

COVID-19 Municipal Utility Relief Program - PLAN + CREATIVE DIRECTION

Campaign planning (PR + media plan + assets to create) and messaging (draft radio/video script

PR ASSETS TO BE CREATED

Press materials development to include:

- Press release
- Customizable version for PIOs' use
- Fact sheet
- Talking points for HRPDC spokespeople

Distribution:

- Distribute to qualified media contacts + PIOs
- Place follow-up calls to media
- Facilitate interview opportunities

Social media content development:

- Develop "missives" content for HRPDC and local utility/municipality social media sites

CREATIVE CONTENT

Campaign content to include:

- :60 radio script and production
- :30 video script and production
- Unique URL name options
- Digital Ads
- Landing page content (HRPDC to build/manage)

AVAILABLE URL OPTIONS TO CONSIDER

[CovidUtilityRelief.com / .org](#)

[HRUtilityRelief.com](#) – selected by utility directors

[Utility-Relief.com](#)

[HRCovidUtilityRelief.com](#)

[Utility-Money.com](#)

[CovidUtilityMoney.com](#)

[HRUtilityMoney.com](#)

[MoneyForUtilities.com](#)

[MoneyForYourUtilities.com](#)

[FreeMoneyForYourUtilities.com](#)

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FreeMoneyForMyUtilities.com
CovidMoneyForUtilities.com

:60 RADIO SCRIPT

ANNOUNCER: Hi, friends — I have some great news from your Hampton Roads water and wastewater utilities. If you've been unable to pay your household or business utility bills because of a COVID-19 economic hardship, there may be FREE state funding available to you.

This is not a loan, folks. This is FREE MONEY to help you pay your overdue electric bills, your overdue water and wastewater bills, and your overdue gas bills.

But you do need to hurry, as this is a first-come, first-served situation.

To apply for the free funds, go to CovidUtilityReliefHRUtilityRelief.com.

Listen up... The state of Virginia is providing Coronavirus Relief Funds to Hampton Roads residents impacted by COVID-19 specifically to pay for your overdue utility bills.

Are YOU eligible? Find out NOW at CovidUtilityReliefHRUtilityRelief.com. That's CovidUtilityReliefHRUtilityRelief.com.

Don't wait to apply because the funds are only available for a limited time and once the funds they're are gone, they're gone.

~~Keep the lights on~~—Keep the water running. Keep your family and your employees safe and comfortable. Hurry, Go go to CovidUtilityReliefHRUtilityRelief.com RIGHT NOW to learn more. That's HRUtilityRelief.com.

MEDIA PLAN

Start about Monday, 12.14 — End about Sunday, 01.17/01.24

Billboards: We would have one board on the Southside and one on the Peninsula. Both are digital so there are no production charges and can be a super-fast turn-around. Both are on major arteries (I-264 and I-64). The boards would show for three weeks each. Adams has offered additional posting time at no-charge, but the location would be per available inventory with one on the Southside and one on the Peninsula.

Television: Spots would air in the local morning news 5-7am. WAVY has offered their HR Show and WTKR has offered their Coast Live show as well. 5-weeks on-air

Radio: WNIS-AM (news talk) radio and WOWI (103Jamz urban contemporary). Awaiting confirmation of interview with Tony Macrini. 5-weeks on-air.

Digital: Weather Channel App, Pre-roll and Social. Digital would run for 5 weeks.