

MEMORANDUM

**TONI PRECKWINKLE,
PRESIDENT**

**BOARD OF
COMMISSIONERS**

Alma E. Anaya
Luis Arroyo, Jr.
Scott R. Britton
John P. Daley
Dennis Deer
Bridget Degnen
Bridget Gainer
Brandon Johnson
Bill Lowry
Donna Miller
Stanley Moore
Kevin B. Morrison
Sean M. Morrison
Peter N. Silvestri
Deborah Sims
Larry Suffredin
Jeffrey R. Tobolski

**GENERAL
SUPERINTENDENT**

Arnold L. Randall

To: President Toni Preckwinkle and the Board of Commissioners

From: Carl Vogel, Director of Communications

cc: Arnold Randall, Eileen Figel and Delio Calzolari

Date: December 2, 2020

Re: **Agenda Item 20-0403, Advertising and Promotional Services 2021**

Forest Preserves of Cook County advertising and promotional services for 2021 will be informed by but not necessarily replicate a cross-media collection of outlets from 2019 and 2020. This represents a mix of countywide outreach, geographic targeting, and media to diverse populations that have not traditionally been visitors to the Forest Preserves.

WVON | Radio & Event: Interviews with Forest Preserves staff, sponsored Time & Temp segments, social media videos and posts, and Taste of WVON sponsorship.

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

Illinois Broadcasters Association Public Education Program | Radio: Public service announcement radio spots in English and Spanish on commercial stations in the Chicagoland market.

Lamar Outdoors | Billboard: Monthly rotating digital billboard advertisements at three targeted locations in North, Central and South Cook County.

Wednesday Journal Inc. | Print: Print ads in two editions each of Austin Weekly News and Village Free Press newspapers.

Pioneer Press and HOY | Print & Digital: Monthly website display and printed advertisements in HOY and select suburban newspapers.

Chicago Defender | Digital: Sixteen e-blasts to Chicago Defender email database.

WGN | Digital: Ad messenger and email targeted to specific locations and audience: near Gateway sites, for parents of young children and outdoor enthusiasts.

Univision | Digital & Television: Produced extended commercials in Spanish, Forest Preserves sponsored event round up, Facebook Live interview with Forest Preserves staff, and social media posts.

WGN | Television: Live morning show interviews with Forest Preserves representatives and WGN website homepage takeover.

CROE | Television: In-studio Forest Preserves staff interviews on the Munir Muhammed show on public access, and airing infomercials and a 20-minute documentary.