

*Presented by staff
at 1/7/11 committee
meeting.
Item 5*

**Proposed 2011 Conservation Campaign
Monterey Peninsula
California American Water/MPWMD Conservation Program**

The campaign is based on four phases:

January- February (Winter Watering)

- Daily sponsorship announcements on KAZU-NPR
- Seven ¾ page color print ads Pinecone; two in Monterey County Weekly
- Website Development
- Television Production
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March-April (Low Water Plants)

- KAZU-NPR daily
- Eight ¾ page color print ads Pinecone; two in Monterey County Weekly
- One front page News Notes, and related ¾ page ad in Herald)
- One Spadeus Section A wrap (Herald)
- All residential customer mailer
- Bill insert
- Website Launch
- Six weeks cable TV, :30 spots , 132 total spots
- Spanish radio
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May-August (Rebates and House Calls)

- KAZU-NPR daily
- 16 ¾ page color print ads Pinecone; four in Monterey County Weekly Weekly)
- All commercial customers rebates and audits
- Website and related email activity
- TV production
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September October-(Turn off sprinklers)

- KAZU-NPR daily
- Eight ¾ page color print ads Pinecone; four in Monterey County Weekly
- Two front page News Notes, and related ¾ page ad (Herald)
- One Spadeus Section A wrap (Herald)
- Two mailers to customers targeted by historic winter usage
- Website and related email activity
- Bill insert
- Six weeks cable TV, :30 spots , 132 total spots
- Spanish radio
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November-December (let the weather do your watering)

- Daily sponsorship announcements on KAZU-NPR
- Five ¾ page color print ads Pinecone; one in Monterey County Weekly
- Website maintenance