



# “Meet Your Match”

Media Campaign and Adopt-a-thon

by Nate Henry, Zack Kendall, and Jon Kappell

in conjunction with Animal Care of Greenville County

## Research

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### **The Mission**

As a non-profit organization working under the government of Greenville County, Greenville County Animal Care Services provides services for low income pet owners, for people interested in adopting pets and for stray pets.

The mission of Animal Care is to be the premier animal care shelter and organization in Greenville. Animal Care would be such by reducing “the dangers and nuisances of irresponsible pet guardianship while ensuring that animals will not suffer from human abuse or neglect.” Animal Care strives to accomplish its mission through providing veterinary, adoption, rescue (“Second Chance”), housing and public awareness services for the pets and potential pets of the greater Greenville community. Additionally for new pet-owners, Animal Care has a small shop of beneficial products for pets, including such items as collars, toys to curb destructive behavior, flea and tick preventative, grooming supplies and beds. Finally, to reduce overpopulation and prevent animal disease, Animal Care offers spay and neutering services for pets.

With a fully functioning full-service, open-admission shelter to accomplish its mission, Animal Care is poised to increase its impact in the community as the premier animal shelter and organization. Animal Care is learning from the success of past events and events by other similar organizations.

## Goals

The goals of Animal Care as an organization are as follows:

1. To reduce euthanization as a means of pet overpopulation control:

Animal Care has been quite successful at accomplishing this goal for their organization by halving their former euthanization rate of 80%. By improving management, techniques and adoptions, Animal Care has been able to not only reduce their own euthanization rates but also help other shelters to reduce their euthanization rates.

2. To provide monetarily poor pet owners with a means to affordably care for their pets.

The Animal Care staff accomplishes this goal through their affordable items at their shop, through providing veterinary services to lower income owners and through their policies on discount veterinary care for people who purchase pets from Animal Care.

3. To reclaim, retain and finally rehome pets.

Animal Care accomplishes this goal through its "Second Chance" program of pet rescue, through its facilities of housing for the animals and through its ability to sell the pets that it has. (Rehoming is providing adoptions.) At the present time, Animal Care is doing well at reclaiming and retaining the animals. The greatest need is in rehoming.

## Reputation

1. Image: Animal Care needs to produce a definite public image which accurately represents who it is and what it does. Not enough people have an image of Animal Care beyond hearsay and past campaign billboard signs. Partly because of the public perception of governmental organizations and officials as being selfish and incompetent, Animal Care will emphasize its identity of compassion and competence for its public image. Ultimately, the animals themselves are a large part of the organization's image: their health reflects upon the organization's competence in what the organization does.
2. Identity: Animal Care sees itself as a partner within the community, educating and encouraging "compassionate citizenship" and "pet guardianship." Animal Care also functions as a safety net for animals in the county in the sense that it will accept even animals that are injured or ill.

Compassion and competence are the key characteristics of the organization. The organization's work in rescuing lost pets, accepting unwanted pets and providing services for those pets contributes to its identity of compassion and competence. Furthermore, Animal Care has gained notoriety in the animal shelter community by teaching other shelters how to reduce animal euthanization rates. Animal Care's facilities include multiple operating rooms in which needy pets can receive surgery.

3. Values: The organization strives to improve the condition of local animals while not being burdensome to the citizens of Greenville. Furthermore, the

organization exists to serve the pet owners of Greenville through their veterinary, adoption and education services.

4. Issues: Although no known issues of bad reputation in traditional media have surfaced, lack of public awareness of the organization is a hindrance to success. For example, even the Better Business Bureau, according to their website, still desires to obtain a clearer understanding of Animal Care. Furthermore, some people still believe that Animal Care is animal control. Also, some other people still mistakenly believe that Animal Care is a part of the Humane Society. Therefore, part of this campaign includes producing a public image of Animal Care as being distinct from the Human Society and the animal control.

## **Media Assets and Liabilities**

The Better Business Bureau rating for Animal Care is a B+ rating. This is a slight asset in that people using the internet will find from an unbiased organization (the BBB) that Animal Care is a reasonably credible, ethical organization. Ultimately, the BBB is pleased regarding how Animal Care has dealt with the two complaints against its organization.

Other media assets include:

1. The animals themselves (cute, adorable and lovable)
2. Animal Care's Facebook Page and Greenville County Website Page
3. Animal Care's Rescue Program Facebook Page (Greenville County Pet Rescue)
4. Close location to a movie theater (Cherrydale) where Animal Care can show ads
5. Free access for PSAs in *Critter Magazine*

Facebook's revised, improved marketing measurement system enables organizations to get a better idea of their return on investment. Likes, visits, discussions and likelihood of stories going viral are all able to be monitored (some only when a high volume is in). Facebook can enable the organization to advertise to target audiences based upon psychographics and location. Demographic information for evaluation is also readily available for Facebook advertising. Our

target audience includes the parents with young children between the ages of 18 and 34. That age range makes up 55% of all Facebook's users, making Facebook a valuable tool to reach the people of Greenville.

Through our secondary research, we have not found any substantial negative publicity against Animal Care. Although the Better Business Bureau has background information on Animal Care, the BBB desires to obtain a clearer understanding of Animal Care. Addressing the BBB's desires would eliminate a potential problem which could arise if Animal Care were to receive negative news coverage.

Other media liabilities include:

1. The threat of life threatening disease for the animals through an outbreak of the Parvo virus (mortality rate up to 90%) or Panleukopenia could impact public relations.
2. Of course, with anything where multiple animals come together, Animal Care is concerned about the media recording animals fighting with each other.

Although Animal Care has a pet cemetery within sight of their facilities, the presence of the pet cemetery has not hindered the success of previous campaign events (such as "Howl-O-Ween") on their property. Furthermore, Animal Care's substantial decrease in euthanization has essentially eliminated the media liability of high, quick animal mortality rates for animals entering the shelter.

## **The Opportunity or Problem**

Relationship of the Campaign Event to the Organization's Mission:

This event will help Animal Care to be the premier animal care services provider in Greenville by increasing the public's knowledge about where Animal Care actually is, who Animal Care is and what Animal Care actually does. Furthermore, by including several other related organizations, Animal Care appears to be a major contributor in providing such services. (Animal Care is prepared to be such and in reducing euthanasia rates, already is a major contributor.) By announcing that Animal Care is also a place where people can actually adopt dogs and cats, people will consider and seek the organization as a major provider of adoptable dogs and cats.

Purpose of the Campaign Event:

The purpose of this campaign event is to increase awareness through high attendance at the event of people who have not already visited Animal Care, to increase awareness in the community of Animal Care and its services and ultimately to produce from that increased awareness more adoptions of animals. Secondly, this event might also benefit Animal Care in getting more volunteers.

Strengths and Weaknesses of Previous Campaign Events:

Previous campaign events such as "Pirates & Paws" have had a substantial success for the investment made through the internet and social networking. Furthermore, the adopt-a-thon model has been very successful in previous



campaigns. In contrast, although approximately fifty animals obtained service, there was nevertheless a low return on investment from billboards from the neuter-a-thon campaign. The repeated exposure of billboards, though more memorable to the audiences long-term, does not guarantee short-term results.

In previous events on their grounds (such as the Howl-O-Ween campaign), Animal Care discovered that the people pay more attention to the animals themselves than to mere education sessions.

With a turnout of over one hundred people, Howl-O-Ween was “something different” for families who like animals and want a “safe and fun place” for their children to trick-or-treat indoors and out of the potential rain. The event was free to the public, unlike the new exhibit of Boo at the Zoo. Unfortunately, Howl-O-Ween did not have much pre-event publicity through the traditional media. Nevertheless, it was creative in involving children and also produced at least sixteen Facebook likes, as well as approving comments.

One difficulty is determining how Animal Care has been able to obtain their Facebook likes for their organization as a whole. Undoubtedly events have been a part of this, however.

In general, one hundred and fifty to three hundred people have attended past campaign events of Animal Care.

Previous Media Activity:

The “Pirates and Paws” campaign generated on-site media coverage with WYFF. In addition, for educating children regarding dogs, some of their volunteers received media coverage in November in a GreenvilleOnline.com article.

News Value of Campaign Event:

This campaign event is excellent as a soft-news, feel-good story. Furthermore, WYFF has promised coverage of an event in which multiple animal organizations get together to help people help the adorable animals.

## **The Targeted Audiences**

### Chosen Targeted Audience:

Our target audience would be primarily families with young or fairly young children. According to census data, larger households (particularly, those which have three or more people) tend to own pets more than smaller households. Although we could not obtain quantitative data from the staff at Animal Care regarding the demographics of the people who adopt the animals, the staff does believe that the people who adopt the pets are most often families, people who recently moved to the area and people who recently changed their place of residence within Greenville (such as, moving from an apartment to a house).

To Animal Care, their target audience is any person in need of a pet. The organization does not look at such people necessarily as people who regularly adopt animals.

### Characteristics of the target audience:

Families with young children are our primary target audience. The 2010 census has 53,422 households in Greenville County with children under the age of 18. In 2010 in Greenville County, there were 61,056 children under the age of ten. With an average household size of 2.5 people, Greenville County should have approximately 31,000 households with children under the age of ten. This is a modest target audience from which Animal Care will seek pet adoptions. However, Some of the media used in our campaign will certainly extend beyond this target audience.

Some of our target audience listens to radio stations who explicitly or implicitly state that their primary audience is families, such as the CCM stations and talk radio. Free, manageable, reliable quantitative data has been surprising difficult to find: this is particularly the case in trying to match family radio listenership with the info referred to in our pie chart “Spring 2011 Greenville Radio Listenership” (or any other radio listenership categorized by radio stations).

The magazine *Upstate Parent* is a monthly publication with a local readership of 52,606 households and a target audience of women and families. The publication reaches Greenville, Spartanburg and Anderson County.

We do not intend to pursue television as a medium of choice beyond the free coverage that Animal Care should receive from a local television station. The return on investment for advertisements is lower for television than for radio. Although some stations and programming are geared toward our target audience, we believe that there will be minimal return on investment for a short-term campaign.

Relevant Publics:

1. Potential Pet Owners: This relevant public is primarily our chosen target audience.
2. Concerned Animal Enthusiasts: Inevitably, some people who visit animal care for the campaign event are not interested in owning or adopting any pets. As an organization, Animal Care could still benefit from serving the desires and concerns of these people because animal enthusiasts could increase awareness of Animal Care over the internet or by word of mouth.

3. Vendors: Other relevant publics include the animal organizations that will have booths at the campaign event. These publics would include organizations comparable to PetCo, which offer pet-food, as well as other animal rescue or animal shelter organizations. They would likewise benefit from the media coverage of our campaign event while assisting potential pet owners to learn how to take care of dogs and cats.
4. Sheriff's K-9 unit: We would desire to involve the K-9 unit in the campaign event. The K-9 unit has been willing in the past to do one-day demonstrations at other events for other organizations. It should be willing to spend a day at Animal Care—particularly when the media coverage of the event is likely to be a positive, feel-good story.
5. Donors: It is not certain whether there will be any organizations as donors other than the vendors for this campaign event. In the past, Animal Care has used the Greenville County website and Facebook pages in order to obtain monetary donations from animal enthusiasts and pet owners. If Animal Care is able to obtain a grant from the ASPCA (American Society for the Prevention of Cruelty to Animals), then that organization would be a donor. Animal Care has filed for such a grant, and even if they do not obtain it, there may be other opportunities for other grants later from the ASPCA.
6. Opinion Leaders: Possibly, Heidi Aiken or Kato Keller on B93.7 FM will be willing radio personalities to help with our campaign. Both have mentioned their pets on the air before. Although so far we have not been able to determine

any radio personalities who publicly advocate animal protection and care, Animal Care will seek radio personalities who are willing to put in a plug for the organization by repeatedly mentioning the campaign event and who Animal Care is. Those radio personalities would be our chosen opinion leaders because the radio stations they work for could also be a part of the campaign event and could get a mention from at least Animal Care's Facebook page (and possibly also from television coverage).

Animal Care supposes that council chairman Butch Kirven would be willing to endorse or be present at Animal Care's campaign events. Kendra Kent, a meteorologist from Fox Carolina 21, has actively promoted Animal Care and would possibly be willing to support the campaign event. Fox News may actually be willing to "sponsor" an event this large. Sean Muserallo from Channel 4 WYFF has said before that he desires to do a partnership project with all of the animal agencies in the Upstate. Our event was partially designed with him in mind.

**Table 1239. Adult Participation in Selected Leisure Activities by Frequency: 2009**

[In thousands (16,135 represents 16,135,000), except percent. For fall 2009. Percent is based on total projected population of 225,887,000. Based on sample and subject to sampling error; see source]

Activity	Participated in the last 12 months <sup>1</sup>		Frequency of participation							
			Two or more times a week		Once a week		Two to three times a month		Once a month	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Adult education courses . . . . .	16,135	7.1	2,889	1.3	2,281	1.0	835	0.4	918	0.4
Attend auto shows . . . . .	18,908	8.4	129	0.1	338	0.2	610	0.3	909	0.4
Attend art galleries or shows . . . . .	21,664	9.6	206	0.1	207	0.1	755	0.3	2,397	1.1
Attend classical music/opera performances . . . . .	9,721	4.3	99	(Z)	57	(Z)	427	0.2	1,032	0.5
Attend country music performances . . . . .	12,534	5.6	116	0.1	122	0.1	230	0.1	471	0.2
Attend dance performances . . . . .	10,673	4.7	86	(Z)	130	0.1	290	0.1	710	0.3
Attend horse races . . . . .	6,836	3.0	111	0.1	187	0.1	266	0.1	398	0.2
Attend other music performances <sup>2</sup> . . . . .	26,350	11.7	398	0.2	395	0.2	1,098	0.5	2,143	1.0
Attend rock music performances . . . . .	25,919	11.5	175	0.1	247	0.1	930	0.4	1,741	0.8
Backgammon . . . . .	4,391	1.9	476	0.2	310	0.1	588	0.3	406	0.2
Baking . . . . .	58,905	26.1	10,575	4.7	8,901	3.9	13,141	5.8	9,268	4.1
Barbecuing . . . . .	81,453	36.1	12,955	5.7	12,809	5.7	19,341	8.6	11,375	5.0
Billiards/pool . . . . .	23,224	10.3	1,399	0.6	1,520	0.7	2,153	1.0	2,759	1.2
Bird watching . . . . .	14,090	6.2	6,098	2.7	1,040	0.5	1,005	0.4	1,026	0.5
Board games . . . . .	41,148	18.2	2,882	1.3	3,890	1.7	7,928	3.5	7,988	3.5
Book clubs . . . . .	6,706	3.0	217	0.1	456	0.2	422	0.2	2,354	1.0
Chess . . . . .	8,332	3.7	791	0.4	649	0.3	754	0.3	803	0.4
Concerts on radio . . . . .	8,640	3.8	1,356	0.6	998	0.4	979	0.4	943	0.4
Cooking for fun . . . . .	51,247	22.7	17,440	7.7	8,937	4.0	8,128	3.6	4,185	1.9
Crossword puzzles . . . . .	32,676	14.5	12,773	5.7	3,849	1.7	3,912	1.7	2,604	1.2
Dance/go dancing . . . . .	22,877	10.1	1,927	0.9	2,656	1.2	2,573	1.1	3,463	1.5
Dining out . . . . .	116,074	51.4	21,862	9.7	25,939	11.5	28,531	12.6	14,558	6.4
Entertain friends or relatives at home . . . . .	92,684	41.0	8,021	3.6	12,395	5.5	18,734	8.3	19,596	8.7
Fantasy sports league . . . . .	7,820	3.5	1,969	0.9	1,724	0.8	380	0.2	495	0.2
Furniture refinishing . . . . .	6,531	2.9	262	0.1	206	0.1	244	0.1	306	0.1
Go to bars/night clubs . . . . .	45,635	20.2	3,423	1.5	5,450	2.4	8,186	3.6	7,144	3.2
Go to beach . . . . .	56,671	25.1	2,867	1.3	2,621	1.2	5,544	2.5	5,956	2.6
Go to live theater . . . . .	32,325	14.3	218	0.1	632	0.3	1,285	0.6	3,740	1.7
Go to museums . . . . .	32,724	14.5	315	0.1	325	0.1	948	0.4	3,523	1.6
Home decoration and furnishing . . . . .	24,058	10.7	752	0.3	1,342	0.6	2,248	1.0	3,901	1.7
Karaoke . . . . .	9,274	4.1	301	0.1	758	0.3	714	0.3	1,299	0.6
Painting, drawing . . . . .	13,861	6.1	2,103	0.9	1,606	0.7	1,695	0.8	1,885	0.8
Photo album/scrap book . . . . .	18,392	8.1	1,347	0.6	1,156	0.5	1,839	0.8	3,365	1.5
Photography . . . . .	26,268	11.6	4,075	1.8	3,236	1.4	5,568	2.5	4,178	1.9
Picnic . . . . .	26,659	11.8	378	0.2	636	0.3	2,224	1.0	3,055	1.4
Play bingo . . . . .	10,800	4.8	749	0.3	1,024	0.5	832	0.4	1,037	0.5
Play cards . . . . .	48,249	21.4	5,680	2.5	5,488	2.4	6,838	3.0	6,978	3.1
Play musical instrument . . . . .	17,863	7.9	6,321	2.8	2,240	1.0	1,913	0.9	1,042	0.5
Reading books . . . . .	93,536	41.4	50,063	22.2	8,921	4.0	8,250	3.7	6,397	2.8
Reading comic books . . . . .	5,624	2.5	1,028	0.5	504	0.2	649	0.3	605	0.3
Sudoku puzzles . . . . .	26,250	11.6	8,719	3.9	3,292	1.5	3,330	1.5	2,704	1.2
Trivia games . . . . .	14,136	6.3	2,447	1.1	1,360	0.6	1,708	0.8	1,311	0.6
Woodworking . . . . .	12,001	5.3	1,909	0.9	1,344	0.6	1,633	0.7	1,373	0.6
Word games . . . . .	23,596	10.5	7,998	3.5	3,188	1.4	2,715	1.2	1,796	0.8
Zoo attendance . . . . .	30,685	13.6	143	0.1	283	0.1	630	0.3	1,765	0.8

Z represents less than 0.05. <sup>1</sup> Includes those participating less than once a month not shown separately. <sup>2</sup> Excluding country and rock.

