



## MEMO

**TO:** Mayor and Council  
**FROM:** Mary Rosenbleeth, Public Communications Director  
**DATE:** November 5, 2015  
**RE:** Special Events Advertising

Since we are requesting funding for Shiroma Southwest to again do the public relations for our special events, I wanted to share with you a snapshot of the team's efforts this year. Public relations campaigns are often difficult to quantify. One industry norm is to determine the advertising equivalency for stories that appear on television, print, and online. The table below details not only the number of stories and amount of air time generated through Shiroma's efforts, but it also shows gross impressions. For a 4.4 square mile community to have a program that generates more than \$2.4 million dollars in publicity and garners in excess of 957 million impressions is impressive. Staff recommends to Council that Addison renew its contract with Shiroma at the same funding level as last year (\$80,000 per year).

<b>Total Impressions for all 3 events:</b>	<b>957,586,206</b>
<b>Total Publicity Value for all 3 events:</b>	<b>\$2,464,556</b>



<b>Number of Television and Radio Stories</b>	48 minutes	20 minutes	110 Stories
<b>Value of TV/Radio</b>	\$170,000	\$150,000	\$307,320.58
<b>Number of Print Stories</b>	10	26	265
<b>Value of Print Stories</b>	\$142,000	\$165,000	\$1,368,213
<b>Highlights</b>	Online media and blogger coverage on approximately 30 sites, reaching 190,419,151 viewers	Continuous online coverage with weekly listings in top sites including Angie's A-list on WFAA.com, DMN, Thrillist, Dallas Child and more, with nearly 136,000,000 views  Coverage by top media including: WFAA-TV, Dallas Morning News, Dallas Child, North Dallas Neighbors Go, Art and Seek, Dallas Observer	Top Listings, Including: Fodors, Mashable, Travel Channel, USA Today, Yahoo
<b>Gross Impressions</b>	<b>193,324,501</b>	<b>144,131,188</b>	<b>620,130,517</b>
<b>Total Publicity Value (Radio, TV, Print + Online)</b>	<b>\$311,863</b>	<b>\$477,160</b>	<b>\$1,675,533</b>