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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: January 26, 2022

Re: **Agenda Item 22-0120, Advertising and Promotional Services 2022**

Forest Preserves of Cook County advertising and promotional services for 2022 will be informed by but not necessarily replicate a cross-media collection of outlets from 2019 - 2021. The Forest Preserves annual advertising campaign works to ensure we reach a broad, diverse audience by using multiple channels including television, out-of-home, radio, digital, mobile, print and social media.

Advertising is broken into three categories: Countywide, Geographically Targeted, and Media to Diversify Visitors. For all vendors with a digital targeting component, special emphasis is placed on reaching zip codes identified by Chicago Metropolitan Agency for Planning as Economically Disadvantaged Areas. Additionally, five out of nine vendors from the 2021 campaign explicitly targeted BIPOC residents in Cook County. In 2021, the advertising outlets were:

Audacy | Radio: Thirty- and fifteen-second radio advertisements on WBBM Newsradio and 104.3 JAMS.

Chicago Tribune & Fin de Semana | Print & Digital: Print and digital advertisements in English and Spanish, email news blast in Spanish.

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

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.