Source: Mediamark Research & Intelligence, LLC, New York, NY, *Top-line Reports*, (copyright). See also <<http://www.mediamark.com/>>.

**Table 1240. Household Pet Ownership: 2006**

[Based on a sample survey of 47,000 households in 2006; For definition of mean, see source]

Item	Dogs	Cats	Birds	Horses
Total companion pet population <sup>1</sup> . . . . .	72.1	81.7	11.2	7.3
Number of households owning pets . . . . .	43.0	37.5	4.5	2.1
Percent of households owning companion pets <sup>1</sup> . . . . .	37.2	32.4	3.9	1.8
Average number owned per household . . . . .	1.7	2.2	2.5	3.5
PERCENT OF HOUSEHOLDS OWNING PETS				
Annual household income:				
Under \$20,000 . . . . .	30.7	30.1	4.4	1.5
\$20,000 to \$34,999 . . . . .	37.3	33.6	4.2	1.7
\$35,000 to \$54,999 . . . . .	39.8	34.1	4.4	2.1
\$55,000 to \$84,999 . . . . .	42.8	35.5	3.7	1.9
\$85,000 and over . . . . .	42.1	33.3	3.7	2.3
Household size: <sup>1</sup>				
One person . . . . .	21.9	24.7	2.1	0.8
Two persons . . . . .	37.6	33.4	3.9	1.7
Three persons . . . . .	47.5	39.1	5.1	2.3
Four persons . . . . .	51.9	38.5	5.4	2.7
Five or more persons . . . . .	54.3	40.0	6.6	3.6

<sup>1</sup> As of December 31, 2006.

Source: American Veterinary Medical Association, Schaumburg, IL, *U.S. Pet Ownership and Demographics Sourcebook, 2007*, (copyright). See also <<http://www.avma.org/reference/marketstats/sourcebook.asp>>.



PLEASE READ THE ENTIRE DOCUMENT BEFORE SUBMITTING YOUR APPLICATION

VIA THE HYPERLINK AT THE END OF PAGE 3

## ASPCA Mega Match-a-thon Request for Proposals

Grant program goal:

- Save a maximum number of animals' lives in shelters across the country on one or more days during the weekend of March 30, 31 and April 1, by providing financial support for high-volume community adoption events

Target population:

- Community residents seeking to adopt a shelter pet

Eligible applicants:

- Non-profit or government animal shelters and non-sheltering animal welfare organizations
- Coalitions or partnerships of the above types of agencies (one application for the coalition by a lead agency is preferred)
  - *Preference will be given to coalitions which successfully demonstrate a coordinated plan to achieve a high number of adoptions for their community's shelter animals*
- 2011 \$100K Challenge non-winning participants are welcome to apply

Eligible proposals:

- High-volume adoption events that result in the adoption of as many community shelter animals as possible, proposed by either of the following:
  - Individual shelters that demonstrate the capacity and resources to organize and produce a large-scale adoption event
  - Coalitions between or among shelters, rescues and/or spay/neuter clinics that demonstrate both the capacity to organize and produce a large-scale adoption event AND the role of each partner



#### Eligible expenses:

- Event space expenses, including tents, booths, etc.
- Pre-adoption make-ready expenses, including spay/neuter and vaccinations
- Tags and collars for adopted animals
- Pre-event and on-site marketing costs to promote the event

#### Award Range:

- Grant requests should reflect costs, and successful grants will generally range between \$5,000 and \$10,000, based on the anticipated number of adoptions

#### General guidelines:

- Preference will be given to coalitions of community resources that maximize the number of adoptions
- All animals must be spayed/neutered prior to adoption
- Adoption events may be held in multiple locations, but must occur on the same day(s)
- All adopted animals must have collars and ID tags *placed on the animal at time of adoption*
- Foster placements or transfers out of shelter or rescue agencies to other agencies *cannot* be counted as adopted
- Proposals must include the following:
  - Event location (e.g. shelter or other parking lot, local park, mall space, etc.)
  - Date(s) the agency/coalition will hold their event
  - Type of event (e.g. 24-48 hour adopt-a-thon; one-day mega event)
  - Additional elements of the event (including behavior/veterinary specialists, etc.)
  - Make-ready plan for the event (spay/neuter, vaccines, etc.)
  - Method of matching adopters with animals (e.g. The ASPCA's Meet Your Match)
  - Anticipated number of volunteers that will participate in the preparation for and staffing at the actual event
  - Marketing and promotion plan and media involvement at the event
  - Method of collar and tag distribution for adopted animals
  - Anticipated adoptions from the event

#### Reporting:

- Grantees who are awarded more than \$5,000 will be required to sign two copies of a grant contract and return to the ASPCA prior to the end of 2011; otherwise, grant funds will be forfeited

- Grants for \$5,000 or less do not require a signed contract, but an online acknowledgement prior to the end of 2011 is mandatory
- Grantees will be required to submit various follow-up requirements via their online account, including, but not limited to, photos of animals and people helped by the grant, a financial report of expenditures, a tally of animals adopted during the event day(s), and one or two human interest stories that demonstrate the impact of the grant on animals in your community
  - Grantees that partner for a joint event may divide the total adoption numbers evenly when submitting final reports unless per-agency numbers are known; each grantee will be responsible for submitting requirements separately
  - Grant requirements and adoption numbers for coalitions and partner grantees applying under one lead organization must be submitted by the lead organization which received the grant
- Agencies must share media contacts (*name, media organization name, phone number and email*) with the ASPCA and co-brand the event with the ASPCA (guidelines and suggestions will be provided), including the use of the ASPCA Grants logo at the top of this RFP
- Requests should reflect actual anticipated costs as identified in the proposal and should not exceed \$5,000 - \$10,000
- Individual line-item costs intended to be covered by grant funds must be clearly identified in the grant proposal and/or in an uploaded project budget

Deadline to submit online application: November 10, 2011

The ASPCA does not accept applications in any other format.

Successful applicants will be notified of their grant awards in early December.

Submit your online [APPLICATION](#).

# CARING



MAKING SECOND-CHANCE PETS EVERYONE'S FIRST CHOICE

The Newsletter of Animal Compassion Network | SPRING 2011 | Volume 12

## 12th Annual Prestige Subaru Spring Adoptathon is Huge Success

ACN hosted the 12th Annual Prestige Subaru Spring Pet Adoptathon, the largest pet adoption event in the area, on May 21 and 22. Over a dozen rescue groups from the Carolinas and Virginia participated and more than three dozen dogs and cats found their forever homes during this pet adoption extravaganza. A special thank you to Chris from Province 620 Restaurant for use of their parking lot and – of course – to our friends at Prestige Subaru, who have sponsored these twice-yearly life-saving events for eight years. The dogs and cats of WNC are so lucky for the kindness and generous support of the largest Subaru dealer in the Southeast.



*Prestige*

### Adopt at Pet Harmony

Cats and dogs are available for adoption from 10:00 AM – 6:00 PM, Monday through Saturday. In addition, *all* of our dogs and cats are brought to Pet Harmony by their foster families on Saturdays from 11:00 AM – 3:00 PM for our weekly “Adoption Day” where the animals frolic in our joyful adoption center while they wait to meet their forever family. We are located at 803 Fairview St., Asheville, NC 28803.



## Betty Fund Spay/Neuter Assistance Program Update By Angie Wilt

“Hi, is Betty there?” “Is this the Betty Foundation?” “I was hoping Betty could spay my dog?” No matter how they ask for it, everyone needs the Betty Fund, ACN’s Spay/Neuter Assistance Program. The Betty Fund – named in honor of a stray named Betty who gave birth to 18 puppies in just one year – was established in 2000 with the sole purpose of providing spay/neuter assistance to low-income families and others in financial need.

Since then, the Betty Fund has helped thousands of people alter their pets by providing free or low-cost spay/neuter vouchers for use at Asheville’s Humane Alliance. Because of our struggling economy, the need just seems to be getting greater. Indeed, as of May 15th, ACN had already helped spay or neuter 508 animals

in 2011, nearly the same number we helped in all of 2010.

I recently had a pet guardian come to me overwhelmed by the number of cats she has accrued, all unaltered and all at sexual maturity. I immediately supplied her with the Betty Fund vouchers she needed and told her the first step was to get them all altered, which she did. Most of the females were in heat so it would have been just a matter of time before this family of cats expanded.

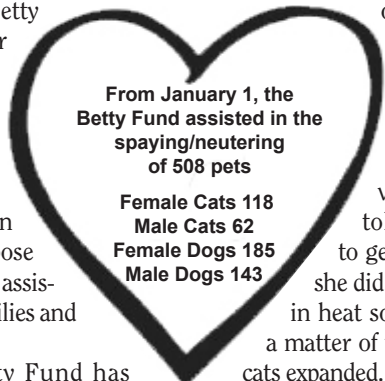
The scarier part of the story is that one of her cats tested positive for FIV, or Feline AIDS. Had she become pregnant, she could have infected her kittens, possibly the other cats in the family and, if those cats were infected, they could have spread FIV all

throughout the neighborhood. One voucher may have stopped an entire FIV epidemic.

Stories like this one are too many to count. The fact of the matter is this program is saving lives. That’s pretty powerful stuff. So, call it what you will, the Betty Fund works.

In addition to spay/neuter assistance, ACN also offers low-cost shot clinics to help pet guardians keep their pets healthy. This year alone, over 100 animals have received this medical assistance through ACN.

*A special thank you to Elaine and Gerry McGuire and Clare Shapiro for their generous support for the Betty Fund in 2011 and to all the others who support this life-saving program!* ♥



**From January 1, the Betty Fund assisted in the spaying/neutering of 508 pets**

**Female Cats 118  
Male Cats 62  
Female Dogs 185  
Male Dogs 143**

**ACN provides spay/neuter vouchers for low-income families. If you are in need of a voucher, please visit Pet Harmony.**

# Mothers

## Written by Administrator

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### mothers

More than 82,677 mothers with children at home live in Greenville, Pickens, Greer and Powdersville. They are constantly looking for fun activities or tips for raising children. That's why so many rely on the various products and sections of The Greenville News for information and news articles. Utilizing The Greenville News for your marketing campaign can help you reach this important demographic the most efficient way possible.

#### 82,677 market adults are mothers

- Average age is 37
- Average household income is \$61,404+
- 64% are married
- 80% are college educated
- 61% are employed, 18% are homemakers
- 85% go online every month

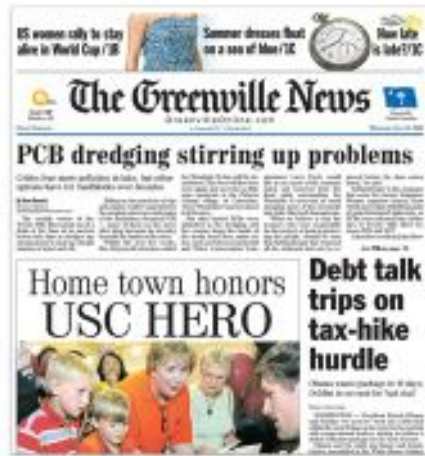
#### purchase intent, next 12 months:

Used vehicle	26,109
New vehicle	14,496
Electronics	43,200
Major appliance	29,513
Remodel/renovate	38,630
Rent a home/condo	11,526
Look for employment	32,274
Enroll in college/tech/continuing ed	30,416
Buy a home/real estate	16,484
Use a financial planner	16,937
Use an attorney or legal consultant	25,067

#### solutions to reach this target audience:

- o GreenvilleOnline.com
- o The Greenville News Sunday
- o Upstate Parent
- o Sunday Inserts/Circulars
- o The Greenville News Saturday
- o TALK Greenville
- o The Greenville News Daily
- o CareerBuilder.com
- o ShopLocal
- o TV Spotlight
- o HomeFinder.com section





The Greenville News  
 targets  
 Upstate (S.C.) adults  
 publishes  
 Daily and Sunday  
 distribution  
 Final Edition: Greenville County only;  
 Upstate Edition: Pickens, Oconee and  
 Anderson counties; State Edition: All  
 others  
 readership  
 Daily: 185,095; Sunday: 302,133  
 ©Scarborough 2011 r1.



Tribune-Times  
 targets  
 Adults interested in micro-local news of  
 the Golden Strip  
 publishes  
 Weekly on Wednesday (TMC)  
 distribution  
 Total moarket coverage in ZIP codes of  
 Mauldin, Simpsonville, Fountain Inn and  
 Woodruff Rd.  
 readership  
 30,515



Upstate Parent  
 targets  
 Women and families in Uptstate S.C.  
 publishes  
 Monthly  
 distribution  
 Greenville County, Spartanburg County,  
 Anderson County  
 readership  
 52,606



City People  
 targets  
 Adults interested in local  
 neighborhood news  
 publishes  
 Weekly on Wednesdays in  
 The Greenville News  
 distribution  
 Downtown Greenville and nearby  
 areas  
 readership  
 27,268



LiNK  
 targets  
 Young adults in their 20s and 30s  
 publishes  
 Weekly on Friday  
 distribution  
 Greenville, Spartanburg, Oconee, Pickens  
 and Anderson counties  
 readership  
 42,618



CareerBuilder Weekly  
 targets  
 Blue collar and hourly workers  
 seeking employment  
 publishes  
 Weekly  
 distribution  
 Greenville, Spartanburg, Oconee, Pickens  
 and Anderson counties  
 readership  
 28,298



Greater Greer News  
 targets  
 Adults interested in community news  
 of Greater Greer  
 publishes  
 Weekly on Tuesday (TMC)  
 distribution  
 29650, 29651, 29687  
 readership  
 28,024



TALK Greenville  
 targets  
 Upper-income households  
 publishes  
 Monthly  
 distribution  
 Upstate S.C.  
 readership  
 69,763



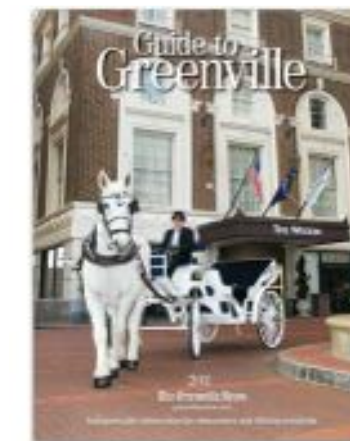
HomeFinder.com  
 targets  
 Homebuyers and sellers  
 publishes  
 Fridays and Sundays  
 distribution  
 In The Greenville News  
 readership  
 68,486



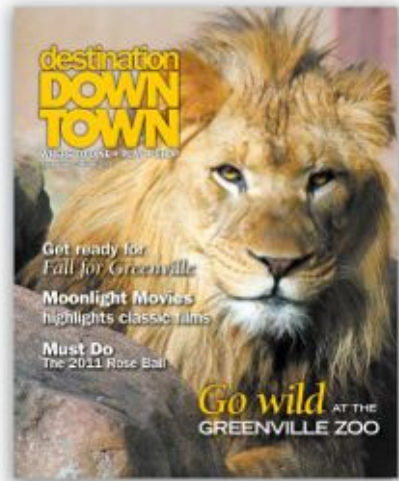
Pickens County News  
 targets  
 Adults interested in community news  
 of Pickens County  
 publishes  
 Weekly on Tuesdays (TMC)  
 distribution  
 Pickens County  
 readership  
 47,813



ShopLocal  
 targets  
 Non-subscribers in Greenville and nearby  
 areas  
 publishes  
 Weekly on Wednesday  
 distribution  
 29601, 29605, 29607, 29609, 29611,  
 29613, 29615, 29617, 29635, 29661,  
 29669, 29673, 29688, 29690  
 readership  
 42,243



Guide to Greenville  
 targets  
 Adults who live and/or work in Greenville  
 publishes  
 Annually  
 distribution  
 In The Greenville News Sunday home  
 delivery and local Chambers of  
 Commerce  
 circulation  
 89,500



Destination Downtown  
 targets  
 Upstate (S.C.) adults  
 publishes  
 Monthly  
 distribution  
 Greenville County



Metromix.com  
 targets  
 Uptstate S.C. residents  
 publishes  
 Updated 24 hours a day;  
 7 days a week

GreenvilleOnline.com  
 targets  
 Upstate adults  
 publishes  
 Updated 24 hours a day;  
 7 days a week  
 visitors  
 More than 449,000+ unique  
 visitors each month  
 affiliations  
 CareerBuilder.com  
 Cars.com  
 ShopLocal.com  
 Apartments.com  
 HomeFinder.com  
 eHarmony.com



MomsLikeMe.com  
 targets  
 Uptstate S.C. moms  
 publishes  
 Updated 24 hours a day;  
 7 days a week



Yahoo!  
 Searching for digital marketing solutions? We understand that reaching and engaging people is challenging in this fragmented digital landscape. Our expertise in multi-media solutions — enhanced by partnerships with companies like Yahoo! — makes us the local leader in digital marketing.

