



Television Station Name: WPTV NewsChannel 5

Campaign Name: IMPACT 5 AUTISM

Advertiser Name: Searcy Denney, Palm Beach Kennel Club, PDQ Restaurant

1. **Challenge.** *What is your client's business and what was their business challenge?*

All sponsors have a personal connection to autism & their goal was to be recognized in our community as being companies interested in doing good works.

2. **Objective.** *What was the campaign objective?*

WPTV NewsChannel 5 wanted to bring light to the subject of autism, which has reached epidemic proportions, by sharing stories ranging from initial diagnosis, early childhood development (ABA), K-12 issues to transitioning into adulthood, jobs and independent living. We wanted to show the various challenges and successes facing not only the people on the autism spectrum, but also their families.

3. **Plan.** *Why did you plan Local Broadcast TV?*

We wanted to reach the largest audience possible. Given the strength of broadcast television and WPTV NewsChannel 5 [#1 TV Station in the West Palm Beach DMA since 1954], our clients felt it was the best reach and frequency vehicle.

4. **Platforms.** *Which TV station ad platforms did you buy?*

- **On-air:** Weekly news profiles, promos, informational phone banks, sponsor CEO messages
- **Online:** IMPACT 5 AUTISM landing page housed all news stories, autism-related articles and resources from experts in the autism community. Promotional banner ads. Social Media.

5. **Revenue.** *Did this campaign bring new or incremental dollars to the station?* Incremental

6. **Results.** *Please share results. How did the campaign make the register ring?*

The clients were thrilled with the exposure they received from their association with IMPACT 5 AUTISM. All three sponsors were more interested in raising autism awareness and letting the community know they were involved with this very important station initiative.

7. **Scale.** *Do you have plans to scale this campaign to more markets?*

This campaign would work well in any market, as autism knows no geographic boundary. We have shared it with all the Scripps stations.

8. **Tell Us More.** *What else is there to know?*

All of our sponsors and the staff at WPTV NewsChannel 5 are proud of this effort, as we continue to help to bring autism awareness to our community. We are a source for many families who feel alone and don't know where to turn. We have an advisory panel, made up of local experts in the autism community and our sponsors, who are readily available to anyone seeking additional information.

When we had our first phone bank, we were amazed at how many calls came from grandparents who were confused and didn't know how to help their families deal. We then realized that was an untapped group of people and added stories geared to that demographic. We held numerous phone banks throughout the year and our panels would stay on the line long after the news went off the air. The phones just kept ringing with people who needed answers and sometimes just an ear. We took all of that information and it has helped guide us as we choose topics to profile.

Bob & Suzanne Wright, the founders of Autism Speaks, have been very vocal about the importance of IMPACT 5 AUTISM and how beneficial it has been to the community. The station and Michael Williams, our lead anchor and the face of IMPACT 5 AUTISM, have been publicly recognized for our efforts to help bring awareness to autism issues.

Viewers have embraced our efforts and our sponsors, and staff members are often thanked by people who just come up to them on the street. WPTV NewsChannel 5 is committed to being *the* station people can count on for keeping them up-to-date on autism and related activities in our market.