

**OFFICE OF THE ATTORNEY GENERAL  
CRIME STOPPERS TRUST FUND**

<b>Check the Appropriate Box</b>		<b>Modification Number:</b> #10(Apr.)
10% Emergency Transfer Notice	<input type="checkbox"/>	Budget Modification <span style="float: right;"><input checked="" type="checkbox"/></span>
<b>BUDGET MODIFICATION</b>		
<b>Agency Name:</b>	Gulf Coast Crime Stoppers, Inc.	<b>Grant Number:</b>
<b>Grant Funding Period:</b>	7/1/2015 Through 6/30/2016	009-15

Budget Modification Notice/Request	Current Approved Budget	%	Amount of Change (+ or -)	Proposed Budget	%
Rewards & Public Education	\$65,503.21	81.97%	\$75.00	\$65,578.21	82.06%
Operating Expenses	\$14,410.99	18.03%	-\$75.00	\$14,335.99	17.94%
Salary Expenses	\$0.00	0.00%	\$0.00	\$0.00	0.00%
<b>TOTAL:</b>	\$79,914.20	100.00%	\$0.00	\$79,914.20	100.00%

\*If any percentages are highlighted in red, your Budget Modification will not be processed.

<i>Indicate the Budget Line Item number monies will be taken from and list which Budget line item number monies will be transferred to. (Additional Pages may be added)</i>				
From Line Item #	Amount		To Line Item #	Amount
1	\$4,500.00		15	\$4,500.00
37	\$425.00		15	\$425.00
66	\$75.00		15	\$75.00
Total:	\$5,000.00		Total:	\$5,000.00

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**Complete the box below if requesting a Budget Modification. You must provide justification.**

On 04/14/2016, the Board of Directors approved a :30 second Public Service Announcement that was filmed to promote "Lock your Doors" a campaign designed to raise public awareness of the importance of locking your vehicles to avoid being burglarized. Escambia County has experienced over 500+ vehicle burglaries from 11/2015 til present day. During those buglaries of unlocked vehicles personal property was taken along with money and weapons. Therefore, to educate the pubic the Board of Directors approved to allow \$4500.00 to be moved from Line #1 (Rewards) into Line #15 (Television), \$425.00 to be moved from Line #37 (Every direct door mail) into Line #15 (Television) and \$75.00 from Line #66 (USA fees) into Line #15 (Television) for a total of \$5000.00. This \$5000.00 will be used to purchase ( 511 time slots on prime time cable channels) of commercial time to promote the PSA "Lock Your Doors" campaign. This campaign will be shown 511 times through the period of 4-18-2016 through 5-28-2016 to all current Cox Cable Communications, Brighthouse Cable, and AT&T U-Verse cable customers that reside in Escambia County. Cox Communications has a coverage area of 344,268 UE they represent COX, Brighthouse, MediaCom, Comcast, At & T U-Verse and Direct TV. Our target area for coverage is Escambia County viewers (81,244 UE) and that is why MediaCom, Direct TV and Comcast were not considered because they serve customers in Santa Rosa County, FI (which has their own Crime Stoppers program) and Alabama.

*It is understood that even though funds are approved for modification, determination for reimbursement can not be made until the product is presented and reviewed. KQ.*

**Indicate in the box below what impact this modification will have on your program.**

Approving this modification request will not only allow Gulf Coast Crime Stoppers to raise the public's awareness of the importance of locking your vehicles to lower the risk of losing their personal property such as credit cards, cash, iphones, etc. But, it will hopefully also raise awareness of the dangers to the community and decrease the amount of stolen weapons that are being taking out of unlocked vehicles.

  
\_\_\_\_\_  
Signature of Crime Stopper Program Project Director

*4/21/2016*  
\_\_\_\_\_  
Signature Date

  
\_\_\_\_\_  
Signature OAG Research & Training Specialist

*4/21/16*  
\_\_\_\_\_  
Signature Date

  
\_\_\_\_\_  
Approved by OAG Program Administrator

*4-21-16*  
\_\_\_\_\_  
Signature Date

  
\_\_\_\_\_  
Approved by Bureau Chief, Criminal Justice Programs

*4/21/16*  
\_\_\_\_\_  
Signature Date

MAIL TO: Office of the Attorney General, Crime Stoppers, The Capitol, PL-01, Tallahassee, FL. 32399-1050



# CRIME STOPPERS "LOCK YOUR DOORS" CAMPAIGN

APRIL 18- MAY 29

6507, Cantonment, FL; 1755, ATT UVERSE FL Gulf Coast; 6568, Greater Pensacola Zone

AEN



Tu, Th-F 9a-4p  
W-Th 4p-10p  
M-Su 6a-12m

CRIMINAL MINDS/ DUCK DYNASTY  
DUCK DYNASTY/ FIRST 48  
A&E

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Rate	Total Units	Cost
					30	6	6	\$9.00	36	\$324.00
					30	4	6	\$43.00	24	\$1,032.00
					30	10	6	\$5.00	60	\$300.00