For more information, contact your advertising sales representative:

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All readership information ©Scarborough Custom Research, 2010.

# More than a newspaper



Each week,  
 The Greenville News' portfolio of products **reaches nearly one-half million** adults an average of **3.6 times each** --- that's **1.6 million** opportunities for your ads to be read.

©Scarborough 2011 r1.



305 South Main Street • Greenville, SC 29601 • 854-298-4216 • Toll-Free: 1-800-800-5116



## Special Services

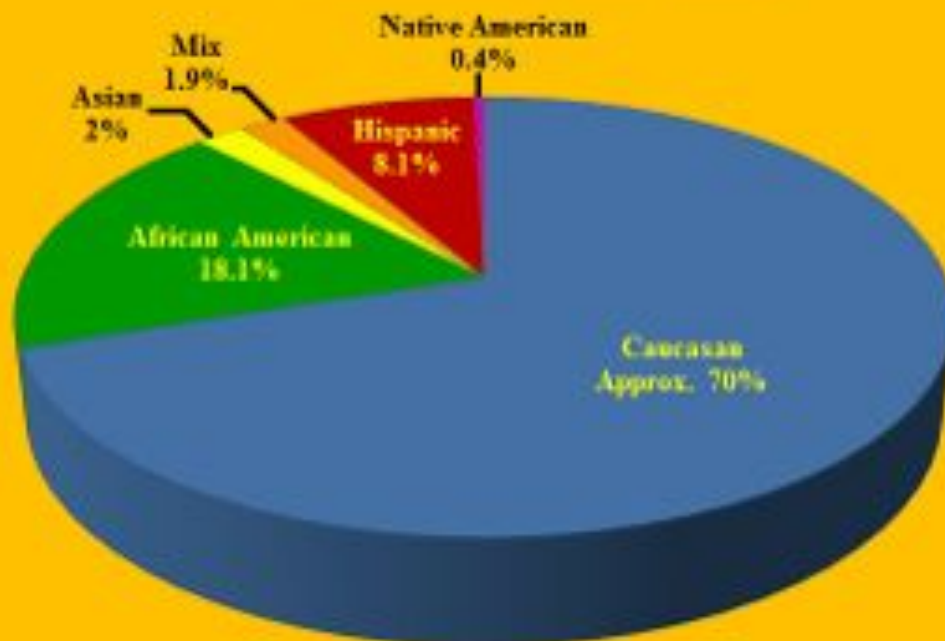
print and deliver  
 Turnkey single-sheet design, printing and distribution to select or all ZIP Codes

tab-on notes  
 Allows advertiser to post message directly on the front of the daily newspaper

specialty publications  
 Custom design, printing and distribution of publications such as festival guides, anniversaries and grand openings

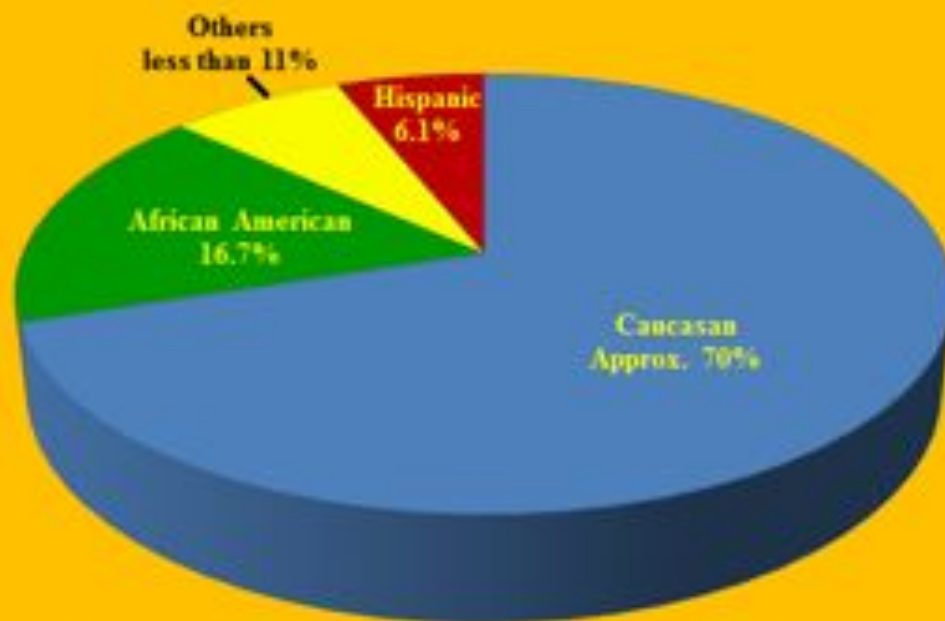
The delivery network  
 We can distribute your publication through more than 500 rack locations throughout the Upstate

### Greenville by Race (2010):



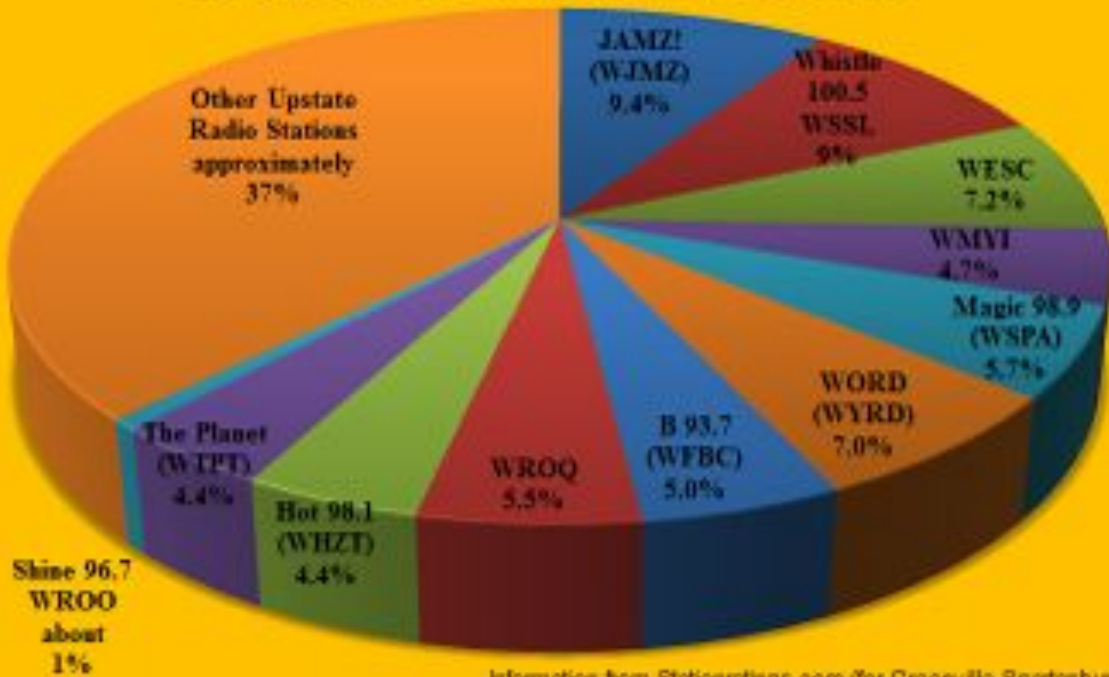
Information from factfinder.census.gov (see "Greenville County, South Carolina")

### Greenville by Radio Listenership:



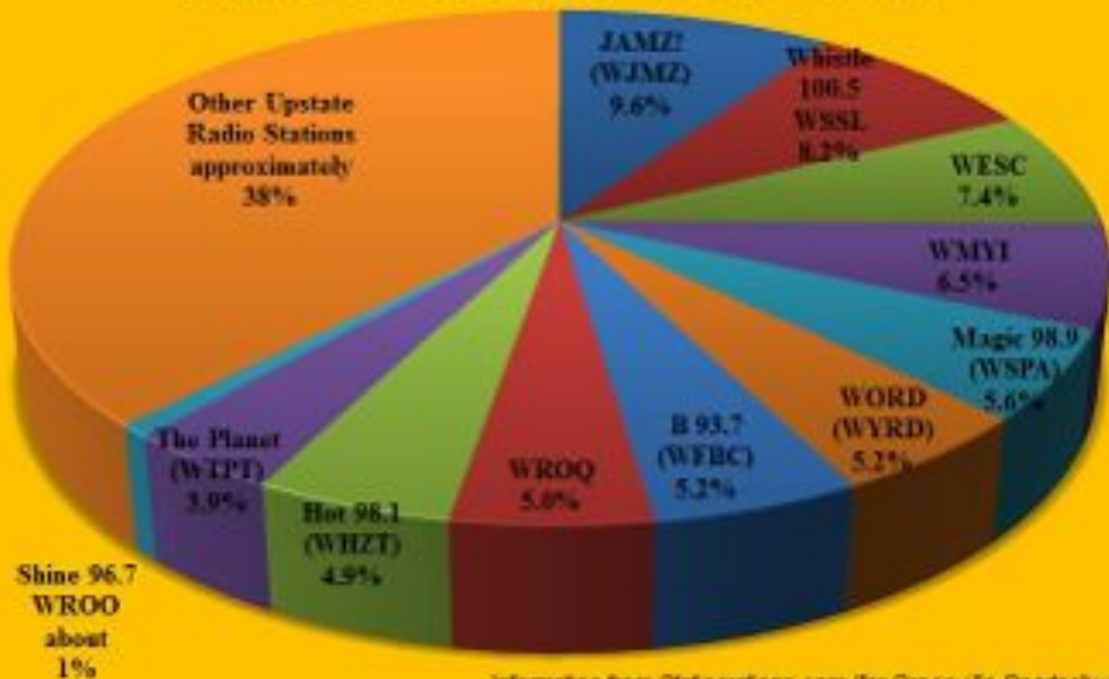
Information from Stationratings.com & factfinder.census.gov (see "Greenville County, South Carolina")

### Spring 2011 Greenville Radio Listenership:



Information from Stationratings.com (for Greenville-Spartanburg)

### Summer 2011 Greenville Radio Listenership:



Information from Stationratings.com (for Greenville-Spartanburg)



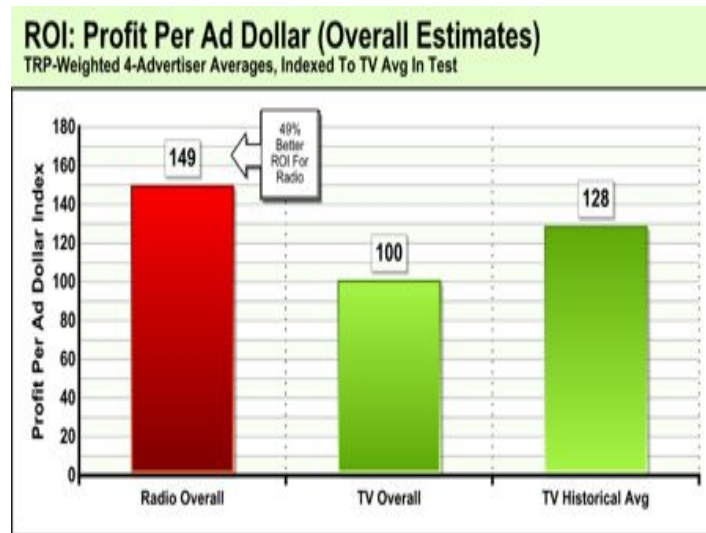


## Radio's ROI Advantage

Conducted by millward Brown and Information Resources, Inc. (IRI)  
June 2005

### Study Highlights

In this third major study from the Radio Ad Lab, our largest project to date, we address the core issue of advertising — Return on Investment. The results confirm our prior theories: Radio's ROI in this test was 49 Percent higher than we observed for television. When compared to our partner advertisers' historical TV ROI averages, Radio's ROI is approximately 17 Percent higher than television.



### Brief Overview

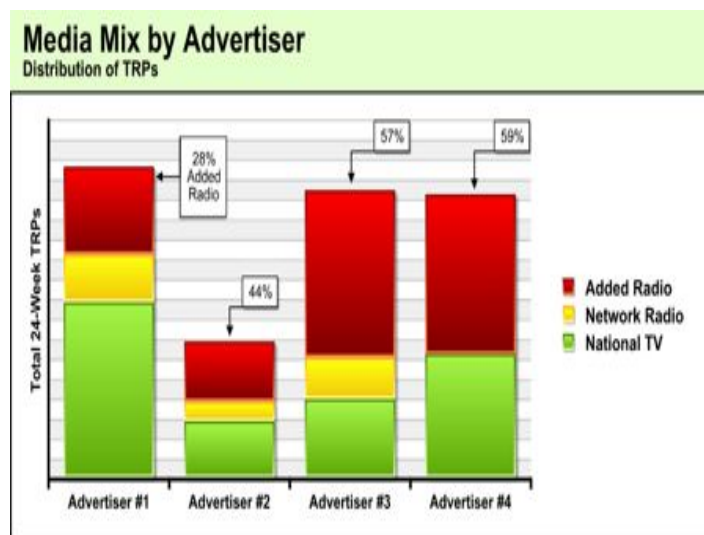
Radio's ROI Advantage is the third of three major primary research projects undertaken by the Radio Ad Lab for publication in 2004 and 2005. Each of the prior studies provided significant new learning about how Radio affects consumers and about how Radio can work with other media. These studies were an excellent beginning, especially combined with knowledge from past research summarized in the Radio Ad Lab's series of White Papers, Case Studies and The Research Compendium.

But this past research and our two recent studies left us hungry for more. Specifically, we wanted to develop a deeper understanding of Radio’s actual Return on Investment (ROI) as an advertising medium, especially in a real-world setting with actual advertisers’ campaigns. To that end, we conducted the following test in late 2004 - early 2005, with the expectation of providing another piece of the puzzle to Radio’s effectiveness.

This “real world” study was conducted by Millward Brown and Information Resources, Inc. (IRI). Our objective was to go a step beyond some prior research, in which the Radio Ad Lab identified implications of better ROI for Radio, based on assumptions of Radio’s cost being less than television. With Millward Brown, IRI, and the significant cooperation of four national advertisers who wish to remain “masked,” we were able to design a robust study, in the U.S., that involved multiple advertisers. (See Radio Ad Lab White Paper Number Two.)

This allowed the Radio Ad Lab to examine the results of four pairs of Radio and television campaigns in four markets, in a range of product categories over a six-month period ending in early 2005. The product categories included Grocery Food, Grocery Non-Food, and two very distinct Over-The-Counter Drug products.

