

UPDATE

Creative

- We are producing and rotating two 1:20 second and two :60 second DRTV spots. Spots will be tested in the marketplace to measure maximized effectiveness.
- The goal of the spots is not brand saturation, but to entice a 45+ female donor to give. Therefore, the final cuts aim to be both informative and emotive, while also trying to differentiate us from our peers in the marketplace.
- To differentiate, spots will use one or two patient stories (and many background visuals) that evoke an understanding of the depth and breathe of the diseases/issues/situations that children's hospitals tackle.
- Spots will be hospital agnostic and frequently reference that funds benefit the local member hospital.
- Spots are not finalized, but need to be to stations by the week of 8/9.
- Spots will be shared as appropriate when finalized.

Spot Placement

- CMN Hospitals DRTV spots will be in market over approximately 90 days with defined "Test, Validate and Scale" timeframes.
- The "Test" flight will be in market from 8/16 to 9/5 with a goal of creating baseline metrics, establishing benchmarks and defining the outlets/dayparts that will be the most effective in generating sustaining donors.
- The "Validate" flight will be in market from 9/13 to 10/3 with a goal of narrowing the placement focus and optimizing performance.
- The "Scale" flight will be in market from 10/11 to 10/31 with the goal of scaling and maximizing donor acquisition.
- As a reminder spots will be placed on national cable and broadcast outlets to attempt to achieve 100% national coverage. Sample DRAFT media mix enclosed.
- While outlets will vary throughout the pilot based on performance, spots will be placed in outlets such as HGTV, The Food Network, The Cooking Channel, TLC, Animal Planet, A&E, Hallmark Channel, Decades, DIY and more.

UPDATE

Process & Systems

- The DRTV campaign will use Listen Trust as our partner call center, our Donornet software and the customized URL of HelpKidsToday.org.
- The donor experience from donor conversion to on-going journey has been meticulously defined and tested over the last several weeks.
- Upon click/call, the donor experience will include a process for identification of the local hospital(s) being supported by each donor and an overall localization of the donor journey.
- CMN Hospitals will be supporting the DRTV pilot campaign with a multi-faceted marketing campaign to include radio advertising, social advertising, social media, paid search and PSA placement.
- As requested by some markets, as we near the launch date of 8/16, hospitals will be provided a digital "toolkit" of assets in case any hospital wants to support the spots in their markets (this is in no way required!)

Pilot Analysis

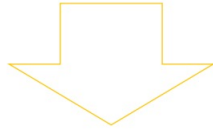
- CMN Hospitals DRTV pilot will be out of market on Nov 1. At that point, the CMN Hospitals leadership, our agency partners and the CDO Advisory Subcommittee will be analyzing overall pilot performance.
- Some metrics to be reviewed include total volume of calls/clicks, call capture rate, donor conversation rates, average gift amounts, credit care use, geographic donor breakdown, overall ROI, future financial outlook, and much more.
- Based on this analysis, the CDO Subcommittee will make a recommendation on December 1 to the CDO Advisory Committee around if they believe CMN Hospitals should continue to engage in DRTV or not. The CDO Advisory Committee will then make their own DRTV recommendation to the CMN Hospitals Board of Trustees on December 9.
- The CDO Subcommittee will work with CMN Hospitals leadership to ensure timely communication to the network around analysis data, recommendations and move forward decisions.

DETAIL- MEDIA PLACEMENT

DEMO #1 (PHILANTHROPIC FRIENDS)

Segmentation analysis defines our Primary demo as:

- Females 50+
- HHI \$100k+



Simmons defines the segment as:

