



CrimeStoppers

A partnership with Ganley Automotive Group

Status

Sold; begin 9/1/01

TimeFrame

24 months

Overview:

- NewsChannel 5 is once again the home for Crime Stoppers
- Sponsored by Ganley Automotive (Tom Ganley is president of Crime Stoppers)

News:

- 2 CrimeStoppers segments per week (1 5pm, 1 6pm)
- If story warrants it, a segment may appear in the 11pm, but no set amount has been promised to Ganley
- The reporter assigned to CrimeStoppers will attend its monthly meeting

Promotion: (all promos to include Ganley Automotive Group logo)

- Produce :10 promo for CrimeStoppers
- Produce :30 quarterly POP featuring apprehended criminals

Graphics:

- Create CrimeStoppers elements (full-screen, lower third, OTS, etc.)
- CrimeStoppers logo to be provided

NewsNet5: (Cuy. Cty. CrimeStoppers DOES NOT have its own web site)

- CrimeStoppers page will show current wanted criminals
- Provide information on how to turn someone in
- Provide way to make a donation to CrimeStoppers

Commercial Production:

- Create A/V billboard: CrimeStoppers is sponsored by Ganley Automotive Group

Log Scheduling:

- Min. 3x/wk 6a - midnight

Sales _____

Jim Rini

Promotion _____

Sue Andrella

News _____

Lynn Heider

Production _____

Kim Hollett

NewsNet5 _____

Kevin Adelstein

AE _____

Gorman/Hoyack

Ric Harris