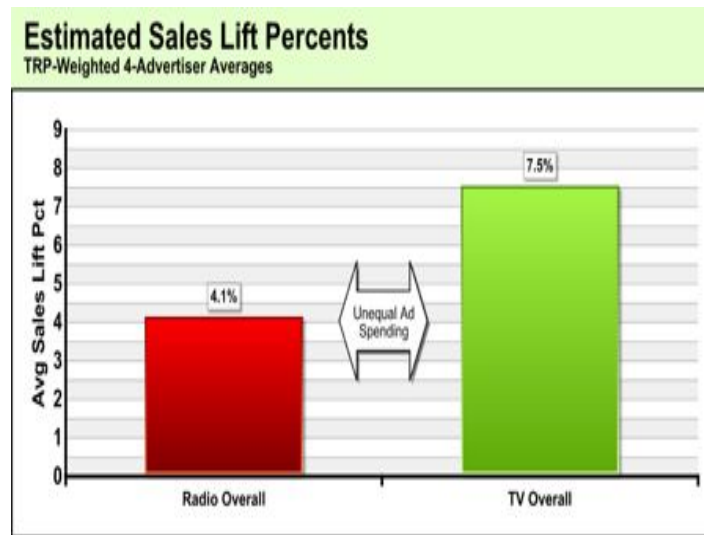
In setting participation guidelines for this test, the Radio Ad Lab hoped to insure our test would include additional Radio advertising at sufficient weight to be clearly measurable, especially compared to the advertising weight being used for national TV:



By conducting the study in four IRI BehaviorScan markets, we were able to utilize IRI's Targetable TV capability to control whether specific ads - those for our partner advertisers in the test - were delivered to households in each of these markets' main cable systems. Those cable systems account for a majority of each of these markets' TV households. This meant that we were able to create four test cells: one with no TV or incremental Radio; one with incremental Radio only; one with national TV only; and one with both national TV and incremental Radio.

In all four markets, a subset of the households also is part of IRI's consumer shopping panel, which yields household-by-household information on product sales for correlation with media exposures. We were able to track differences in sales volume as the ad campaigns progressed, with the effects of the television and Radio campaigns isolated.

After the six month campaigns, we were able to analyze scanner sales data for each of those test cells, after controlling for other factors like pricing, promotion, in-store displays, and competitive activity. First, IRI made comparisons on the total sales effects ... prior to any controls for advertising weights or media costs. Here is what we saw:



As you can see, even before taking lower costs into account, the Radio ad campaigns for these four advertisers acquitted themselves very well. The incremental Radio campaigns were linked to statistically significant sales lifts of 4.1 Percent according to IRI, while the television campaigns were higher at 7.5 Percent.

Once we account for media costs, however, and as you saw earlier in this summary, the key finding is that incremental Radio campaigns showed significantly better ROI for these advertisers than did their national television campaigns, whether the TV ROI was measured by this test's results or by the advertisers' own historical return estimates for television.<sup>1</sup>

<sup>1</sup>Our research partner, IRI, recommended that we benchmark our television test results to the advertisers' own internal estimates of TV ROI as reassurance that our TV test results were reasonable.

There is additional information in the full research paper - available for free at the Radio Ad Lab website, [www.RadioAdLab.org](http://www.RadioAdLab.org) - that demonstrates Radio's results in the presence of TV, and TV's results in the presence of Radio, if you're interested in another method of analyzing the data.

For all the study's complexity, we think the implications for advertising are clear:

- Radio moves product. Across four different advertisers, incremental Radio advertising consistently and significantly increased product sales and delivered meaningful profit for each dollar of advertising. Radio demonstrated in this study that it can function as a primary medium for advertising.
- Radio ads increase sales even when national television is present. Radio was just as potent in the presence of 50–100 TRPs of national TV as it was by itself. In fact, the detailed test results actually suggested slightly more impact for Radio when combined with television than when used alone.
- Radio's effects can be measured—when Radio is used at sufficient weight. Radio is prepared to be held accountable for its advertising effectiveness. But effectiveness measurement requires that advertising be present at sufficient weight for statistics to accurately capture that result.
- Most importantly: Radio's ability to deliver strong Return on Investment for advertisers has been proven in a real-world test at last. In this study, Radio's ROI was 49% better than television's, and Radio advertising's value is no longer just speculation.

One final thought: We can only guess how much better that value might be if the creative quality of Radio advertising received as much attention and investment as ads in other media. All the television campaigns in this test had received favorable advance testing; none of the Radio ads were pre-tested.

All Radio Ad Lab research including White Papers, studies, and summaries, is available in its entirety and for free download at [www.RadioAdLab.org](http://www.RadioAdLab.org). We encourage you to sign up for our announcement mailing list at the website to make sure that you're notified of new Radio Ad Lab research.

## **Radio Ad Lab Board of Directors and Research Committee**

The Radio Ad Lab Board of Directors is comprised of radio industry executives from the funding organizations and from other key broadcasting constituencies. For more detailed information, and to view a list of the Board members, please visit our website.

The Radio Ad Lab Research Committee is responsible for determining the direction of all research projects funded by the Radio Ad Lab and includes members from the advertising and client communities in addition to the Radio industry. Research Committee members are:

Radio Ad Lab Research Committee: Chair - Jerry Lee (WBEB-FM)

Agencies: Paul Hunt (Burrell Communications); Alyce Abbe (Carat); Shari Anne Brill (Carat Insight); Janice Finkel-Greene (Initiative Media); Matthew Warnecke (Mediacom); Kim Vasey (mediaedge:cia); David Shiffman (Mediavest Worldwide); Jeff Voigt (Mindshare Team Detroit); Agnes Lukasewych (MPG); Kaki Hinton (MPG); Natalie Swed Stone (OMD); Judy Bahary (Starcom Mediavest); Helen Katz (Starcom Mediavest Group); Michele Buslik (TargetCast); Irene Katsnelson (Universal McCann); Chrystie Kelly (Universal McCann); Bruce Williams (Universal McCann); J.P. James (GlobalHue); Lucilla Iturralde-Rachev (The Vidal Partnership); Matt Feinberg (Zenith Media)

Advertisers: Jeni Cramer (At-Large); Debbie Vasquez (Coca-Cola North America); Betsy Lazar (General Motors); Glenn M. Roginski (GlaxoSmithKline); Mark Dorrill (The Home Depot); Paul Silverman (Novartis Pharmaceutical); Rex Conklin (Wal-Mart); Ramon Portilla (Wal-Mart)

Broadcasters: Gary Heller (CBS Radio); Jess Hanson (Clear Channel Radio); Kathleen Bohan (Univision Radio); Lucy Hughes (CBS Radio); Charlotte Lawyer (Consultant)

RAB: Andy Rainey

Networks: Barry Feldman (American Urban Radio Networks); Len Klatt (Premiere Radio Networks); Pamela Lynott (Jones MediaAmerica); Paul Bronstein (Westwood One Radio Networks)

Rep Groups/Other Sales Organizations: Doug Catalanello (Interep); Gerry Boehme (Katz Media Group); John Park (Google)

Arbitron: Ed Cohen; Carol Hanley

ARE: Bill Cook

Consultant: James Peacock (Peacock Research, Inc.)

## **Radio Ad Lab Funding Partners**

Arbitron  
American Urban Radio Networks  
Beasley Broadcast Group  
Bonneville International Corporation  
Buckley Broadcasting Corporation  
Carter Broadcasting  
CBS Radio  
Citadel Broadcasting Corporation  
Clear Channel Communications  
Commonwealth Broadcasting  
Cox Broadcasting, Inc.  
Cromwell Broadcasting  
Emmis Communications  
Entercom Communications  
Federated  
Google  
Greater Media, Inc.  
Hall Communications  
Hubbard Broadcasting Corporation  
Inner City Broadcasting Company  
Interep  
Jones MediaAmerica  
Katz Radio Group  
Morris Network, Inc.  
Premiere Radio Networks  
Regent Communications, Inc.  
Renda Broadcasting  
Saga Communications  
Univision Communications, Inc.  
WBEB-FM  
Westwood One Radio Networks

## **About The Radio Ad Lab**

The Radio Ad Lab is an independent organization established in 2001, funded by Radio industry companies to further the understanding of how Radio advertising works, to measure Radio's effectiveness, and to increase advertiser and agency confidence in Radio.

All Radio Ad Lab research, including White Papers, studies, and summaries, is available in its entirety and for free download at [www.RadioAdLab.org](http://www.RadioAdLab.org). We encourage you to sign up for our email list at the website to make sure that you're notified of new Radio Ad Lab research.



Images of Potential Opinion Leaders:



Images of Heidi Aiken and Kato Keller are from

<http://www.b937online.com/pages/5707500.php>.



The image on the right is of Sean Muserallo and is from the WYFF address below. The image on the left is of Butch Kirven, Chairman of District 27; the image is from the Greenville County web address below.



<http://www.wyff4.com/station/15514761/detail.html>

[http://www.greenvillecounty.org/county\\_council/members/butch\\_kirven.asp](http://www.greenvillecounty.org/county_council/members/butch_kirven.asp)



This image is of Kendra Kent and is from

<http://www.foxcarolina.com/story/14839730/kendra-kent>.

# NCM What is FirstLook?

- The largest multi-cast, HD capable cinema pre-show, appears on all screens before every movie
- NCM's pre-show gives the consumer first-look access to everything entertainment including movies, television, music, sports and advertising
- Original promotional entertainment from national content partners: ABC, A&E Television Networks, NBC, Sony Pictures, Turner Broadcasting, Universal Pictures and Warner Brothers
- :15, :30 or :60 regional advertising spots are interspersed
- Sold in multi-week flights
- Can purchase advertising for one digital theatre or entire network

## Cinema Delivers

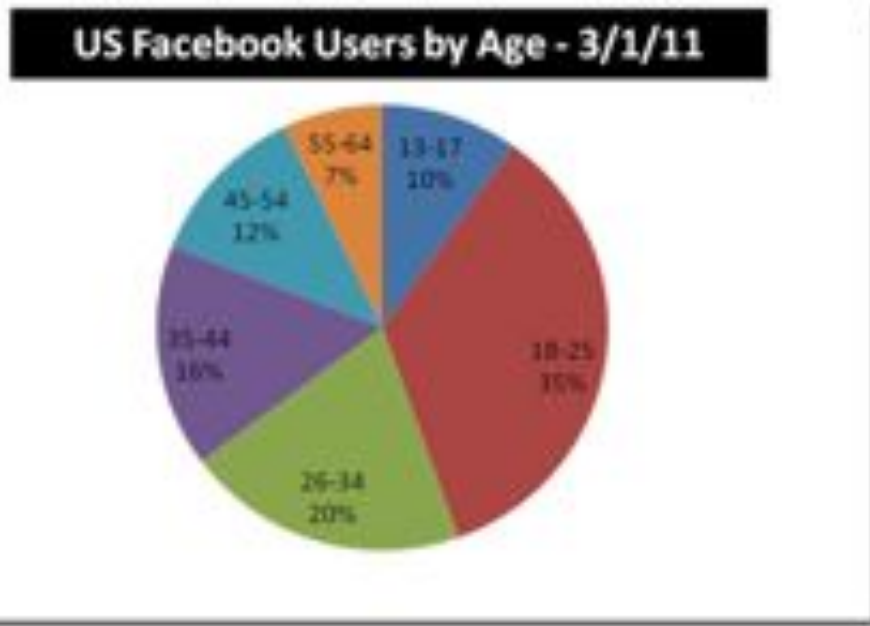
- Sight, sound and motion
- Engaged viewers
- Audience participation
- 40' screen vs. 30" television
- No remote control/no TiVo or DVR
- High impact programming

## World-class partners:



For more information, call:  
1-800-SCREEN1

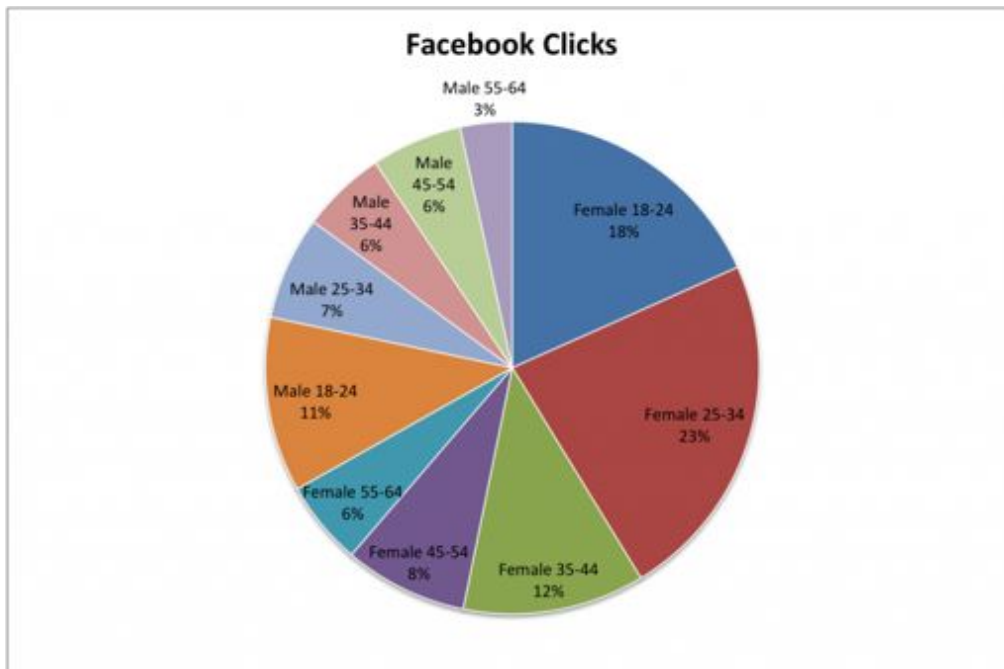
A visual look at the US users by age (using data from above):



Sources: [facebook.com](http://facebook.com)

**5) Facebook.com – a top destination site for the majority of online Americans, but some states more so than others.**





Women accounted for 2/3 of our clicks. And while the median age of people clicking through to our site was in their late 20s/early 30s, nearly 1/4 of them were over the age of 45.

The tricky thing about all of these numbers is we're not looking at on-site conversions. Because in fact it wouldn't matter if (for example) digital advertising cost more per click if the people who arrived at NYTN via digital advertising were spending more money on the site than those who arrived there through other means. Unfortunately, NYTN doesn't generate revenues. We've got a few measures that we could substitute like "average time on site" or "exit page=buy tickets." But that will have to be saved for another post because it requires more digging than I'm willing to do at the moment. And of course, more generally speaking, different advertising methods reach different demographic segments, each at different stages of the purchasing decision path. If you were to advertise using just one of these sources, you would likely miss out on various demographic segments and/or people in a certain frame of mind.

But for my money, Facebook offers me:

- More impressions than anyone else (at the lowest CPM)
- More clicks than anyone else (at the lowest CPC)
- Demonstrated a spike in traffic when it went live
- An opportunity to target my ads by demographics/interests
- An opportunity to continually change my ads, at a moment's notice
- Clear statistics on who is clicking on my ads

And I definitely spent the *least* amount of time creating our Facebook ads. Upload a logo, think up a 20-character title and 135-character copy, wait about 30 minutes for approval, and we're off to the races. That my friends, is real ROI.

- [Post to Twitter](#)  
18  
18

October 4th, 2010 | Category: [Case Study](#), [Graph](#)

Like

**Add New Comment**

[Login](#)



## 7.6 Children's and Teens' Use Of Media

According to the Kaiser Family Foundation (KKF, [www.kff.org](http://www.kff.org)), 8-to-18 year-olds devoted an average of 7 hours and 38 minutes (7:38) to using entertainment media across a typical day (more than 53 hours a week) in 2009. Through media multitasking, they packed a total of 10 hours and 45 minutes (10:45) worth of media content into those 7½ hours.

The following are the average amounts of time spent with various media by youths in 2009, and for comparison, in 1999 and 2004:

	1999	2004	2009
• Television:	3:47	3:51	4:29
• Music/audio:	1:48	1:44	2:31
• Computer:	:27	1:02	1:29
• Video games:	:26	:49	1:13
• Print:	:43	:43	:38
• Movies:	:18	:25	:25
• Total media exposure:	7:29	8:33	10:45
• Multitasking proportion:	16%	26%	29%
• Total media use:	6:19	6:21	7:38

The following are findings of the KKF study:

### Gender Characteristics

- **Girls spend more time than boys using social networking sites** (:25 vs. :19), listening to music (2:33 vs. 2:06), and reading (:43 vs. :33). **Boys spend more time than girls playing console video games** (:56 vs. :14), computer games (:25 vs. :08), and going to video websites like YouTube (:17 vs. :12).

### Mobile Media Driving Increased Consumption

- The increase in media use is driven in large part by ready access to mobile devices like cellphones and iPods. Over the past five years, there has been a huge increase in ownership of such devices among 8-to-18 year-olds: from 39% to 66% for cellphones and from 18% to 76% for iPods and other MP3 players. During this period, cellphones and iPods have become true multi-media devices; in fact, young people now spend more time listening to music, playing games, and watching TV on their cellphones (a total of :49 daily) than they spend talking on them (:33).

