

**NORTH CAROLINA SECTION
AMERICAN SOCIETY OF CIVIL ENGINEERS**

SPAG LARGE GRANT PROPOSAL
Submitted November 9, 2007

North Carolina PR Campaign for Increase Infrastructure Funding through Newsprint Media.

Proposal Summary

The North Carolina (NC) Section of ASCE proposes to advocate for increased infrastructure funding in North Carolina through a campaign of submitting letters to the editors of newspapers, seeking publication for Op-Ed pieces, and through paid advertising in newspapers to the main newspapers in our state's five metropolitan areas.

Background Information

- In 2006, the North Carolina Section successfully used a SPAG to publish a report card on the state of our infrastructure. The Report Card shows that our state has neglected its vital infrastructure.
- North Carolina is projected to grow to America's 7th largest state with a population of 12 million by the year 2030. We are currently growing at a rate of 504 people per day or 184,000 per year.
- Clearly, North Carolina cannot sustain this growth or effectively serve today's population without getting serious about infrastructure funding.

REPORT CARD	
American Society of Civil Engineers	
SUBJECT	GRADE
AIRPORTS	D+
BRIDGES	C-
DAMS	D
DRINKING WATER	C+
RAIL	B-
ROADS	D
SCHOOLS	C-
STORM WATER	C-
WASTEWATER	C-
NC GPA	C-

Goals and Objectives:

- Spread the message that improving infrastructure is vital to the economic success of our state and the quality of life and safety of our citizens.
- Engage and energize our base regarding infrastructure as rank-and-file members author the letters.

Target Audience:

- The general public.
- By engaging the rank-and-file to author the letters, we are also targeting our membership.

Methods Used:

- We propose providing infrastructure education and form letters to a number of members in each of our five members in order to spring board the authors to submit letters to the editors and op-ed pieces.
- We will require the assistance of the ASCE public relations professionals to help us prepare talking points that can form the basis of the letters to the editors, op-ed pieces and the advertisement itself.

Project Timeline:

First Quarter 2008

- preparation of talking points
- recruitment of local volunteers for the letter writing campaign
- promotion of our campaign to our members
- preparation of the newsprint advertisement
- amend our website to better highlight the report card and a means by which our members and the general public can contact their legislators

Remainder of 2008

- Enact campaign and collect copies of published letters and op-ed pieces

Project Evaluation:

- We will consider the letter writing portion of the campaign successful if we are able to publish letters to the editor and particularly Op-Ed pieces, in the major newspapers in North Carolina's largest metropolitan areas; Asheville, Charlotte, Greensboro, Raleigh, and Wilmington.
- We will measure the success of the advertising effort based upon increased web traffic as people visit to learn more about infrastructure funding.

Budget:

This proposal is requesting financial support for the costs associated with placing statewide newsprint advertisements for the readership areas extending into the Western, Northern, Southern, Eastern, and Coastal Branches of the ASCE North Carolina Section.

The anticipated costs associated with these activities are as follows:

No.	Item Description	Estimated Cost
1	Newsprint Ads (SPAG Contribution)	\$7,500
2	Newsprint Ads (NC Section Matching Contribution)	\$7,500
3	Changes to our website (NC Section)	\$250
		Total: \$15,250

- Run the Infrastructure Ad on a Monday in the major newspapers during the 2nd, 3rd, and 4th quarters of 2008.
- Three runs in each of the 5 areas will reach a readership of 1,163,514 people.
- Cost per reader: \$0.01
- Budget estimate attached.

Simplified Newspaper Advertising Placement

a division of NC Press Services, Inc.
 5171 Glenwood Ave Suite 364
 Raleigh, NC 27612 919-787-7443 phone

ADVERTISING ESTIMATE

November 9, 2007

Order **19676-07114AA0** Doc # **0**

Attn: JEFFREY KOONTZ AMERICAN SOCIETY OF FCIVIL ENGINEERS , Voice: 795-6103
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Advertiser: **American Society of Civil Engineers**

P.O.#: **Quote**

Position:

Copy:

Rates quoted are national rates and commissionable to you at 15%.

