

2014 RES-165
ACCEPTING GRANT FOR ADRC TELEVISION MARKETING
DCDHS - ACS DIVISION

The Wisconsin Department of Health Services (WDHS) has allocated funds for marketing Aging and Disability Resource Center (ADRC) services on television stations across the state and has developed videos to be used in this advertising campaign. Multiple ADRCs across the state have been awarded funding. The ADRC of Dane County is the lead agency for the marketing campaign for the Madison Dominant Market Area which includes Columbia, Dane, Grant, Green, Iowa, Juneau, Lafayette, Marquette, Richland, Rock and Sauk counties. The ADRC of Dane County's proposal to WDHS reflected a 24 week marketing campaign for June – November 2014 which will reach about 450,000 households per week. The proposal was developed with the assistance of Melissa Mulliken LLC, the ADRC of Dane County's marketing consultant. WDHS has approved this proposal and has awarded \$124,934 to the ADRC of Dane County to implement the campaign. The proposed advertising purchases are estimated as WISC-TV \$45,400, WMTV-TV \$23,600, WMSN-TV \$22,400, WKOW-TV \$20,000, and Charter Cable \$13,500. The Madison area campaign will include about 48 spots a week on cable channels (TBS, Hallmark and CNN) and about 35 spots per week on broadcast stations. Airing roughly 83 spots per week for 24 weeks totals over 1,900 advertisements. The combination of television shows and channels on which to air the ADRC video spots will predominantly reach adults age 55 and over and adults age 35 and over. The advertising campaign is expected to generate more calls to the ADRC, which the now fully staffed ADRC of Dane County is well prepared to handle.

NOW, THEREFORE, BE IT RESOLVED that the following revenue and expenditure accounts be modified and that the following revenue increase be credited to the General Fund and transferred from the General Fund to the following expenditure account in the Department of Human Services:

Revenue	Account Number	Account Title	Amount
ACJADRC	81372	ADRC Grant	\$124,934
		Total	\$124,934

Expenditure	Account Number	Account Title	Amount
ACJADRC	ABMCAA	ADRC MARKETING	\$124,934
		Total	\$124,934