### Online Activities

- **Top online activities include social networking** (:22 a day), playing games (:17), and visiting video sites such as YouTube (:15). Three-quarters (74%) of all 7<sup>th</sup>-12<sup>th</sup> graders have a profile on a social networking site.

### Reading

- Over the past five years, time spent reading books remained steady at about :25 a day, but time with magazines and newspapers dropped (from :14 to :09 for magazines, and from :06 to :03 for newspapers). The proportion of young people who

- TMZ.com/Celebrity Gossip ([www.tnz.com](http://www.tnz.com))
- Boing Boing ([www.boingboing.net](http://www.boingboing.net))
- The Daily Beast ([www.thedailybeast.com](http://www.thedailybeast.com))
- ReadWriteWeb ([www.readwriteweb.com](http://www.readwriteweb.com))

It is estimated by eMarketer that nearly 31 million U.S. Internet users wrote on blogs in 2010 and more than 104 million people read them.

According to 2010 Social Media Matters Study, by BlogHer ([www.blogher.com](http://www.blogher.com)), blog writers and readers are distributed by age as follows:

	Write Blogs	Read Blogs
• 18-to-25:	40.4%	30.3%
• 26-to-42:	28.1%	29.3%
• 43-to-61:	17.8%	23.1%
• 62 and older:	12.7%	17.2%

The following are the reasons that U.S. bloggers write blogs (source: BlogHer):

- Express myself: 81.6%
- For fun: 80.6%
- Contact with others like me: 75.4%
- Create personal record: 68.2%
- Give advice: 50.9%
- Earn money: 31.6%
- Persuade others: 20.2%

While still immensely popular, blogging has declined in popularity, particularly among young adults.

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**"Blogging has withered as a pasttime, with the number of 18-to-24 year-olds who identify themselves as active bloggers dropping by half between 2006 and 2009."**

*Newsweek, 8/16/10*

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### **8.7 Online Video**

The number of U.S. consumers watching online video has been, and is projected, as follows (source: eMarketer):

	Number	Pct. of Adult Population
• 2008:	41.1 million	17%
• 2009:	49.6 million	20%
• 2010:	58.9 million	24%
• 2011:	72.2 million	29%

**"Online video viewership has increased steadily in the U.S. in the past several years. As the audience grows, more and more viewers are watching not just short user-generated clips but also full-length professional content such as TV shows and movies. This shift is the result of a confluence of factors, including the greater availability of long-form content, the popularity of venues such as Hulu and broadcast TV sites, technology developments and internet users' growing comfort with online video."**

Paul Verna, Senior Analyst  
eMarketer, 7/26/10

A 2010 survey by Retrevo ([www.retrevo.com](http://www.retrevo.com)) found internet users under the age of 25 are most receptive to watching TV online. According to the survey, the amount of TV watched on the internet is as follows (percentage of respondents):

	All Internet Users	Under Age 25
• All:	5%	6%
• Most:	8%	23%
• Some:	51%	54%
• None:	36%	17%

Retrevo found that 17% of men watch all or most of their TV online, while only 9% of women do so.

A February 2010 survey by The Nielsen Company ([www.nielsen.com](http://www.nielsen.com)) found that people watch TV shows online for the following reasons (percentage of respondents):

• Forgot to watch a specific episode when it aired on TV:	54%
• Catching up on the current season of programming because I missed a large number of episodes:	47%
• Catching up on a past season of a program before the next season airs:	33%

**RADIO****15.1 Market Assessment**

Radio advertising revenue has been, and is forecast, as follows (sources: BIA/Kelsey [[www.bia.com](http://www.bia.com)] and PricewaterhouseCoopers [[www.pwc.com](http://www.pwc.com)]):

- 2002: \$18.9 billion
- 2003: \$19.1 billion
- 2004: \$19.6 billion
- 2005: \$19.7 billion
- 2006: \$19.7 billion
- 2007: \$19.8 billion
- 2008: \$16.8 billion
- 2009: \$13.7 billion
- 2010: \$13.9 billion
- 2011: \$14.3 billion
- 2012: \$14.7 billion
- 2013: \$15.3 billion
- 2014: \$16.0 billion

According to BIA/Kelsey, online advertising represented 3% of total radio revenue in 2009, a figure that will increase to 5% by 2014.

---

**"Radio is coming back as an important advertising vehicle, particularly in local media markets. The industry will continue to grow its online revenues as more progressive radio groups begin to integrate cross-platform promotions with their broadcast and web operations."**

Mark R. Fratrack, Ph.D., Vice President  
BIA/Kelsey, 4/2/10

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### 15.5 Radio Station Formats

As of July 2010, there were 15,048 commercial radio stations in the U.S. According to Inside Radio ([www.insideradio.com](http://www.insideradio.com)), station formats are distributed as follows:

• News/talk:	2,126
• Country:	2,012
• Religion (teaching, variety):	1,427
• Contemporary Christian:	950
• Spanish:	943
• Variety:	695
• Oldies:	674
• Sports:	666
• Classic hits:	647
• Adult contemporary:	646
• Top 40:	528
• Classic rock:	491
• Hot adult contemporary:	426
• Alternative rock:	368
• Rock:	305
• Southern gospel:	294
• Adult standards:	282
• Black gospel:	254
• Classical:	186
• Soft Adult contemporary:	175
• Modern rock:	162
• Urban adult contemporary:	162
• R&B:	155
• Ethnic:	145
• Jazz:	121
• R&B adult/oldies:	52
• Pre-teen:	44
• Gospel:	32
• Easy listening:	27
• Modern adult contemporary:	19
• Rhythmic adult contemporary:	18
• Format not available:	16

According to Arbitron, the following are the top formats for listeners in the 18-to-34 age demographic:

	Heavy Listeners	Total
• Mexican regional:	9.1%	7.6%
• Pop contemporary hit radio:	8.1%	9.7%
• Rhythmic contemporary hit radio:	7.7%	8.4%
• Adult contemporary:	6.0%	6.8%

## State & County QuickFacts

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## Greenville County, South Carolina

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People QuickFacts	Greenville County	South Carolina
<a href="#">Population, 2010</a>	451,225	4,625,364
<a href="#">Population, percent change, 2000 to 2010</a>	18.9%	15.3%
<a href="#">Population, 2000</a>	379,616	4,012,012
<a href="#">Persons under 5 years, percent, 2010</a>	6.9%	6.5%
<a href="#">Persons under 18 years, percent, 2010</a>	24.2%	23.4%
<a href="#">Persons 65 years and over, percent, 2010</a>	12.8%	13.7%
<a href="#">Female persons, percent, 2010</a>	51.5%	51.4%
<hr/>		
<a href="#">White persons, percent, 2010 (a)</a>	73.8%	66.2%
<a href="#">Black persons, percent, 2010 (a)</a>	18.1%	27.9%
<a href="#">American Indian and Alaska Native persons, percent, 2010 (a)</a>	0.3%	0.4%
<a href="#">Asian persons, percent, 2010 (a)</a>	2.0%	1.3%
<a href="#">Native Hawaiian and Other Pacific Islander, percent, 2010 (a)</a>	0.1%	0.1%
<a href="#">Persons reporting two or more races, percent, 2010</a>	1.9%	1.7%
<a href="#">Persons of Hispanic or Latino origin, percent, 2010 (b)</a>	8.1%	5.1%
<a href="#">White persons not Hispanic, percent, 2010</a>	70.3%	64.1%
<hr/>		
<a href="#">Living in same house 1 year &amp; over, 2005-2009</a>	81.5%	84.1%
<a href="#">Foreign born persons, percent, 2005-2009</a>	7.8%	4.4%
<a href="#">Language other than English spoken at home, pct age 5+, 2005-2009</a>	10.7%	6.2%
<a href="#">High school graduates, percent of persons age 25+, 2005-2009</a>	83.0%	82.2%
<a href="#">Bachelor's degree or higher, pct of persons age 25+, 2005-2009</a>	29.1%	23.5%

Veterans, 2005-2009	32,973	398,340
Mean travel time to work (minutes), workers age 16+, 2005-2009	21.2	23.2
<hr/>		
Housing units, 2010	195,462	2,137,683
Homeownership rate, 2005-2009	68.0%	70.3%
Housing units in multi-unit structures, percent, 2005-2009	20.2%	17.0%
Median value of owner-occupied housing units, 2005-2009	\$143,400	\$128,400
Households, 2005-2009	166,342	1,693,388
Persons per household, 2005-2009	2.50	2.52
Per capita money income in past 12 months (2009 dollars) 2005-2009	\$25,390	\$23,196
Median household income, 2009	\$45,917	\$42,580
Persons below poverty level, percent, 2009	15.3%	17.1%
<hr/>		
<b>Business QuickFacts</b>	<b>Greenville County</b>	<b>South Carolina</b>
Private nonfarm establishments, 2009	12,213	103,254 <sup>1</sup>
Private nonfarm employment, 2009	213,246	1,542,825 <sup>1</sup>
Private nonfarm employment, percent change 2000-2009	-11.8%	-3.7% <sup>1</sup>
Nonemployer establishments, 2009	30,438	280,119
<hr/>		
Total number of firms, 2007	42,400	360,397
Black-owned firms, percent, 2007	7.8%	12.1%
American Indian and Alaska Native owned firms, percent, 2007	0.4%	0.5%
Asian-owned firms, percent, 2007	2.2%	1.8%
Native Hawaiian and Other Pacific Islander owned firms, percent, 2007	S	0.1%
Hispanic-owned firms, percent, 2007	3.1%	1.7%
Women-owned firms, percent, 2007	26.4%	27.6%
<hr/>		
Manufacturers' shipments, 2007 (\$1000)	10,821,412	93,977,455
Merchant wholesaler sales, 2007 (\$1000)	11,581,894	40,498,047
Retail sales, 2007 (\$1000)	6,036,638	54,298,410
Retail sales per capita, 2007	\$13,999	\$12,273
Accommodation and food services sales, 2007 (\$1000)	817,772	8,383,463
Building permits, 2010	1,304	14,021
Federal spending, 2009	4,027,788	48,331,480 <sup>1</sup>
<hr/>		
<b>Geography QuickFacts</b>	<b>Greenville County</b>	<b>South Carolina</b>
Land area in square miles, 2010	785.12	30,060.70
Persons per square mile, 2010	574.7	153.9
FIPS Code	045	45
Metropolitan or Micropolitan Statistical Area	Greenville- Mauldin- Easley, SC Metro Area	

1: Includes data not distributed by county.

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- (a) Includes persons reporting only one race.
- (b) Hispanics may be of any race, so also are included in applicable race categories.

D: Suppressed to avoid disclosure of confidential information  
F: Fewer than 100 firms  
FN: Footnote on this item for this area in place of data  
NA: Not available  
S: Suppressed; does not meet publication standards  
X: Not applicable  
Z: Value greater than zero but less than half unit of measure shown

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Source U.S. Census Bureau: State and County QuickFacts. Data derived from Population Estimates, American Community Survey, Census of Population and Housing, Small Area Income and Poverty Estimates, State and County Housing Unit Estimates, County Business Patterns, Nonemployer Statistics, Economic Census, Survey of Business Owners, Building Permits, Consolidated Federal Funds Report  
Last Revised: Thursday, 27-Oct-2011 16:54:43 EDT

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DP-1

**Profile of General Population and Housing Characteristics: 2010** ⓘ  
**2010 Demographic Profile Data**

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NOTE: For more information on confidentiality protection, nonsampling error, and definitions, see <http://www.census.gov/prod/cen2010/doc/dpsf.pdf>.

Geography:  ▼

Subject	Number	Percent
<b>SEX AND AGE</b>		
Total population	451,225	100.0
Under 5 years	31,164	6.9
5 to 9 years	29,892	6.6
10 to 14 years	30,072	6.7
15 to 19 years	30,722	6.8
20 to 24 years	29,967	6.6
25 to 29 years	30,572	6.8
30 to 34 years	30,012	6.7
35 to 39 years	31,355	6.9
40 to 44 years	31,635	7.0
45 to 49 years	33,257	7.4
50 to 54 years	31,891	7.1
55 to 59 years	28,200	6.2
60 to 64 years	24,905	5.5
65 to 69 years	19,064	4.2
70 to 74 years	13,563	3.0
75 to 79 years	10,268	2.3
80 to 84 years	7,536	1.7
85 years and over	7,150	1.6
Median age (years)	37.2	( X )
16 years and over	354,190	78.5
18 years and over	341,908	75.8

Subject	Number	Percent
21 years and over	323,018	71.6
62 years and over	72,166	16.0
65 years and over	57,581	12.8
<b>Male population</b>	218,791	48.5
Under 5 years	15,871	3.5
5 to 9 years	15,172	3.4
10 to 14 years	15,366	3.4
15 to 19 years	15,532	3.4
20 to 24 years	14,664	3.2
25 to 29 years	15,025	3.3
30 to 34 years	14,908	3.3
35 to 39 years	15,371	3.4
40 to 44 years	15,651	3.5
45 to 49 years	16,265	3.6
50 to 54 years	15,500	3.4
55 to 59 years	13,452	3.0
60 to 64 years	11,689	2.6
65 to 69 years	8,917	2.0
70 to 74 years	6,089	1.3
75 to 79 years	4,348	1.0
80 to 84 years	2,846	0.6
85 years and over	2,125	0.5
<b>Median age (years)</b>	36.0	( X )
16 years and over	169,412	37.5
18 years and over	163,105	36.1
21 years and over	153,725	34.1
62 years and over	31,111	6.9
65 years and over	24,325	5.4
<b>Female population</b>	232,434	51.5
Under 5 years	15,293	3.4
5 to 9 years	14,720	3.3
10 to 14 years	14,706	3.3
15 to 19 years	15,190	3.4
20 to 24 years	15,303	3.4
25 to 29 years	15,547	3.4
30 to 34 years	15,104	3.3
35 to 39 years	15,984	3.5
40 to 44 years	15,984	3.5
45 to 49 years	16,992	3.8
50 to 54 years	16,391	3.6
55 to 59 years	14,748	3.3
60 to 64 years	13,216	2.9

Subject	Number	Percent
65 to 69 years	10,147	2.2
70 to 74 years	7,474	1.7
75 to 79 years	5,920	1.3
80 to 84 years	4,690	1.0
85 years and over	5,025	1.1
Median age (years)	38.3	( X )
16 years and over	184,778	41.0
18 years and over	178,803	39.6
21 years and over	169,293	37.5
62 years and over	41,055	9.1
65 years and over	33,256	7.4
<b>RACE</b>		
Total population	451,225	100.0
One Race	442,755	98.1
White	333,084	73.8
Black or African American	81,497	18.1
American Indian and Alaska Native	1,401	0.3
Asian	8,849	2.0
Asian Indian	2,953	0.7
Chinese	1,398	0.3
Filipino	733	0.2
Japanese	375	0.1
Korean	777	0.2
Vietnamese	1,749	0.4
Other Asian [1]	864	0.2
Native Hawaiian and Other Pacific Islander	257	0.1
Native Hawaiian	44	0.0
Guamanian or Chamorro	61	0.0
Samoa	25	0.0
Other Pacific Islander [2]	127	0.0
Some Other Race	17,667	3.9
Two or More Races	8,470	1.9
White; American Indian and Alaska Native [3]	1,124	0.2
White; Asian [3]	1,318	0.3
White; Black or African American [3]	2,932	0.6
White; Some Other Race [3]	1,378	0.3
<b>Race alone or in combination with one or more other races: [4]</b>		
White	340,376	75.4
Black or African American	85,558	19.0
American Indian and Alaska Native	3,226	0.7
Asian	10,786	2.4
Native Hawaiian and Other Pacific Islander	575	0.1

Subject	Number	Percent
Some Other Race	19,700	4.4
<b>HISPANIC OR LATINO</b>		
Total population	451,225	100.0
Hispanic or Latino (of any race)	36,495	8.1
Mexican	17,869	4.0
Puerto Rican	3,150	0.7
Cuban	1,022	0.2
Other Hispanic or Latino [5]	14,454	3.2
Not Hispanic or Latino	414,730	91.9
<b>HISPANIC OR LATINO AND RACE</b>		
Total population	451,225	100.0
Hispanic or Latino	36,495	8.1
White alone	15,887	3.5
Black or African American alone	928	0.2
American Indian and Alaska Native alone	486	0.1
Asian alone	77	0.0
Native Hawaiian and Other Pacific Islander alone	40	0.0
Some Other Race alone	16,950	3.8
Two or More Races	2,127	0.5
Not Hispanic or Latino	414,730	91.9
White alone	317,197	70.3
Black or African American alone	80,569	17.9
American Indian and Alaska Native alone	915	0.2
Asian alone	8,772	1.9
Native Hawaiian and Other Pacific Islander alone	217	0.0
Some Other Race alone	717	0.2
Two or More Races	6,343	1.4
<b>RELATIONSHIP</b>		
Total population	451,225	100.0
In households	439,371	97.4
Householder	176,531	39.1
Spouse [6]	87,697	19.4
Child	128,518	28.5
Own child under 18 years	97,105	21.5
Other relatives	25,705	5.7
Under 18 years	10,284	2.3
65 years and over	3,381	0.7
Nonrelatives	20,920	4.6
Under 18 years	1,560	0.3
65 years and over	768	0.2
Unmarried partner	9,612	2.1
In group quarters	11,854	2.6

