

# Creating Awareness

- Proclamation

- Governor of Nebraska, Dave Heineman
- December 15-19, 2014 as “Better Together Week”

- Flyers

- Sponsor Night at Don & Millies

- Radio Commercial

- KZOT 1180 AM
- KQKQ 98.5 FM
- KQZN 1620 AM
- KOPW 106.9 FM
- KOOO 101.9 FM
- KOIL 1290 AM
- KMMQ 1020 AM

**Table 1.0 Exposures**

Activity	Frequency	Reach	Exposure
Governor's Website	1	100,000	100,000
Better Together Twitter	28	200	5,600
ABIDE Twitter	6	800	4,800
ABIDE <a href="#">Instagram</a>	4	227	4,800
Personal <a href="#">Instagram</a>	1	495	495
Facebook	4	1,200	4,800
Sponsor Night Flyers	350	2,000	5,000
Proclamation Presentation	1	40	40
Better Together Week	5	1,600	8,000
Radio	7	300	750,000
Conference Meeting	1	80	80
<a href="#">The Thunderbeat</a>	1	16,000	16,000
Basketball Shoot-Out	1	150	900
Kids Club	31	100	3,100
School athletic students	6	30	180
High school Basketball table	1	3,000	3,000
<b>Total</b>	<b>414</b>	<b>125,500</b>	<b>912,903</b>

- Better Together Week

- Basketball Shoot-Out
- Merchandise Sale
- Announcements
- Basketball Game

- Social Media

- Twitter
- Facebook
- Abide's Instagram
- The Thunderbeat

