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Eileen Figel

MEMORANDUM

To: President Toni Preckwinkle and the Board of Commissioners

From: Carl Vogel, Director of Communications

cc: Eileen Figel, Interim General Superintendent
Delio Calzolari, Director of Legislative and Governmental Affairs

Date: February 15, 2024

Re: **Agenda Item 24-0142, Advertising and Promotional Services 2024-2025**

Forest Preserves of Cook County advertising and promotional services have been expanded as part of the increased resources for public outreach made possible by the passage of the 2022 referendum, with an annual budget of \$300,000 total spread among a robust selection of media outlets.

The Forest Preserves annual advertising campaign 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.

Of the Geographically Targeted zip codes in 2023, 81 percent were identified by the Chicago Metropolitan Agency for Planning as Economically Disconnected Areas impacted by a history of racial inequity. Additionally, half of the vendors from the 2023 campaign explicitly targeted BIPOC residents in Cook County.

The 2024-25 campaigns will be informed by but not exactly replicate a cross-media collection of outlets from prior years. 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.

2023 Advertising Outlets

Countywide

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

Chicago Sun-Times | Print and Digital: Twenty-six weeks of print advertising, as well as three targeted print inserts, Spanish ad in La Voz magazine, and monthly digital advertising.

Google Ads | Digital: Targeted digital advertising leveraging Google Search, Google Maps, YouTube, Gmail and Google partner websites to increase traffic to using Forest Preserves amenities.

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

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

Geographically Targeted

PACE | Out of Home: Advertisements on the sides of busses running on routes chosen by the Forest Preserves.

Chicago Tribune | Print & Digital: Print ads in Chicago Tribune-owned weeklies throughout Cook County suburbs, plus a monthly print ad in Chicago Tribune Health & Family. Chicagotribune.com digital advertising, of which nearly 40% of impressions served to browsers set to Spanish.

Chicago Parent | Digital: Sponsored native articles, targeted digital advertising.

Daily Herald | Digital: Targeted digital advertising across high-traffic websites, as well as advertising on DailyHerald.com.

FOX32 | Streaming Television: Thirty-second Forest Preserves television commercial, delivered to a wide variety of television shows and networks accessed on tablets, smart phones, smart televisions, laptops, etc.

NewCity Magazine | Print: Three print ads in monthly magazine available for free pick up at cultural institutions, coffee shops and more, as well as mailed to paying subscribers.

WGN | Digital: Mobile ad messenger and The Weather Channel app advertisements, of which approximately 25% are served in Spanish.

Media to Diversify Visitors

CROE | Television and Digital: Interview with Forest Preserves representative during public access channel program, with additional promotion via social media.

La Raza | Print and Digital: Print ads in the publication as well as associated digital advertisements, both in Spanish.

WVON & WRLI | Radio: Forest Preserves sponsored Time & Temp segments, in English and Spanish, respectively.