AMC

Sa-Su 9a-4p  
W-Sa 4p-10p  
M-Su 6a-12m

AMC MOVIE  
AMC MOVIE  
AMC MOVIE

					30	4	6	\$6.00	24	\$144.00
					30	4	6	\$16.00	24	\$384.00
					30	10	6	\$5.00	60	\$300.00



DISC



Sa-Su 9a-4p  
W-F, Su 4p-10p  
M-Su 6a-12m

ALASKA: THE LAS FRONTIER  
BEARING SEA GOLD/ GOLD RUSH/  
BAKED AND AFRAID  
DISCOVERY

					30	4	6	\$8.00	23	\$184.00
					30	5	6	\$20.00	32	\$640.00
					30	10	6	\$5.00	60	\$300.00

HIST



Sa 9a-4p  
Tu 4p-10p  
M-Su 6a-12m

AMERICAN PICKERS/ SWAMP  
PEOPLE  
TOP GEAR/ COUNTING CARS  
HISTORY

					30	2	6	\$7.00	12	\$84.00
					30	2	6	\$33.00	12	\$396.00
					30	10	6	\$5.00	60	\$300.00

TBSC



Tu-Sa 9a-4p  
M-Su 6a-12m

KING OF QUEENS/ NEW GIRL/  
FRIENDS/ AMERICAN DAD  
TBS

					30	4	6	\$13.00	24	\$312.00
					30	10	6	\$5.00	60	\$300.00

Totals

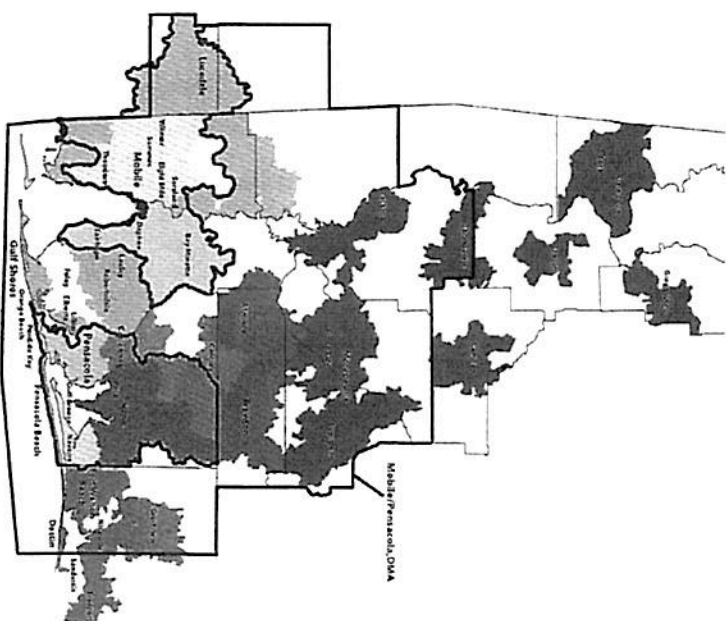
511 \$5,000.00



# ZONE GROUPS

Zone	Syscode	UE
<b>Florida</b> <input type="checkbox"/> Pensacola (6588) <input checked="" type="checkbox"/> Fort Walton Beach (6589) <input checked="" type="checkbox"/> Crestview (3648) <input checked="" type="checkbox"/> GC Digital (5164) <input checked="" type="checkbox"/> Cantonment (6507) <input type="checkbox"/> Gulf Breeze (1877) <input checked="" type="checkbox"/> Milton-Pace (1879) <input type="checkbox"/> Florida AT&T U-verse (1755)	1933	162,342
<b>Escambia County</b> <input type="checkbox"/> Pensacola (6588) <input checked="" type="checkbox"/> Cantonment (6507) <input checked="" type="checkbox"/> GC Digital (5164) <input type="checkbox"/> Florida AT&T U-verse (1755)	Zone Group effective 3/28th	81,244
<b>Santa Rosa County</b> <input type="checkbox"/> Gulf Breeze-Navarre (1877) <input checked="" type="checkbox"/> Milton/Pace (1879) <input type="checkbox"/> Florida AT&T U-verse (1755)	1891	46,597
<b>Okaloosa County</b> <input checked="" type="checkbox"/> Fort Walton Beach (6589) <input checked="" type="checkbox"/> Crestview (3648) <input checked="" type="checkbox"/> GC Digital (5164)	Zone Group effective 3/28th	57,617
<b>Alabama</b> <input type="checkbox"/> Eastern Shore (1876) <input type="checkbox"/> Gulf Shores (1878) <input type="checkbox"/> Mobile Metro (1881) <input checked="" type="checkbox"/> Mobile (1882) <input type="checkbox"/> West Mobile (1885) <input type="checkbox"/> AL AT&T U-verse (1754)	1886	103,158