Subject	Number	Percent
<b>Institutionalized population</b>	4,047	0.9
<b>Male</b>	2,564	0.6
<b>Female</b>	1,483	0.3
<b>Noninstitutionalized population</b>	7,807	1.7
<b>Male</b>	3,721	0.8
<b>Female</b>	4,086	0.9
<b>HOUSEHOLDS BY TYPE</b>		
<b>Total households</b>	176,531	100.0
<b>Family households (families) [7]</b>	119,362	67.6
<b>With own children under 18 years</b>	53,422	30.3
<b>Husband-wife family</b>	87,697	49.7
<b>With own children under 18 years</b>	36,484	20.7
<b>Male householder, no wife present</b>	7,837	4.4
<b>With own children under 18 years</b>	3,662	2.1
<b>Female householder, no husband present</b>	23,828	13.5
<b>With own children under 18 years</b>	13,276	7.5
<b>Nonfamily households [7]</b>	57,169	32.4
<b>Householder living alone</b>	47,702	27.0
<b>Male</b>	20,551	11.6
<b>65 years and over</b>	4,023	2.3
<b>Female</b>	27,151	15.4
<b>65 years and over</b>	11,447	6.5
<b>Households with individuals under 18 years</b>	59,529	33.7
<b>Households with individuals 65 years and over</b>	41,687	23.6
<b>Average household size</b>	2.49	( X )
<b>Average family size [7]</b>	3.03	( X )
<b>HOUSING OCCUPANCY</b>		
<b>Total housing units</b>	195,462	100.0
<b>Occupied housing units</b>	176,531	90.3
<b>Vacant housing units</b>	18,931	9.7
<b>For rent</b>	7,262	3.7
<b>Rented, not occupied</b>	279	0.1
<b>For sale only</b>	3,666	1.9
<b>Sold, not occupied</b>	749	0.4
<b>For seasonal, recreational, or occasional use</b>	1,757	0.9
<b>All other vacants</b>	5,218	2.7
<b>Homeowner vacancy rate (percent) [8]</b>	3.0	( X )
<b>Rental vacancy rate (percent) [9]</b>	11.2	( X )
<b>HOUSING TENURE</b>		
<b>Occupied housing units</b>	176,531	100.0
<b>Owner-occupied housing units</b>	119,039	67.4

Subject	Number	Percent
Population in owner-occupied housing units	303,612	( X )
Average household size of owner-occupied units	2.55	( X )
Renter-occupied housing units	57,492	32.6
Population in renter-occupied housing units	135,759	( X )
Average household size of renter-occupied units	2.36	( X )
Subject	Number	Percent

X Not applicable.

[1] Other Asian alone, or two or more Asian categories.

[2] Other Pacific Islander alone, or two or more Native Hawaiian and Other Pacific Islander categories.

[3] One of the four most commonly reported multiple-race combinations nationwide in Census 2000.

[4] In combination with one or more of the other races listed. The six numbers may add to more than the total population, and the six percentages may add to more than 100 percent because individuals may report more than one race.

[5] This category is composed of people whose origins are from the Dominican Republic, Spain, and Spanish-speaking Central or South American countries. It also includes general origin responses such as "Latino" or "Hispanic."

[6] "Spouse" represents spouse of the householder. It does not reflect all spouses in a household. Responses of "same-sex spouse" were edited during processing to "unmarried partner."

[7] "Family households" consist of a householder and one or more other people related to the householder by birth, marriage, or adoption. They do not include same-sex married couples even if the marriage was performed in a state issuing marriage certificates for same-sex couples. Same-sex couple households are included in the family households category if there is at least one additional person related to the householder by birth or adoption. Same-sex couple households with no relatives of the householder present are tabulated in nonfamily households. "Nonfamily households" consist of people living alone and households which do not have any members related to the householder.

[8] The homeowner vacancy rate is the proportion of the homeowner inventory that is vacant "for sale." It is computed by dividing the total number of vacant units "for sale only" by the sum of owner-occupied units, vacant units that are "for sale only," and vacant units that have been sold but not yet occupied; and then multiplying by 100.

[9] The rental vacancy rate is the proportion of the rental inventory that is vacant "for rent." It is computed by dividing the total number of vacant units "for rent" by the sum of the renter-occupied units, vacant units that are "for rent," and vacant units that have been rented but not yet occupied; and then multiplying by 100.

Source: U.S. Census Bureau, 2010 Census.

## Impact Objectives

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The campaign for Animal Care seeks to meet informational and behavioral impact objectives.

### Behavioral:

1). To increase the monthly adoptions of animals from Animal Care services by 20% to an average of 300 adoptions per month.

- Animal Care had a grand reopening mid-summer in 2011. It was at this time that the adoptions unit was activated. The shelter has averaged 250 adoptions per month. However, Animal Care would like to reach the adoption level of 400 per month that was maintained by the Greenville County Humane Society. This campaign seeks to provide at 20% gain in adoptions through community awareness.

2). To have 200 adoptions occur at the event.

- This event, although somewhat broad in scope, is at its core an adopt-a-thon. Based on the adoption trends of prior short-notice events done by Animal Care, we feel it is highly ambitious to set a goal of 200 adoptions during the course of this event. The ASPCA also requires this event to be a high volume “mega-thon.”

### Informational:

1). To increase the general public’s knowledge of Animal Care and the services they offer by having a turnout of at least 2,000 people, through increased media attention on Facebook, Twitter and the Animal Care website.



- This event seeks for awareness and participation through adoption and volunteering. This event also seeks to educate the public about the efforts Animal Care has and continues to put into reducing animal euthanasia in Greenville county. We seek to make the public aware through advertisement, news, word-of-mouth and social media outlets. This campaign seeks to blend traditional and social media outlets in order to spread knowledge of this event and the knowledge of Animal Care's existence and purpose.
- Note: This objective will naturally result in an increase in adoptions, however, we wish to measure it as it helps to measure potential pet owners too.

## Output Objectives

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### Paid Media Attention

- To start advertising on Facebook targeting Greenville county residents the date of March 1, 2012.
- To buy 728x90 leaderboard ad space on Greenville Online's website for a month starting March 1, 2012.
- To run an ad in the March issue of Upstate Parent Magazine.
- To purchase a thirty-second spot on Regal Cinema's First Look system for the month of March.

### Earned Media Attention

- To put an announcement in the March/April issue of Critter Magazine.
- To coordinate with WYFF for prearranged news coverage of this event.
- To approach WSSL-FM and/or WROO-FM by February 1, 2012 for possible live broadcasting on-location at Animal Care.
- To send two press releases regarding the event to local media outlets by March 26, 2012.
- Selected media outlets for VNR, Press Release, and PSA distribution:
  - TV News
    - WYFF News 4
    - Fox Carolina
    - WSPA News 7 - Your Upstate with Jack and Kimberly
  - Print

- The Greenville Journal
- The Greenville News
- Radio
  - Whistle 100 - WSSL - Live Remote Broadcast at Animal Care
  - Shine 96.7 - WROO - Possible Remote Broadcast
  - WESC
  - WORD
  - HIS Radio - WLFJ
  - Magic 98.9 - WSPA

#### Interactive Media

- To launch a promotional campaign for the adopt-a-thon on Facebook on February 14, 2012.
- To launch and utilize an Animal Care Twitter account for promotional and rescue purposes on February 14, 2012.

#### Event

- To have an event at Animal Care that incorporates multiple animal centric groups of the upstate.
- To have a full house of animals on display and ready for affection.
- To have staff ready for interacting and educating the public as they interact with animals.
- To have prizes and discounts on adoptions.
- To promote Animal Care's commitment to be the premier shelter in the county.

- To provide bring people out with the special opportunity to see a K-9 unit in action.

## Media List

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### **Earned Media Outlets**

#### Radio:

- WROO-FM - Shine 96.7 - ClearChannel Communications  
Program Director: Lizz Ryals - [lizz@shine967.com](mailto:lizz@shine967.com)  
Personal Contact (Promised Media Attention)
- WSSL-FM - Whistle 100 (Also WESC - Carolina's Best Country) - ClearChannel  
Operations Manager: Bruce Logan - [brucelogan@clearchannel.com](mailto:brucelogan@clearchannel.com)
- WSPA-FM - Magic 98.9  
Program Director: Chase Murphy - [cmurphy@entercom.com](mailto:cmurphy@entercom.com)
- WORD-FM - Newsradio WORD  
Program Director: Bob McLain - [bmclain@entercom.com](mailto:bmclain@entercom.com)  
News Director: Ed Jenson - [ejenson@entercom.com](mailto:ejenson@entercom.com)
- WLFJ-FM - HIS Radio  
General Office: 864-292-6040

#### Print:

- The Greenville Journal  
Charlie Sowell - [csowell@greenvillejournal.com](mailto:csowell@greenvillejournal.com)
- The Greenville News/Greenville Online  
Managing Editor: Chris Weston - [cweston@greenvillenews.com](mailto:cweston@greenvillenews.com)  
Reporter: Lillia Callum-Penso - [lpenso@greenvillenews.com](mailto:lpenso@greenvillenews.com)
- Critter Magazine  
Diana Riglet - [Diana94117@yahoo.com](mailto:Diana94117@yahoo.com)

#### TV:

- WYFF News 4 - NBC  
Sean Muserallo - [smuserallo@wyff4.com](mailto:smuserallo@wyff4.com) - 864-303-8981  
Personal Contact (Promised Media Attention)

- WHNS Fox Carolina 21  
News Director: Kelly Boan - [kelly.boan@foxcarolina.com](mailto:kelly.boan@foxcarolina.com)
- WSPA News 7 - CBS
  - Your Carolina with Jack and Kimberly:  
Producer: Megan Heidelberg - [mheidelberg@wspa.com](mailto:mheidelberg@wspa.com)
  - News:  
Mary Lu Saylor - [msaylor@wspa.com](mailto:msaylor@wspa.com)

Interactive:

- Facebook Groups:
  - Occupy My Family - Greenville
  - City of Greenville
  - Greenville, South Carolina Place Page
- Note: These can all be found with preliminary search results as the URLs are too large to post.

**Paid Media Outlets**

- Greenville Online & Upstate Parent - The Greenville News Media Group  
800-800-5116
- Regal First Look  
Mary Ballard  
301-605-7935  
[Mary.Ballard@ncm.com](mailto:Mary.Ballard@ncm.com)

Note: Paid interactive advertising for Facebook is entirely automated online.

**Event Contacts**

- Greenville County Police Department for K-9 Unit  
Lt. Michael Hildebrand - Public Information  
864-467-5362  
[mhildebrand@greenvillecounty.org](mailto:mhildebrand@greenvillecounty.org)

Non-Profit Animal Rescues:

- Speak for Animals  
Tricia Lukanic  
864-414-1750  
[thompsongirl70@hotmail.com](mailto:thompsongirl70@hotmail.com)

- Concerned Citizens for Animals  
Tara Williamson  
864-915-9525  
[concern4animals@bellsouth.net](mailto:concern4animals@bellsouth.net)
  
- Pawmetto Lifeline  
Denise Wilkinson  
803-606-4149  
[dwilkinson@pawmettolifeline.org](mailto:dwilkinson@pawmettolifeline.org)
  
- Kits-N-Kats  
June Hancock  
864-420-9455  
[jhancock@ghs.org](mailto:jhancock@ghs.org)
  
- Animal Rescue Pickens County  
Pam Leverett  
864-313-6253  
[animalrescuepickenscounty@msn.com](mailto:animalrescuepickenscounty@msn.com)
  
- Blue Ridge Boxer Rescue  
Sonya Hutson  
864-616-4043  
[sjhutson@gmail.com](mailto:sjhutson@gmail.com)
  
- Purrs, Paws & Claws  
Wendy Veri  
864-918-8569  
[wrenrobin23@yahoo.com](mailto:wrenrobin23@yahoo.com)
  
- Day Before the Rainbow  
Taryn Arnold  
864-363-7932  
[daybeforetherainbow@yahoo.com](mailto:daybeforetherainbow@yahoo.com)
  
- Pups & Persians  
Sherry Biang  
864-375-9242  
[sbiang@bellsouth.net](mailto:sbiang@bellsouth.net)
  
- Upstate Animal Rescue  
Kelly Blair  
864-367-3228  
[kblair01017@yahoo.com](mailto:kblair01017@yahoo.com)

- Carolina Cocker Rescue  
Kerry Bryce  
803-807-1830  
[bryce@sc.rr.com](mailto:bryce@sc.rr.com)
- Kitten Action Team  
Sandra Whitley  
864-414-4634  
[kittenactionteam@frontier.com](mailto:kittenactionteam@frontier.com)
- Military Pet Outreach Network, Inc.  
Tracy Ginder  
704-363-2824  
[militarypetoutreach@yahoo.com](mailto:militarypetoutreach@yahoo.com)
- Nick of Time Rescue  
Donna Casswell  
706-910-0648  
[nickoftimerescue@yahoo.com](mailto:nickoftimerescue@yahoo.com)
- Pet Tender Angels Rescue and Rehabilitation  
Lori Jewel  
864-787-2498  
[pet10der@aol.com](mailto:pet10der@aol.com)
- Diamonds in the Ruff  
Michelle Doneza  
864-885-1494  
[mdoneza@bellsouth.net](mailto:mdoneza@bellsouth.net)
- Animal Welfare of Laurens County, Inc  
April Westfall  
864-684-8511  
[animalwelfareoflaurens@gmail.com](mailto:animalwelfareoflaurens@gmail.com)

Vendors:

- Camp Bow Wow  
864-220-1223
- Cuddly Critters Pet Sitting  
864-322-2803
- House of Paws Pet Salon  
864-370-8040



- Top Dog Ltd.  
864-288-7282
- Upstate Home Veterinary Care  
864-569-9220
- PetCo  
864-232-7340

## Press Kit

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The press kit is in a separate folder turned in with this report. In it you will find a video news release (VNR), an audio public service announcement (PSA), a whole-page print ad that can double as a flyer and a press release for the previously listed media outlets. The press release, print ad and PSA/VNR scripts are on the following pages.

mega match • a • thon March 30 & 31, 2012 >>

for more info call us!

864.467.3986

200 dogs and cats need companionship. Find your match and be loved a lifetime.



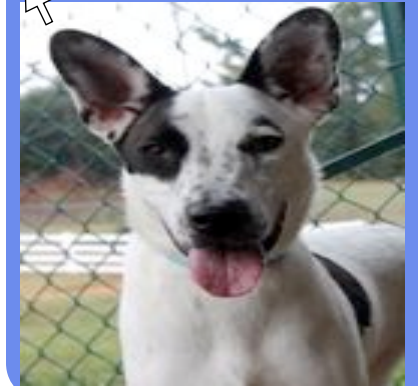
and

ASPCA®

present

upstatemegamatch.com

SEE MORE LIKE HIM >>



## Audio Public Service Announcement (PSA)

---

You have all heard about meeting your perfect match. But have you considered that possibly the best friend for you, is man's best friend? Animal Care will be hosting a new event this Saturday that will bring together many animals from across the upstate. This will be a fun day to come out and learn more about the different rescues and shelters around Greenville. There will be several demonstrations by the Greenville County K-9 unit. Rita's Italian Ice will be there with half of their proceeds going directly to Animal Care. And of course, as many cats and dogs as you can pet will be there just looking for a good home. So come see us, and remember your best friend could be waiting here for you.

## Video New Release (VNR) Script

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This Saturday Animal Care will be hosting an event for the whole family. Here at the Animal Care center there will be a first time gathering of upstate animal rescues and shelters. All of these shelters are working towards a goal of adopting at least 200 animals. The Animal Care cats and dogs will be out and ready for adoption. This will give people the opportunity to interact with animals from around the upstate. There will be several demonstrations put on by the Greenville County K-9 unit. Also, Rita's Italian Ice will be there and part of their proceeds will go directly to Animal Care. This event will be a great time to come out and have fun, and possibly, add to your family by bringing home a pet of your own.

## Messages

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### **Theme:**

The theme of this event and campaign is modeled after online dating in general. Similar to Match.com, Animal Care seeks to promote that people can “meet your match” at Animal Care.