- Age 45+
- HHI \$100k+
- Owns a Home
 - (AND) Donates to Charity



PHILANTHROPIC FRIENDS INDEXED AGAINST CABLE NETWORKS

Cable Network	Index	Cable Network	Index
TCM	163	FOOD NETWORK	115
FOX NEWS CHANNEL	158	TNT	114
MSNBC	155	NBC SPORTS NETWORK	114
HGTV	149	ANIMAL PLANET	112
HALLMARK CHANNEL	147	OTHER ENGLISH-LANGUAGE CABLE NETWORKS	111
THE WEATHER CHANNEL	140	ESPN2	111
CNN	137	TLC	111
FOX BUSINESS	136	TBS	111
SMITHSONIAN CHANNEL	135	MLB NETWORK	109
BBC AMERICA	135	LIFETIME	109
HISTORY	131	A&E	108
DIY	129	OXYGEN	107
NATIONAL GEOGRAPHIC	125	REELZ CHANNEL	107
ION	122	USA NETWORK	106
GOLF CHANNEL	121	ESPN	105
TV LAND	121	SCIENCE	104
WGN AMERICA	121	HBO	103
FOX SPORTS 1	120	SPORTSMAN CHANNEL	103
BBC WORLD NEWS TV	118	LMN (LIFETIME MOVIES)	103
CNBC	118	OUTDOOR CHANNEL	102
NAT GEO WILD	117	STARZENCORE	102
DISCOVERY CHANNEL	116	SUNDANCE TV	102
COOKING CHANNEL	116	SHOWTIME	101
AMC	116	HLN	100

PHILANTHROPIC FRIENDS OVER-INDEXING NETWORKS

Philanthropic Friends

VantEDGE Top performers for Category

Overlap

LIFESTYLE	ENTERTAINMENT	SPORTS	BOOMERS	MUSIC	NEWS & INFORMATION
Animal Planet	A&E Network	BEIN Sports	Antenna TV	BET Jams	AccuWeather
Bravo	Adult Swim	Big Ten	Awe	BET Soul	BBC News
Decades	AMC	CBS Sports Net	Buzzr	CMT	Biz TV
Destination America	AXS TV	Cowboy	Charge	CMT Music	Bloomberg
Discovery Life	BBC	ESPN (2/Classics/News/U)	Cozi TV	FM Network	CNBC
E!	Comedy Central	Fox College Sports	Game Show	Fuse	CNN
Family Entertainment TV	Comet	FS1 / FS2	Get TV	Great American Country	CNN Airport
FidoTV	Mystery	Golf	Grit	MTV	Fox Business
Freeform	FX Movie	Go!TV	Heroes & Icons	MTV Classics	Fox News
Inspiration	FXX	Horse Racing TV	Hallmark	MTV Live	Fusion
Ion	Independent Film	MAVTV	Hallmark Movie Mysteries	MTV2	HLN
Ion Life	LAFF	MLB	Me TV	MTVU	I24 News
JLTV	MGM HD	NBA TV	Movies!	The Country Network	MSNBC
Logo	Nick at Nite	NBC Sports	Retirement Living	TNN	Newsmax
OWN	Ovation	NFL Net	Retro TV	VH1	Regional News Networks
Pop TV	Paramount	NHL Net	ThisTV		The Blaze
RFD	Reelz	Outdoor Channel	Travel		The Weather Channel
Total Living Network	Sundance	Pac12	Wealth		Weather Nation
UP	SyFy	Pursuit	WGN		OANN
Motortrend	Tru TV	Regional Sports Network			
WHNET	TV Land / TV Land Classic	Sport Net LA			
Z Living	Universal HD	Sportsman			
		Tennis			
		Tuff TV			
		TVG			
HOUSEHOLD	URBAN/MULTI-CULTURAL	BROAD REACH	KIDS	HISTORY & DOCUMENTARY	MVPD (:60 only)
Cooking	AMTV	FX	Baby First	American Heroes Channel	AT&T
DIY	Africa	TBS	Boomerang	Crime & Investigation	Comcast
Food	Aspire	TNT	Cartoon Network	Discovery	Cox
FYI	BET	USA	Discovery Family	History	DirecTV
HGTV	Bounce		Disney XD	ID	Dish Network
Lifetime	Centric		Kids Central	Justice	Spectrum
Lifetime-Movie	El Rey		Nick Jr	Military History	
Oxygen	LA TV		Nickelodeon	Nat Geo Wild	
Real Women	MTV Tres		NickToons	National Geographic	
WE	NuvoTV		Qubo	Science	
	Punch TV		Teen Nick	Smithsonian HD	
	Revolt TV		Universal Kids	TLC	
	Telexitos			Viceland	
	TV One				