Zone	Syscode	UE
<b>Mobile County</b> <input type="checkbox"/> Mobile Metro (1881) <input type="checkbox"/> West Mobile (1885) <input type="checkbox"/> Alabama AT&T U-verse (1754)	1894	74,631
<b>Baldwin County</b> <input type="checkbox"/> Eastern Shore (1876) <input type="checkbox"/> Gulf Shores (1878) <input type="checkbox"/> Alabama AT&T U-verse (1754)	1887	48,818



Source: NCC Cabletrack 4th Q household universe estimates, based off of Nielsen November 2015 total interconnect UEs. DirectTV HD DVR HH Sub count provided by NCC 1/4/16. Cox media does not warrant the accuracy of any subscriber numbers, universe estimates, coverage maps, zip code lists, or any other indications of the number of viewers that may watch your ad. Your ad may be viewable only by analog or digital customers, a certain tier, or a portion of the area covered by the interconnect or system headend. Universe and coverage estimates are subject to change without notice and may not reflect carriage limitations for individual networks. Contact cox media for details.

REPRESENTING: COX, BRIGHT HOUSE, MEDIACOM, COMCAST, AT&T U-VERSE, & DIRECTV  
65% DMA PENETRATION

The map shows the Gulf of Mexico coastline with various sampling locations marked. The regions are labeled as follows:

- Mobile:** Includes locations like Lureale, Winger, Dugdale, and Mobile.
- Gulf Shores:** Includes locations like Dugdale, Orange Beach, and Pensacola Beach.
- Orange Beach:** Includes locations like Orange Beach, Pensacola Beach, and Destin.
- Pensacola Beach:** Includes locations like Pensacola Beach, Destin, and Santa Rosa.
- Destin:** Includes locations like Destin, Santa Rosa, and Santa Rosa.

A legend at the bottom right indicates that the shaded areas represent Mobile/Pensacola DNA.

- Market Rank #58

- 12 counties, spanning 3 states (AL, FL, MS)
- 528,440 TV Households

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\_\_\_\_\_  
Signature of Crime Stopper Program Project Director

\_\_\_\_\_  
Signature Date

\_\_\_\_\_  
Signature OAG Research & Training Specialist

\_\_\_\_\_  
Signature Date

\_\_\_\_\_  
Approved by OAG Program Administrator

\_\_\_\_\_  
Signature Date

\_\_\_\_\_  
Approved by Bureau Chief, Criminal Justice Programs

\_\_\_\_\_  
Signature Date

**MAIL TO: Office of the Attorney General, Crime Stoppers, The Capitol, PL-01, Tallahassee, FL 32399-1050**

# CRIME STOPPERS "LOCK YOUR DOORS" CAMPAIGN

APRIL 18- MAY 29

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AEN

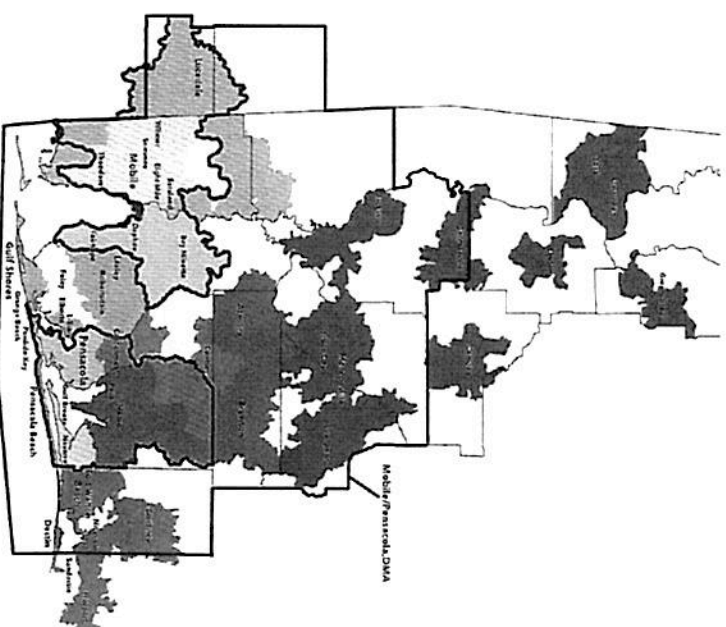
Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Rate	Total Units	Cost
<b>A&amp;E</b>	Tu,Th-F 9a-4p	CRIMINAL MINDS/ DUCK DYNASTY			30	6	6	\$9.00	36	\$324.00
	W,Th 4p-10p	DUCK DYNASTY/ FIRST 48			30	4	6	\$43.00	24	\$1,032.00
	M-Su 6a-12m	A&E			30	10	6	\$5.00	60	\$300.00
<b>AMC</b>	Sa-Su 9a-4p	AMC MOVIE			30	4	6	\$6.00	24	\$144.00
	W,Sa 4p-10p	AMC MOVIE			30	4	6	\$16.00	24	\$384.00
	M-Su 6a-12m	AMC MOVIE			30	10	6	\$5.00	60	\$300.00
<b>DISC</b>	Sa-Su 9a-4p	ALASKA: THE LAS FROUNTIER			30	4	6	\$6.00	23	\$184.00
	W,F,Su 4p-10p	BEARING SEA GOLD/ GOLD RUSH/ BAKED AND AFRAID			30	5	6	\$20.00	32	\$640.00
	M-Su 6a-12m	DISCOVERY			30	10	6	\$5.00	60	\$300.00
<b>HIST</b>	Sa 9a-4p	AMERICAN PICKERS/ SWAMP PEOPLE			30	2	6	\$7.00	12	\$84.00
	Tu 4p-10p	TOP GEAR/ COUNTING CARS			30	2	6	\$33.00	12	\$396.00
	M-Su 6a-12m	HISTORY			30	10	6	\$5.00	60	\$300.00
<b>TBSC</b>	Tu-Sa 9a-4p	KING OF QUEENS/ NEW GIRL/ FRIENDS/ AMERICAN DAD			30	4	6	\$13.00	24	\$312.00
	M-Su 6a-12m	TBS			30	10	6	\$5.00	60	\$300.00
<b>Totals</b>									<b>511</b>	<b>\$5,000.00</b>