### **Individual Messages:**

- Animal Care can Make Your Match
- Fall in Love with a Pet
- Meet a Companion
- You need love, so do they.

### **Message Strategies:**

- The Facebook ad, print ad, PSA, VNR and Regal FirstLook ad will all be themed around meeting furry matches at Animal Care. More specifically, it will focus on meeting their match at the event.
- The event itself will have printed “dating profiles” like online profiles for some animals that are up for adoption. We want people to “Match up in March.”
- The Twitter/Facebook feed will be from specific animals seeking adoption and how they need love.
- The flyers, signage and print ad will have a dating site style to them while still retaining the obvious difference of animals.
- The GreenvilleOnline.com ad will also be dating themed.
- The live broadcast will center around the match meeting/making theme.

## Media Plan

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### **Earned Media Activities:**

- An announcement will be placed in the March/April issue of Critter Magazine.
  - The announcement is free of charge and helps to raise awareness of the event.
- Animal Care will coordinate with WYFF for prearranged news coverage of this event.
  - Reporter Sean Muserallo has expressed a desire to report on any sort of multi-organizational event/partnership that involves animals.
- Animal Care will approach WSSL-FM and/or WROO-FM by February 1, 2012 for possible live broadcasting on-location at Animal Care.
  - Both of these stations are owned by Clear Channel Communications. WSSL holds the greatest general market share in the upstate and WROO program director, Lizz Ryals, has expressed a great desire to help out Animal Care as much as possible.
  - Both of these stations together could potentially air event information to 10% of the upstate radio listenership.
- To two press releases will be sent regarding the event to all selected local media outlets by March 26, 2012.
  - One press release will be sent at the beginning of March to notify reporters and news directors. The second release will be sent out on the week of the event.

- Radio stations will receive an audio PSA, and TV stations will receive a VNR.
- Susan Bufano has been on Your Upstate with Jack and Kimberly before. This pre-established contact will help to get another interview. Ideally the show would be willing to possibly shoot or report on location.

**Paid Media Activities:**

- Cherrydale Stadium FirstLook Ad - Commercial
  - A thirty-second advertisement will be purchased for the month of March.
  - This ad will be shown on *all* screens before *every* movie shown.
  - This advertisement will be focused on making a match with some audio about the event.
  - This ad will be reusable for Animal Care with alternate voiceover.
  - Cherrydale Cinemas is ideally placed less than a minute's drive from the entrance to Animal Care.
  - The beauty of this medium is the captive, attentive audience staring at a 40' screen.
  - A few kids movies will be playing in the month of march. Examples: Dr. Seuss' The Lorax, Pirates: Band of Misfits
- GreenvilleOnline.com - Banner Advertisement
  - One of Greenville's major news sources with near .5 million visitors each month.
  - Front page advertising.
  - Solid direct link to upstate mothers who are part of the target audience.
  - 25,000 Impressions at \$0.35 per impression.



- Facebook Advertising - Facebook Sidebar Ad
  - Social media is strongly and swiftly growing as a medium.
  - An almost instant medium with near instant results from what research says.
  - This ad would linked directly to Animal Care's Facebook page which would result in higher likes and increased awareness.
  - Animal Care will still use this as an advertisement for the event though a modified "Meet Your Match" profile picture.
  - This specific medium comes with rich metrics for demographic measurement, and it comes with specific ROI feedback through increased page likes.
  - 2,000 clicks max at \$0.75 per click.
  - Facebook offers more impressions or clicks for the cost than anyone other medium for the price.
  - Extreme demographic targeting available.
- Upstate Parent - Print Ad
  - Magazine aimed toward our target market.
  - Large readership around 52,000.
  - Parents will be looking for activities and programs to get their children involved with.
- Flyers
  - The print ad placed into Upstate Parent will double over as a flyer that Animal Care volunteers can distribute throughout the community at vets, pet supplies stores and other high traffic areas.

- Signage
  - Two banners and ten yard signs will be printed for geographic targeting.
  - One banner ad will be placed prominently on the fence of the Animal Care campus.
  - The second banner ad and the yard signs will be placed around the Cherrydale area for passerbys to see.
  - This is cheap alternative to billboard use.

### **Interactive Media:**

- Facebook
  - The Animal Care Facebook page currently has around 2,500 followers. This campaign seeks to increase followers to 3,000.
  - The Facebook page itself will have its profile picture modified to make announcement of the event.
  - Animal Care will post weekly photos of animals ready for adoption.
  - Animal Care is doing a good job at utilizing Facebook. The current need is to gain more followers.
  - 55% of all Facebook users fall under the age bracket for parents with children.
  - Add children, and you have 65% of the market. Not all users are part of families with kids, but there is enough to justify Facebook as a medium.
- Twitter
  - Twitter can be integrated with Facebook for status updates.
  - The only limitation would be the 160 character limit for tweets.

- Twitter can also be utilized for rescue efforts and needs.
- Youtube
  - It would enhance social media attention for Animal Care to begin posting semi-professional videos of their animals on Youtube on a regular basis.
  - For the purposes of this event, the video used for the Regal FirstLook ad will be posted on Youtube and linked to on Facebook.
  - This first video launches the beginning of a potential series of videos in the form of promotionals for specific animals or PSAs.

**Event:**

This event was conceived by our team and Animal Care, and was reinforced and modified by requirements of an ASPCA adopt-a-thon grant. A grant was announced by the ASPCA for a “mega-thon” adopt-a-thon for the amount of \$5,000-10,000 in funding. This adopt-a-thon is meant to be a high-volume adoption event that simultaneously raises awareness to the community about Animal Care and subsequently multiple rescue organizations and vendors. This event will be held on the Animal Care campus and the other organizations will have kiosks stationed in a tent or multiple tents around Animal Care.

- The event’s theme is about finding a “match” with another animal that you can adopt. The event theme is a play off of Match.com
- The event will start at 10am and last until 6pm on Saturday, March 31st.
- Ten of the following animal organizations will be in attendance:
  - Speak for Animals
  - Concerned Citizens for Animals

- Pawmetto Lifeline
- Kits-N-Kats
- Animal Rescue Pickens County
- Blue Ridge Boxer Rescue
- Purrs, Paws & Claws
- Pet Tender Angels Rescue and Rehabilitation
- Day Before the Rainbow
- Pups & Persians
- Upstate Animal Rescue
- Carolina Crocker Rescue
- Kitten Action Team
- Military Pet Outreach Network, Inc.
- Nick of Time Rescue
- Diamonds in the Ruff
- Animal Welfare of Laurens County, Inc.
- The following vendors will have kiosks:
  - Camp Bow Wow
  - Cuddly Critters Pet Sitting
  - House of Paws Pet Salon
  - Top Dog Ltd.
  - Upstate Home Veterinary Care
  - PetCo

- Since the focus is awareness through adoption and not through entertainment, this will not be a fast-paced event as previously considered.
- An Italian ice vendor will be brought in and a cut of the profits will be given to Animal Care.
- The Greenville County Sheriff's Office K-9 Unit will be present for demonstrations throughout the day. These demonstrations will provide some pull to raise attendance while supplying entertainment value that does not detract from the focus on animal adoptions.
- The theme will focus on "Meeting Your Match." Animal speed dating may occur if the audience is receptive to the idea.

## Timeline

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## Timeline

Implementation Activity	Time of the Year	Responsible Person or Group
Bob Jones University students complete and present media plan...	8 Dec. 2011	BJU students, Community Relations Coordinator <sup>1</sup> , and-or Division Manager <sup>2</sup>
Announce ASPCA grant award on internet and social media sites (if applicable)...	16 Dec. 2011 <sup>3</sup>	CRC
Identify Mega Match-a-Thon committee members; compile a list of animal organizations, vendors, entertainers, and key supporters...	16 Dec. 2011	CRC and DM
Complete SAVE THE DATE postcards and send them to the printer... <sup>4</sup>	16 Dec. 2011	CRC
Mail the postcards with the comment “Something MEGA is Coming Your Way in 2012!”	22 Dec. 2011	CRC
Take Needed Break from campaign for the Holidays...	25 Dec. 2011 through 1 Jan. 2012	All staff
First committee meeting to discuss roles and responsibilities, review ASPCA grant guidelines, finalize event details, prepare plans for registration forms (including incentives for early-bird registration of partner organizations), and determine whether Animal Care will charge vendors for use of space of Animal Care’s property...	<b>Week of 6 Jan. 2012</b>	Newly formulated campaign committee (This is the “Match Committee.”)

<sup>1</sup> All further references to “CRC” refer to the Community Relations Coordinator (currently Susan Bufano).

<sup>2</sup> All further references to “DM” refer to the Division Manager (currently, Michelle “Shelly” Simons).

<sup>3</sup> Animal Care suggested this date as the starting point of the campaign.

<sup>4</sup> This objective and the one following it are from Animal Care, which intends to send out postcards related to the campaign event.

Mail out registration forms to groups and vendors, requesting their participation in the event and noting the positive media coverage expected for the event.	13 Jan. 2012	CRC
Approach and Request WSSL-FM and Shine 96.7 (a family-friendly station) for on-site media radio coverage (Ellis and Bradley Show)	1 Feb. 2012	CRC
Contact other selected media (print media) to inquire of ad space. Contact Sean Muserallo of WYFF to confirm involvement and settle other issues for our media event. Contact Greenville County Sheriff's office about having the K-9 unit available for our event.	1 Feb. 2012	CRC
Committee meets to monitor the progress of the campaign and assign additional responsibilities as needed.	6 Feb. 2012	Match Committee
All media is to be submitted to necessary media outlets with the request that they wait before displaying until the appropriate time (March 1)...	10 Feb. 2012	To be determined by Match Committee if not CRC
Deadline for registrants to be included in early bird incentives (The CRC will determine which organizations and vendors are eligible for these incentives.)	13 Feb. 2012	CRC
Launch Twitter account...	<b>14 Feb. 2012</b>	CRC
<b>Announce Mega Match-a-Thon (P.E.T. Harmony) Campaign Event</b> and debut advertisements on Animal Care's website and social media sites.	<b>14 Feb. 2012 (Valentine's Day)</b>	CRC
Deadline for registrants to be included in marketing materials	24 Feb. 2012	CRC



Begin recruiting volunteers to participate in preparing for the event (including staffing the event)	24 Feb. 2012	Volunteer Supervisor
Committee meets to monitor the progress of the campaign and assign additional responsibilities as needed; identify marketing materials and handouts needed	24 Feb. 2012	Match Committee
Determine placement of directional signage <sup>5</sup> and send it to sign designer	24 Feb. 2012	CRC and DM
Begin all other planned marketing and media advertisements	<b>1 Mar. 2012</b>	CRC
Begin Facebook ads, Greenville online ad, and Upstate Parent ad, 30 second spot for Cherrydale Cinema ad, and Announcement PSA in Critter Magazine	<b>1 Mar. 2012</b>	To be determined by Match Committee
Marketing materials and handouts printed, along with distribution of those materials	Week of 9 Mar. 2012	CRC and Animal Care volunteers
Committee monitors the progress of the campaign and assign additional responsibilities as needed	9 Mar. 2012	Match Committee
Increase adoption selections at Animal Care in order to ensure a variety of dogs and cats.	9 Mar. 2012	Adoptions Team
Send notice to all participating animal groups of specials at Animal Care Clinic on vaccinations, spay-neuter, and micro-chipping to make ready all pets for match-a-thon (according to ASPCA and governmental regulations)	9 Mar. 2012	CRC
Committee monitors the progress of the campaign and assign additional	16 Mar. 2012	Match Committee

<sup>5</sup> These signs are needed for an orderly flow of attendants from booth to booth during the event.

responsibilities as needed		
Set up rentals for any event space equipment (tents, charts, et Cetera)	16 Mar. 2012	CRC
Committee monitors the progress of the campaign and assign additional responsibilities as needed	Week of 23 Mar. 2012	Match Committee
Send out reminders to all participating vendors, animal groups, entertainers, and volunteers so that they know of event details, of event guidelines, and of what they must do for the event regarding its set-up, clean-up, parking, facilities, and relevant contact information.	Week of 23 Mar. 2012	CRC
Last minute deadline for late registrants to attend the event (supplies not guaranteed)	23 Mar. 2012	CRC
2 <sup>nd</sup> PSA release	26 Mar. 2012	CRC
Send out press releases	28 Mar. 2012 <sup>6</sup>	CRC
<b>Final Pre-event committee meeting, discussing last-minute details</b>	28 Mar. 2012	Match Committee
Make final preparations for event set-up, have questionnaires ready, perhaps starting the event depending upon Match Committee decision.	30 Mar. 2012	All available Animal Care staff
Event Day and cleanup	31 Mar. 2012	Same as on 30 Mar. 2012
Send out thank-you cards to all people or organizations that participated in the event.	3 Apr. 2012	CRC
Prepare final reports for ASPCA grant requirements.	<b>Month of April</b>	CRC and DM
Measure Facebook results from campaign (including increase in likes)	6 Apr. 2012	CRC
Final analysis of campaign; storing of the results into one file report for future reference.	<b>Month of May</b>	Match Committee

<sup>6</sup> This was the date in which Animal Care would support sending out press releases.

## Budget

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The budget for this entire campaign is on the following pages. Estimates we're either provided by Animal Care or were acquired through calling. Those estimates with print support are on the following pages. All estimates are current for the month of December 2011.

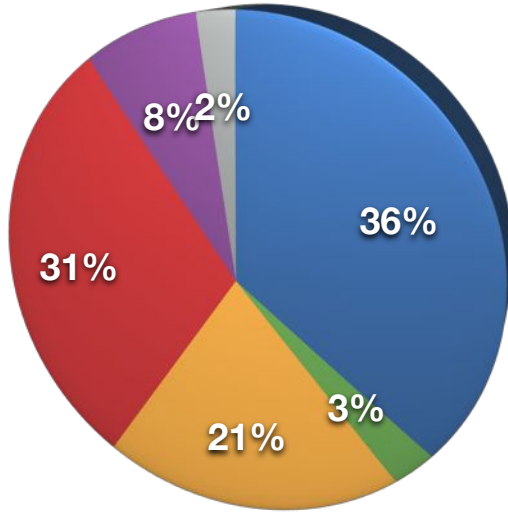
Note: The "Upstate Parent" ad quotes is guesstimated from a quote about "Link" magazine. The Greenville News Media Group did not return my calls for the second quote.