MEDIA TEST PROPOSAL

**Rebooks based on results from first 3 weeks

**Rebooks based on results from first 6 weeks

Station	Daypart	:60 C%	:120 C%	Unit Length	Test			Validate			Scale			1-Nov	Notes		
					16-Aug	23-Aug	30-Aug	6-Sep	13-Sep	20-Sep	27-Sep	4-Oct	11-Oct			18-Oct	25-Oct
COOKING	Early Morning	0%	100%	:120	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3,000	\$3,000	\$3,000	\$0	
COOKING	Prime	100%	0%	:60	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000	\$1,000	\$1,000	\$0	
TRAVEL	Early Morning	0%	100%	:120	\$4,000	\$4,000	\$4,000	\$0	tbd	tbd	tbd	\$0	tbd	tbd	tbd	\$0	
TRAVEL	Prime Access & Weekend	100%	0%	:60	\$1,200	\$1,200	\$1,200	\$0	tbd	tbd	tbd	\$0	tbd	tbd	tbd	\$0	
HGTV	Overnight & Morning	50%	50%	:60 / :120	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,000	\$4,000	\$4,000	\$0	
HGTV	Prime, Daytime & Weekend Morning	100%	0%	:60	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,000	\$2,000	\$2,000	\$0	
FOOD	Early morning & Overnight	50%	50%	:60 / :120	\$6,000	\$6,000	\$6,000	\$0	tbd	tbd	tbd	\$0	tbd	tbd	tbd	\$0	
FOOD	Daytime, Prime Time & Weekend	100%	0%	:60	\$1,800	\$1,800	\$1,800	\$0	tbd	tbd	tbd	\$0	tbd	tbd	tbd	\$0	
ANTENNA	Overnight & Late Fringe	0%	100%	:120	\$3,000	\$3,000	\$3,000	\$0	tbd	tbd	tbd	\$0	tbd	tbd	tbd	\$0	
ANTENNA	Daytime, Prime Time & Weekend	0%	100%	:120	\$1,000	\$1,000	\$1,000	\$0	tbd	tbd	tbd	\$0	tbd	tbd	tbd	\$0	
DECADES	Weekend Day, Daytime, Prime	0%	100%	:120	\$3,000	\$3,000	\$3,000	\$0	tbd	tbd	tbd	\$0	tbd	tbd	tbd	\$0	
DECADES	Early Morning, Overnight, Weekend Morning	100%	0%	:60	\$1,000	\$1,000	\$1,000	\$0	tbd	tbd	tbd	\$0	tbd	tbd	tbd	\$0	
FREEFORM	Overnight & Daytime	0%	100%	:120	sold out in Q3	sold out in Q3	sold out in Q3	\$0	sold out in Q3	sold out in Q3	sold out in Q3	\$0	\$3,000	\$3,000	\$3,000	\$0	sold out through Q3 but some scatter available in Q4 (TBD how much \$)
Family Entertainment (FETV)	Early Morning, Prime, Weekend, Overnight	0%	100%	:120	\$3,000	\$3,000	\$3,000	\$0	tbd	tbd	tbd	\$0	tbd	tbd	tbd	\$0	
POP TV	Daytime, Prime Access, Late Fringe & Weekend	0%	100%	:120	\$2,000	\$2,000	\$2,000	\$0	tbd	tbd	tbd	\$0	tbd	tbd	tbd	\$0	
Inspiration	Overnight & Weekend overnight	100%	0%	:60	\$0	\$0	\$0	\$0	\$3,000	\$3,000	\$3,000	\$0	tbd	tbd	tbd	\$0	
DABL	Daytime, Prime Access, Late Fringe & Weekend	0%	100%	:120	\$2,000	\$2,000	\$2,000	\$0	tbd	tbd	tbd	\$0	tbd	tbd	tbd	\$0	
TLC	Overnight & Early Morning	50%	50%	:60 / :120	\$5,000	\$5,000	\$5,000	\$0	tbd	tbd	tbd	\$0	tbd	tbd	tbd	\$0	
TLC	Prime & Late Fringe	100%	0%	:60	\$2,000	\$2,000	\$2,000	\$0	tbd	tbd	tbd	\$0	tbd	tbd	tbd	\$0	
Female (MVPD)	ROS	100%	0%	:60	\$0	\$0	\$0	\$0	\$4,000	\$4,000	\$0	\$0	tbd	tbd	tbd	\$0	BET Her, BRAVO, LIFE, E!, FREEFORM, FYI, GAC, LIFE, LIFE MOVIE, OWN, OXYGEN, POP, UP, WE
Adult (MVPD)	ROS	100%	0%	:60	\$0	\$0	\$0	\$0	\$0	\$0	\$4,000	\$0	tbd	tbd	tbd	\$0	ANIMAL, BBC AMERICA, CMT, GSN, ID, NAT GEO, NATGEOWILD, TBD, TNT, TRU TV, TV LAND, ONE, USA, WGN
Kids (MVPD)	ROS	100%	0%	:60	\$0	\$0	\$0	\$0	\$3,000	\$3,000	\$0	\$0	tbd	tbd	tbd	\$0	Boomerang, Cartoon Network, Discovery Family, Disney XD, Nickelodeon
Lifestyle (MVPD)	ROS	100%	0%	:60	\$0	\$0	\$0	\$0	\$0	\$0	\$3,000	\$0	tbd	tbd	tbd	\$0	A&E, AWE, Cooking, Dest AM, DIY, FOOD, HALLMARK, Halli Drama, HMM, HGTV, Ovation, TLC, Travel

