

# Tabitha Health and NET: A unique partnership opportunity



Presented To Tabitha Health By:

Abbie Sabata  
Business Development, NET  
[asabata@netNebraska.org](mailto:asabata@netNebraska.org)

402-202-2899

# About Tabitha Health

- Tabitha was founded as an orphanage in 1886. Transforming over the last 134 years to now be an industry leader in Senior Care services.
- Senior Care in 28 Nebraska counties, with main campus located in Lincoln, NE.
- Tabitha's purpose: To Empower people to live joyfully, age gratefully.
- What I learned from our conversations:
  - Strengths: Leader in Senior Living
  - Issues: COVID-19, Local Competition
  - Challenges: Pandemic Safety Measures
  - Opportunities: Continue to serve seniors as "One Tabitha"

# How Tabitha is currently marketing their business

Target Demographic:  
*Caregivers, Children of Seniors  
(middle-aged adults)*

- Social Media/Blog
- Online and In-Person Support Groups
- Strictly Business
- LNKTV
- Local TV & Radio

# Tabitha Health Marketing Goals:

## **1. To be the answer for senior care**

With Tabitha located in 28 counties through out Nebraska, and NET being a state-wide network we are able reach all Nebraskans who are looking for senior care options for their family members.

## **2. To help families navigate the aging journey**

At NET, our highest value is service to others, which aligns with the goals of Tabitha Health. NET will work with Tabitha to create messaging on both TV and Radio that aligns with this value – to service those navigating the aging journey.

## **3. Enhance the image of Tabitha Health by association with PBS and NPR, two of the Nation's most trusted and respected institutions**

**(halo-effect).** Trust is one of the most important criteria for care giver, and children decision makers when choosing senior care. Aligning with NET bolsters your community image and brand integrity.

## **4. Trust in COVID Response**

To continue to support the Tabitha community during the pandemic by keeping up to date on safety protocols and mandates. NET News has been at the forefront of covering the pandemic in Nebraska, and will continue to be the trusted news source Nebraskans appreciate.

# How can an NET Sponsorship help meet Tabitha Health's Marketing Goals:

## **How do NET listeners and viewers align with Tabitha?**

Our audience is heavily comprised of affluent, educated, influential, and community minded folks. But, it's also diverse, as you don't have to subscribe our services to receive. Our viewers and listeners attribute qualities like integrity and concern for the community, by underwriting with us, sponsors share our trusted reputation.

## **How does our reach match Tabitha target audience?**

Our radio, television and digital networks cover the State of Nebraska from border-to-border, ensuring your messaging has a broad reach to expand your client base.

## **Why is NET different than other media?**

Our viewers and listeners trust NET to provide quality award-winning programming that educates, informs and enlightens. Viewers and listeners hold underwriters (advertisers) on NET to a different standard than other networks, viewing them as high quality brands, who are leaders in their respective industries and hold a commitment to excellence

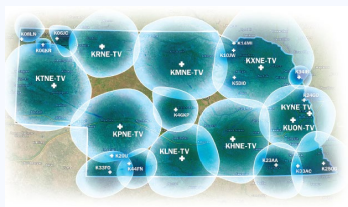
## **What does this mean for Tabitha?**

Underwriting on NET will allow Tabitha to benefit from the "halo effect", whereby viewers associate the same trust and integrity of the NET Brand with your business. As we've discussed, "Trust" is a critical component when choosing a health care provider.

### OPTION 1: Annual Multi-Media Campaign

**01/01/21-12/31/21**

### A. NET Television



NET TV Coverage Map

**Television: 192 Spots (4 spots per week)**

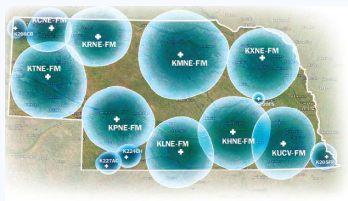
### Targeting care givers and adults with senior-aged parents

- (144) spots Run of Schedule Sunday - Monday Primetime  
Programs such as – PBS NewsHour, Nature, Masterpiece, and more
- (48) spots Saturday Daytime  
Programs such as – Great British Baking Show, This Old House, and more

### 20% Volume Discount

**\$8,832 per year, or \$736 per month**

## B. NET Radio



## NET Radio Coverage Map

**Radio: 250 spots (5 spots per week)**

### Targeting care givers and adults with senior-aged parents

- (100) spots around Monday - Friday Drive Time, and Weekend News  
NPR News - Morning Edition/All Things Considered, and/or On Point
- (100) spots around Classical Music  
Morning/Afternoon Concerts, Classics by Request
- (50) spots around Weeknights NPR's Fresh Air

### 20% Volume Discount

**\$7,200 per year, or \$600 per month**

## C.NET Digital



## Digital:

- netNebraska 250 x 250 Digital Tile 10% site impressions
- NET Radio Mobile App Digital Tile 10% site impressions

### 20% Volume Discount

**\$5,184 per year, or \$432 per month**

**\$21,216 per year, or \$1,768 per month**

**01/01/20-06/30/21**

**Television: 96 Spots (4 spots per week)**[illegible]

NET TV Coverage Map

- (72) spots Run of Schedule Sunday - Monday Primetime  
Programs such as – PBS NewsHour, Nature, Masterpiece, and more
- (24) spots Saturday Daytime  
Programs such as – Great British Baking Show, This Old House, and more

### 10% Volume Discount

**\$4,968 per 6 months, or \$828 per month**

**Radio: 125 spots (5 spots per week)**

## NET Radio Coverage Map

- (50) spots around Monday - Friday Drive Time, and Weekend News  
NPR News - Morning Edition/All Things Considered, and/or On Point
- (50) spots around Classical Music  
Morning/Afternoon Concerts, Classics by Request
- (25) spots around Weeknights NPR's Fresh Air

### 10% Volume Discount

**\$4,050 per 6 months, or \$675 per month**

## Digital:

- netNebraska 250 x 250 Digital Tile 10% site impressions
- NET Radio Mobile App Digital Tile 10% site impressions

### 10% Volume Discount

**\$2916 per 6 months, or \$486 per month**



**\$11,934 per 6 Months, or \$1,989 per month**

## Sample Tabitha Health Non- Commercial Radio Scripts:

*Support for programming comes from Tabitha Health serving senior Nebraskan's in 28 counties for over 134 years. To learn more about the services provided, <[tabitha.org](http://tabitha.org)>.*

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*Support for programming comes from Tabitha Health offering seniors care through rehab therapy, home health, meals on wheels and more. To learn about all the Senior Care Services at Tabitha, <[Tabitha.org](http://Tabitha.org)>.*

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*Support for programming comes from Tabitha Health, focused on the safety and health of seniors during these unprecedented times. To learn more about how Tabitha is safeguarding against the Coronavirus, <[Tabitha.org](http://Tabitha.org)>.*



Ready to move  
forward?

Our next steps:

- Customize Underwriting package
- Sign Contract
- Finalize spots