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MEMORANDUM

To: President Toni Preckwinkle and the Board of Commissioners

From: Carl Vogel, Director of Communications

cc: Arnold Randall, Eileen Figel and Delio Calzolari

Date: March 8, 2023

Re: **Agenda Item 23-0247 Advertising and Promotional Services FY 2023**

Forest Preserves of Cook County advertising and promotional services for 2023 will be expanded as part of the increased resources to public outreach made possible by the passage of the referendum. In years past, \$150,000 has been allocated to advertising; for 2023 we would allocate \$300,000.

Outreach for the Forest Preserves annual advertising campaign, “*Your Forest Preserves of Cook County*,” is predominantly focused on connecting to people of color and to communities where residents may not have a history of visiting the preserves. Advertising for several years has been roughly equally broken into three categories: Countywide, Geographically Targeted, and Media to Diversify Visitors. Eighty-one percent of Geographically Targeted zip codes in 2022 were identified by Chicago Metropolitan Agency for Planning as Economically Disconnected Areas. Additionally, seven out of nine vendors from the 2022 campaign explicitly targeted BIPOC residents in Cook County.

The 2023 campaign will be informed by but not exactly replicate a cross-media collection of outlets from 2019 -2022. To ensure we reach a broad, diverse audience, the Forest Preserves uses multiple channels including television, out-of-home, radio, digital, mobile, print and social media.

In 2022, the advertising outlets were:

Audacy | Radio: Thirty- and fifteen-second radio advertisements on WBBM Newsradio and 104.3 JAMS, as well as targeted streaming radio advertisements.

Chicago Tribune | Print & Digital: Print and digital advertisements—mix of English and Spanish.

La Raza | Print & Digital: Spanish print and digital advertisements.

FOX | Streaming Television: Targeted streaming television commercial.

OUTFRONT Media | Out of Home: Fifteen highest-ranking junior billboards located in EDA-identified Cook County zip codes, featuring three ad messages over five months.

WGN | Digital: Mobile ad messenger and The Weather Channel advertisements in English and Spanish.

WGN | Television & Digital: Morning show interviews with Forest Preserves representatives, WGN website access point takeover and digital retargeting ads, email news blast.

WVON/WRLI | Radio & Digital: English and Spanish sponsored Time & Temp segments, English and Spanish digital advertisements on WVON and WRLI websites.

Illinois Outdoor News | Radio & Event: Interviews with Forest Preserves staff on Chauncey's Great Outdoors ESPN radio show, and appearances and support at events.

Chicago Parent | Digital: Three sponsored content stories on ChicagoParent.com and digital retargeting advertisements.

Chicago Defender | Digital: Five sponsored email blasts to targeted audience.