*subject to change based on rates & inventory

- 80% of weekly budget allocated to "CORE". 20% of total budget allocated to "TEST" week 5 forward. Rebooks (aka "tbd") will be placed based on performance in weeks prior and allocated as part of our CORE.
- Minimum frequency on any station is 6-8 spots a week across 2-3 dayparts
- Leaning into :120's on the stations where the rates make sense. The longer length will allow more time to educate audience while the :60 will build frequency/consideration with donors.

DRTV TERMINOLOGY

- **MRI/Simmons-** Consumer profiling tool used to plan initial media tests (Output is stations, dayparts, programming, etc.).
 - Index-** Output variable from MRI/Simmons. Index over 100 indicates that this specific demo is more likely to be consuming TV than the rest of the U.S. Index 150+ very likely!
- **Kantar-** Competitive consumer profiling tool used to get insights into where our competitive set is spending the most dollars.
- **Dayparts-** The classification of the broad rotations placed on station. Important to keep in mind, most stations have slightly different times that they consider dayparts (i.e., Daytime on TRAVEL is 9a-2:59p but on CNBC its 6a-6:59p)
- **Clearance-** The % of spots that cleared compared to how many we placed.
 - Week over week clearance will vary due to demand for time vs the rates we're placing time at. Clearance may also be impacted by breaking news events or other events that would impact regular programming on the station, but these would be classified as "pre-emptions"
- **Bump-** Media that was secured at a premium. (i.e., "We got *bumped* out of FOOD daytime due to rate"; "If we want to clear on HGTV weekend this week, we'd have to pay *bump* rates")
- **MVPD-** multichannel video programming distributor. These are satellite clusters through Comcast, Dish, Direct, Cox, etc. that we're able to leverage based on demo information such as News or Female and are typically very efficient channels. The satellite's do not accept :120's, we'll use the :60 for these.
- **Cadence for placing media-** Best practice is 1 month in advance. This allows us to secure inventory at favorable rates. At the latest we'd need to place media the Monday prior (1-week in advance) to ensure we're not bumping other advertisers
- **Cadence for reporting-** We receive daily "prelogs" from the stations that will indicate the specific air times we can expect the airings to run. After the media week concludes, we receive "post logs" from the stations that confirm when exactly the airings ran & how many spots ran. We will not be fully balanced with station post logs until Wednesday evening/Thursday morning of the following week.
 - ***Holidays will impact balancing deadlines and delay reporting for a few days.
- **ROS-** "Run of station". Station will place the ad wherever they can fit it in rather than being selective on daypart placement. Used for stations with high frequency.