part of membership groups or ongoing conversations will be informed of the campaign. Without funding, it will be very difficult to reach other disadvantaged groups.

### Check the box that best describes the current status of the actions proposed in this proposal

- |                                            |                                                                                                                                                |
|--------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| <input checked="checked" type="checkbox"/> | The proposal is shovel ready once funded and has the full support of those required to implement it.                                           |
| <input type="checkbox"/>                   | The proposal will require additional planning but has the full support of those required to implement it.                                      |
| <input type="checkbox"/>                   | The proposal will require significant additional planning and does not yet have the approval and/or buy-in of others required to implement it. |

### How does this proposal reflect RRTF's commitment to equity?

As evidenced by 56% of Phase 1A funding planned for Hispanic media buys as well as additional out-of-home advertising to reach those requiring the use of public transportation, the Communications Group is committed to spending to make the greatest impact for minority and disadvantaged groups. The

proposal detailed throughout the end of the calendar year outlines ongoing advertising efforts to reach the Latinx market and others in the community.

**How does this proposal reflect RRTF's commitment to prioritize science and public health expertise?**

At its core, the Back on the Bull campaign is a health and safety campaign, driving Durham residents to a website that will be maintained with the latest guidance, best practices, and other helpful insights for slowing the spread of COVID-19.

**How does this proposal reflect RRTF's commitment to work in collaboration with key stakeholders?**

The advertising dollars will be vital to inspiring widespread, meaningful consumer confidence and driving patrons back to Durham's local businesses that are in dire need of support. It is a way to lift all boats and reward the owners/managers/organizers/leaders that have actively participated in roundtable discussions and completed the checklist.

**Budget Summary**

<i>Description</i>	<i>Date Needed</i>	<i>Estimated Amount</i>
Phase 1A: Incentivize Participation/Reach Latinx Community (ASAP)	APPROVED	\$14,100
Phase 1B: Inspire Confidence (July/August)	7/24/20	\$80,145
Phase 2: Maintain Momentum (September/October)	8/14/20	\$109,750
Phase 3: Gathering Safely (November/December)	9/11/20	\$74,500
TOTAL		\$278,295

**If there was only funding to support part of this request, what would you cut?**

It would likely be easiest to scale back some of the radio and digital planned in Phase 2. TV broadcast will always be the most expensive, and therefore seemingly the easiest to scale back, but we feel strongly that the medium's effectiveness to increase public awareness by reaching a broad audience is important. If it were required that funds were allocated to other RRTF-related initiatives, it would likely be the most efficient and practical to narrow down the flight dates of the advertising campaigns (i.e. strategically picking weeks to pause advertising or shortening phases). That would allow for the campaign to maintain a high enough frequency to remain effective.

**Are you currently pursuing additional non-government funds or have you considered possible alternate or additional sources of funding?**

*List options for non-governmental sources of funding, including pro bono contributions*

For all paid opportunities, the Communications Group will utilize pre-existing relationships as well as negotiate for discounted rates, in-kind offerings, and other added value contributions from the media outlets. All creative for the advertising campaigns and media planning and buying will be completed pro bono. We have already secured over \$100,000 in pro bono support.

**Conflict of Interest**

*Could this proposal benefit any RRTF member? If so, please identify person(s) and briefly explain.*

None we're aware of. Expenditures are only planned for media outlets and printed materials, and so could benefit an RRTF member with an ownership stake in one of those businesses.

**Links to Supporting Documents (e.g. full proposal, supporting research)**

[Full Communications Plan](#)