Campaign Budget			
Item	Cost	Qty	Total
<b>Event Space Expenses</b>			
Tent 30x30 Installed	\$400	1	\$400
Disposable Trash Containers with Liners	\$20	5	\$100
<b>Tags &amp; Collars</b>			
Coastal 3/4" nylon collar (sizes 10"-22" variety)	\$2.51	225	\$565
Premium Tuff-Lock Bags	\$1.40	225	\$315
<b>Pre-Adoption Make Ready Expenses</b>			
Spay and Neuter Material Costs	\$15	200	\$3,000
Vaccinations (200 Rabies; 225 DA2PP/FVRCP)	\$1.29	425	\$550
Sponsorship/Registration Forms	\$0.50	100	\$50
<b>Pre-Event and On-Site Marketing Costs</b>			
Facebook Marketing Campaign (2,000 Clicks)	\$1,500	1	\$1,500
Greenville Online 25,000 Impression Front Page Ad	\$875	1	\$875
Regal FirstLook - Cherrydale :30 Ad	\$1,280	1	\$1,280
Print Ad - Upstate Parent Magazine	\$500	1	\$500
Event Flyers	\$0.25	500	\$125
Vinyl Banners 3' x 8'	\$105	2	\$210
18x24" Corrugated Plastic Yard Signs w/Wire Stakes	\$10.50	10	\$105
\$100 PetCo Gift Card Prize	\$100	1	\$100
<b>Total Requested Grant Funding</b>			<b>\$9,675</b>
<b>Additional Expenses Not Requested</b>			
Staffing Costs	\$140	12	\$1,680
Microchips	\$4.95	200	\$990
Heartworm Tests	\$5	75	\$375
FeLV/FIV Combo Tests	\$12	50	\$600
Thank You Cards (to include postage)	\$0.75	100	\$75
Onsite Decorations for Event	\$125	1	\$125
<b>Total Project Budget</b>			<b>\$13,520</b>

Campaign Budget			
Item	Cost	Qty	Total
<p><b>Notes:</b> Tent Costs were reduced by 1/2, Trash Containers we're reduced from 9, Save the Date cards were eliminated, Program was eliminated, FirstLook ad was doubled, Corrugated signs were reduced by 1/2, Save the Date postage was eliminated and Concessions were eliminated.</p>			

	Social Media	Print	Online	Video	Signage	Promotional
Cost	1500	125	875	1280	315	100

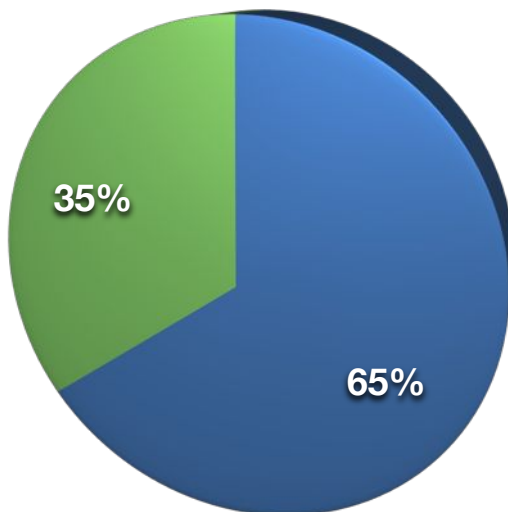
### Media Budget



- Social Media
- Print
- Online
- Video
- Signage
- Promotional

	Overhead	Media
Cost	\$8,825	\$4,695

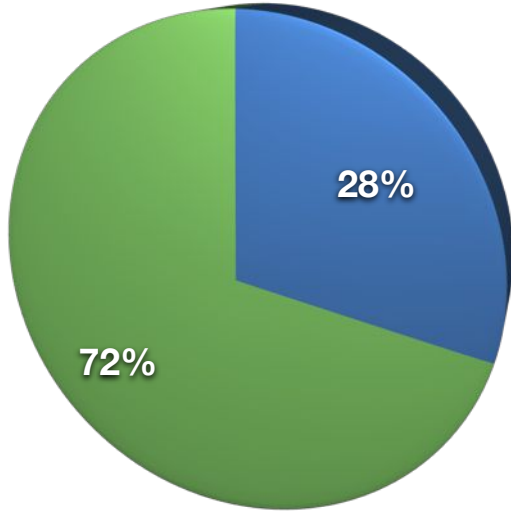
### Campaign Budget



- Overhead
- Media

	Animal Care	ASPCA
Cost	\$3,845	\$9,675

### ASPCA vs. AC



● Animal Care

● ASPCA



7/1/11 3:30 AM

Greenville/Spartanburg Theatres - Monthly Rates

Exhibitor	Exhibitor Chain	Theatre	Address	City	State	Zip	Regional Advert Screens	Net Monthly Rate for :15	Net Monthly Rate for :30
Regal	Eastern Federal	Starlight Stadium 14 - Anderson	141 INTERSTATE BLVD	ANDERSON	SC	29621	14	\$560	\$1,120
Regal	United Artists	Beaucatcher Cinemas 7	321 HAW CREEK LANE	ASHEVILLE	NC	28805	7	\$280	\$560
Regal	Consolidated	Biltmore Grand Stadium 15	292 THETFORD ST	ASHEVILLE	NC	28803	15	\$600	\$1,200
Regal	Consolidated	Cherrydale Stadium 16	3221 N PLEASANTBURG DR	GREENVILLE	SC	29609	16	\$640	\$1,280
Regal	Regal	Hollywood 20 Greenville with RPX	1025 WOODRUFF RD	GREENVILLE	SC	29607	20	\$800	\$1,600
Great Escape	Great Escape Theatres	Greenville 14 with IMAX	780 SOUTH ST	SIMPSONVILLE	SC	29681	13	\$520	\$1,040
Regal	Regal	Westgate Mall Cinema 8	205 W BLACKSTOCK RD	SPARTANBURG	SC	29301	8	\$320	\$640
Regal	Consolidated	Spartan Stadium 16	855 SPARTAN BLVD	SPARTANBURG	SC	29301	16	\$640	\$1,280

Production Fees: \$250 for completed ad to spec  
 \$525 for NCM to create animated :15 w/ audio  
 \$775 for NCM to create animated :30 w/ audio



## 3. Campaigns, Pricing and Scheduling

## Ad Campaigns and Pricing FAQ

## Account Currency

US Dollar (USD)

## Account Time Zone

Country/Territory United States

Time Zone (GMT-05:00) Eastern Time

## Campaign &amp; Budget

Campaign Name: My Ads

Budget (USD): 50 Per day ⓘ

What is the most you want to spend per day? (min 1.00 USD)

## Schedule

Campaign Schedule:  Run my campaign continuously starting today

## Pricing

 Pay for Impressions (CPM) Pay for Clicks (CPC)

Max Bid (USD). How much are you willing to pay per click? (min 0.01 USD) ⓘ

0.75 Suggested Bid: 0.60 - 1.04 USD

Note: Tax is not included in the bids, budgets and other amounts shown.

Use Suggested Bid (Simple Mode)

Estimated Reach ⓘ

243,040 people

- who live in the **United States**
- who live within 25 miles of **Greenville, SC**
- between the ages of **24 and 50** inclusive

Review Ad

 Questions about creating your ads?

# greenville RENTAL

wedding • party • equipment



[about greenville rental](#) | [wedding](#) | [party](#) | [equipment](#) | [contact us](#)

## Party Rentals

Whether it is a party at home with family and friends or a corporate event for employees, the professional staff at Greenville Rental is ready to help make your next special event one to remember. Greenville Rental is your complete party headquarters for tents, tables, linen, chairs, and a large variety of inflatables and concession equipment. Stop by Greenville Rental and a party professional will be happy to make recommendations to insure a fun and memorable day for everyone.

### Tents

#### Fiesta (Installed)

10 x 10 or 12 x 12	\$125.00
15 x 15	\$150.00
20 x 20	\$200.00 /\$250.00 high peak
20 x 30	\$300.00 /\$350.00 high peak
20 x 40	\$400.00
30 x 30	\$400.00
30 x 40	\$475.00
30 x 50	\$550.00
30 x 60	\$625.00

#### Pole Tents (Installed)

30 x 30	\$400.00
30 x 45	\$500.00
30 x 60	\$600.00 high peaks
30 x 75	\$700.00
30 x 90	\$800.00
40 x 40	\$625.00
40 x 60	\$925.00
40 x 80	\$1,225.00

#### Canopy

10 x 10	\$50.00
16 x 16	\$55.00

20 x 20	\$70.00 - 100.00
20x30	\$110.00 - 150.00
20x40	\$200.00

#### **Tent Accessories**

Streamers, Globe Lights, Lamp Posts, Chandeliers, Fans, Heaters, and Tent Sidewalls with or Without Windows.

#### **Audio/Video**

P.A systems, lecterns, podiums, projectors, screens, and much more.

#### **Inflatables**

Obstacle Course (3 Sections Includes 13' Slide)	\$500
Club House (Slide, Jump, Climb, Obstacles, Basketball)	\$225
12' Slide (Wet Or Dry)	\$200
30' Surf N' Slide	\$150
Train w/ Obstacles	\$175
Moonwalks	\$85 - \$125
Speed Pitch (Football, Baseball, Soccer)	\$150

#### **Party Games And Equipment**

Trackless Train	\$250
Dunk Tanks	\$95 - \$150
Black, fiberglass	\$95
Strength Hammer	\$95
Soccer Kick & Score	\$50
Basketball Goal	\$50
Adult Trikes	\$50
Karaoke w/Cd's	\$55
Ping Pong Table	\$40
Spin Art	\$35
Blackjack Table	\$25
Roulette Table w/ Wheel	\$25
Toss Games	\$20
Volleyball w/ Net	\$11
Horseshoe Set	\$10
Helium Tank (219 Cu.Ft.)	\$135
Fog Machine	\$40
Bubble Machine	\$25
Disco Ball (16")	\$25
Raffle Drum	\$15

### Dance Floor

Available in Black and White or Wood Grain. Custom Installed Sizing In 1' and 3' sections.

### Concession Equipment

Frozen Drink Machine	\$100
Sno' Cone Machine	\$28 - \$35
Cotton Candy Machine	\$55
Popcorn Machine	\$35 - \$60
Nacho Machine	\$20
Hot Dog Machine	\$25

### We Sell Concession Supplies!

Ask about rates on Gourmet Popcorn, Nacho Cheese, and Assorted Flavors of Cotton Candy Floss Sugar, Sno'cone Syrups, and Frozen Drink Mixes.

### Chairs

White, w/ padded seat	\$2.50
White, wooden	\$1.75
White, fiberglass	\$ .90 - 1.25
Black, fiberglass	\$ .60
Grey, padded (cloth or vinyl)	\$2.50

### Tables

4 ft, 6 ft, 8 ft Banquet Tables	\$4.25 - 5.00
36", 48", 60" Round Table	\$4.50 - 7.00
72" Round Table	\$12.50
36" Round Bar Table (42" tall)	\$8.00
Card Table (30" or 36")	\$3.50 - 4.50
Serpentine (4' and 8')	\$6.00 - 9.00
8 ft Classroom Table	\$6.00

### Linens

Napkins	\$0.50
Skirting (8' and 13' Sections)	\$8.00 - \$13.00
72 " or 96" Round	\$7.00
108" - 114" or 120" Round	\$15.00
132" Round	\$20.00
54" x 120"	\$7.00
90" x 132" or 90" x 156"	\$15.00

54" x 54" or 70" x 70" Square	\$5.00 - \$7.00
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#### Charcoal & Gas Grills

Gas Grill Towable	\$120
Charcoal Towable	\$100
35 Lb Deep Fryer	\$60
36" Griddle	\$50
Propane Burner Grill	\$25
24x60 Charcoal Grill	\$50
16x66 Gas Grill	\$90
Turkey Fryer	\$20

*\*We Sell Propane*

#### China \* Glassware \* Flatware

Variety Of Patterns (Formal And Informal)

#### Chafers and Catering Equipment

Silver, Round	\$15.00 - 25.00
Stainless, Rectangular	\$10.00 - 18.00
Stainless, Round	\$12.00
Carving Station, Heated	\$20.00
Hot Box	\$20.00
Salad Bar (4')	\$60.00
Coolers	\$7.00 - \$20.00
Bars (Portable)	\$20.00 - \$25.00

#### Fountains/Punch Bowls

Silver Punch Bowls w/ Ladle	\$12.00 - 20.00
Glass/Stainless Punch Bowls	\$8.00 - 10.00
Fountains (stainless)	\$30.00 - 50.00
Chocolate Fountain w/20 lbs. Chocolate	\$350.00

#### Coffee & drink Servers

Silver Coffee Urn (25 - 105 cups)	\$15.00 - 35.00
Coffeemaker, Stainless (60 -100 cups)	\$8.00 - 18.00
Juice Server	\$20.00

**Call us today and let us help you Plan a party that everyone will remember.**



Upstate Business Services  
 100 Industrial Drive  
 Greenville, SC 29607  
 T.864.525.5344 F.864.250.0073

# Estimate

Date	Estimate #
11/10/2011	09-1259

Name / Address
Greenville County Animal Services Susan Bufano 328-C Furman Hall Road Greenville SC 29609

Project

Item	Description	Qty	Cost	Total
postcards	4.25x5.5 C1S cardstock Color one side BW one side	1,500	0.0875	131.25T
Color Copies	D/S color brochure 8.5x11 trifold	500	0.50	250.00T
Color Copies	D/S color brochure 8.5x11 trifold SPONSORSHIP	100	0.50	50.00T
Color Copies	S/S color Event Flyers	500	0.25	125.00T
Color Copies	D/S Color program 8.5x11 folded	500	0.50	250.00T
Color Copies	3.667x8.5 rack Card Low Cost Spay Neuter Program	500	0.10	50.00T

<b>Subtotal</b>			\$856.25
<b>Sales Tax (6.0%)</b>			\$51.38
<b>Total</b>			\$907.63

# Estimate



## Sign Source

1200 Woodruff Rd. C-18  
Greenville, SC 29607  
ph. 1-864-289-0500  
fax 1-864-289-0505  
email: signsource@bellsouth.net

Estimate: 11 11455

Printed 11/10/2011 11:11:54AM

Description: **Miscellaneous Event Signage**

Prepared For: Susan Bufano

ph: (864) 467-3986

Company: Greenville County Animal Care

email: sbufano@greenvillecounty.org

Estimate Date: 11/10/2011 11:11:47AM

Dear Susan:

Thank you for the quote request. 13 oz. digitally printed vinyl banners, 3'x8' single sided, with your choice of copy or graphics are \$100 each plus tax (regular retail \$120.65 each).

Corrugated plastic 18"x24" identical screen printed signs, quantity (25) single color are \$7.87 each plus tax for single sided; double sided are \$9.12 each plus tax. Price includes adding a directional arrow if needed.

Wire step stakes are \$0.99 each.

Please e-mail, or call us at 289-0500 with any questions, or if we can be of service. Thanks again.

Sincerely,

Bill Turner  
Store Owner

Product	Font	Qty	Sides	Height	Width	Unit Cost	Item Total
1 Vinyled Banners		1	1	33	96	\$0.00	\$0.00
<b>Color:</b>	Digital Print on White						
<b>Description:</b>	Vinyled 13/14 ounce banner						
<b>Text:</b>	Digitally printed with colors and graphics of choice.						
2 Vinyled Coroplast		1	1	18	24	\$0.00	\$0.00
<b>Color:</b>	White						
<b>Description:</b>	Vinyled Coroplast Sign						
<b>Text:</b>							

### Notes:

In compliance with state law, it is the policy of Sign Source to notify Palmetto Utility Protection Service to locate and mark underground utilities prior to installations that involve digging. This service is performed at no cost. Sign Source is not responsible for damage to unmarked secondary lines (irrigation pipes, landscape lighting, etc.) incurred while digging. It is the responsibility of the customer to mark these locations where applicable.

Line Item Total:	<b>\$0.00</b>
Subtotal:	<b>\$0.00</b>
Taxes:	<b>\$0.00</b>
Total:	<b>\$0.00</b>

Deposit Required: **\$0.00**

Company: Greenville County Animal Care  
328 Furman Hall Road  
Greenville, SC 29609

Received/Accepted By: \_\_\_\_\_

/ /

**We Appreciate Your Business!**

## Evaluation

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### **Measurement of Impact Objectives**

#### Behavioral:

1). To increase the monthly adoptions of animals from Animal Care services by 20% to an average of 300 adoptions per month.

- Adoptions will be kept track of on a goal board in the lobby of the adoption center before this event. Adoptions will then be tracked after the event and will be averaged after a six-month period.

2). To have 200 adoptions occur at the event.

- A goal board for the event will be stationed in the tent or adoption center and will be updated as the event goes on.

#### Informational:

1). To increase the general public's knowledge of Animal Care and the services they offer by having a turnout of at least 2,000 people, through increased media attention on Facebook, Twitter and the Animal Care website.

- One or two volunteers will be held responsible for counting guests as they enter the Animal Care entrance.
- The social media attention goals are to have 500 additional Facebook page likes and at least 200 Twitter followers by the end of April.
- Facebook Insights will be used to track metrics for the Animal Care services. The goals are to have at least 50% increase in traffic for the month and a 20% increase in regular viewership.



### **Measurement of Output Objectives**

- Surveys will be taken at a table in the lobby of the adoptions center. The survey's will ask how people heard about this event and gain a litmus of animal care services. The incentive for taking this survey will be a grand prize drawing for a \$100 in PetCo gift card, and lesser prizes of gift certificates from other vendors.
- Exit interviews will be added as part of the adoption process in order to gain insight as to why individuals and families adopted and how they heard of the event.
- These surveys will be used to indicate ROI for all paid and unpaid media.
- All earned media attention will be accounted for. Susan Bufano, or another selected staff member, will keep track of media outlets to see which ones aired Animal Care related content.
- Surveys will be used to collect event feedback.

## Bibliography

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<sup>1</sup> All dates of access given are the most recent dates. Researching websites began before November. For example, the census information we obtained on October 27<sup>th</sup>. This Bibliography includes sources sited and sources consulted, but omitting the websites where we found images of potential opinion leaders. (Those websites are in the research section of the manual.)

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<sup>2</sup> This organization makes biannual publications of this handbook. The 2011 edition is the 11<sup>th</sup> edition of the handbook.

## Recommendations

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The following are recommendations that were thought of but were beyond the scope of this campaign.

- Compose a Mobile Adoption Unit where Animal Care sets up shop in a tent at community events.
- Have consistent semi-professional uploads placed on Youtube of current animals. Post the videos on the Animal Care Facebook page.
- Use Google AdWords to increase search results for Animal Care's website.
- Purchase a domain name, such as "GCAnimalCare.com", and set that to direct to the Animal Care website.
- Do pet education at schools to excite students about shelters and strays.
- Have an auxiliary location downtown that showcases Animal Care's pets and sells pet goods.
- Have a promotional kiosk in the mall, even seasonally.
- Donation bins at restaurants.
- Target the hispanic market in a minority oriented event if possible.
- Have Spanish Facebook ads.
- Focus on cat adoption to decrease euthanasia rate.