3 col. size 5.75"

You ad size would be 5.75" x 4"

Newspaper	Ad Size	Rate Type	Rate	Total	Caption	Run Date
Asheville Citizen-Times (Asheville NC)						
SuMoTuWeThFrSa 6-0.0-21.00 Circ 55,314	3 X 4.00	SAU	99.75	1,197.00		11/12/07
	3 X 4.00	SAU	99.75	1,197.00		11/19/07
	3 X 4.00	SAU	99.75	1,197.00		11/26/07
Concord Independent Tribune (Kannapolis NC)						
SuMoTuWeThFrSa 6-0.0-21.50 Circ 20,273	3 X 4.00	SAU	22.00	264.00		11/12/07
	3 X 4.00	SAU	22.00	264.00		11/19/07
	3 X 4.00	SAU	22.00	264.00		11/26/07
Raleigh News and Observer (Raleigh NC)						
SuMoTuWeThFrSa 6-0.0-21.00 Circ 165,965	3 X 4.00	SAU	198.06	2,376.72		11/12/07
	3 X 4.00	SAU	198.06	2,376.72		11/19/07
	3 X 4.00	SAU	198.06	2,376.72		11/26/07
W-S Journal (Winston-Salem NC)						
SuMoTuWeThFrSa 6-0.0-21.00 Circ 92,245	3 X 4.00	SAU	103.00	1,236.00		11/12/07
	3 X 4.00	SAU	103.00	1,236.00		11/19/07
	3 X 4.00	SAU	103.00	1,236.00		11/26/07
Wilmington Star-News (Wilmington NC)						
SuMoTuWeThFrSa 6-0.0-21.50 Circ 54,041	3 X 4.00	SAU	69.54	834.48		11/12/07
	3 X 4.00	SAU	69.54	834.48		11/19/07
	3 X 4.00	SAU	69.54	834.48		11/26/07

Total Insertions	15	Gross Advertising	17,724.60	Total Bill
Total Lineage	180.00	Net	15,065.91	15,065.91
Total of rates	1,477.05	Total Misc	0.00	
Total circulation	1,163,514	Tax	0.00	

RATES GOOD FOR 30 DAYS ONLY

Fax # 919-787-5302

Simplified Newspaper Advertising Placement

a division of NC Press Services, Inc.
 5171 Glenwood Ave Suite 364
 Raleigh, NC 27612 919-787-7443 phone

ADVERTISING ESTIMATE

November 9, 2007

Order **19677-07114AA1** Doc # **0**

Attn: JEFFREY KOONTZ AMERICAN SOCIETY OF FCIVIL ENGINEERS , Voice: 795-6103
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Advertiser: **American Society of Civil Engineers**

P.O.#: **Quote**

Position:

Copy:

Rates quoted are national rates and commissionable to you at 15%.

2 col. size 3.792"

You ad size would be 3.792" x 5

Newspaper	Ad Size	Rate Type	Rate	Total	Caption	Run Date
Asheville Citizen-Times (Asheville NC)						
SuMoTuWeThFrSa 6-0.0-21.00 Circ 55,314	2 X 5.00	SAU	99.75	997.50		11/12/07
	2 X 5.00	SAU	99.75	997.50		11/19/07
	2 X 5.00	SAU	99.75	997.50		11/26/07
Charlotte Observer (Charlotte NC)						
SuMoTuWeThFrSa 6-0.0-22.50 Circ 238,209	2 X 5.00	SAU	336.00	3,360.00		11/12/07
Raleigh News and Observer (Raleigh NC)						
SuMoTuWeThFrSa 6-0.0-21.00 Circ 165,965	2 X 5.00	SAU	198.06	1,980.60		11/12/07
	2 X 5.00	SAU	198.06	1,980.60		11/19/07
	2 X 5.00	SAU	198.06	1,980.60		11/26/07
W-S Journal (Winston-Salem NC)						
SuMoTuWeThFrSa 6-0.0-21.00 Circ 92,245	2 X 5.00	SAU	103.00	1,030.00		11/12/07
	2 X 5.00	SAU	103.00	1,030.00		11/19/07
	2 X 5.00	SAU	103.00	1,030.00		11/26/07
Wilmington Star-News (Wilmington NC)						
SuMoTuWeThFrSa 6-0.0-21.50 Circ 54,041	2 X 5.00	SAU	69.54	695.40		11/12/07
	2 X 5.00	SAU	69.54	695.40		11/19/07
	2 X 5.00	SAU	69.54	695.40		11/26/07

Total Insertions	13	Gross Advertising	17,470.50	Total Bill
Total Lineage	130.00	Net	14,849.91	14,849.91
Total of rates	1,747.05	Total Misc	0.00	
Total circulation	1,340,904	Tax	0.00	

RATES GOOD FOR 30 DAYS ONLY

Fax # 919-787-5302