# ZONE GROUPS

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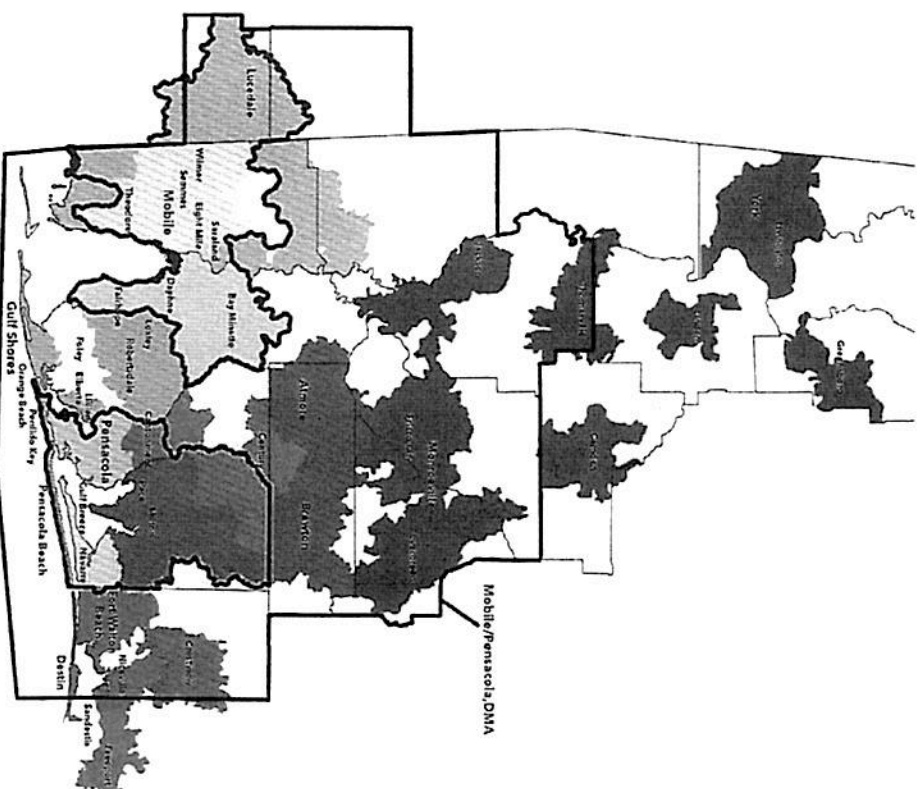
Source: NCC Cabletrack 4th Q household universe estimates, based off of Nielsen November 2015 total interconnect UEs. DirectTV HD DVR HH Sub count provided by NCC 1/4/16. Cox media does not warrant the accuracy of any subscriber numbers, universe estimates, coverage maps, zip code lists, or any other indications of the number of viewers that may watch your ad. Your ad may be viewable only by analog or digital customers, a certain tier, or a portion of the area covered by the interconnect or system headend. Universe and coverage estimates are subject to change without notice and may not reflect carriage limitations for individual networks. Contact cox media for details.



# COX MEDIA COVERAGE AREA - 344,268 UE

REPRESENTING: COX, BRIGHT HOUSE, MEDIACOM, COMCAST, AT&T U-VERSE, & DIRECTV  
65% DMA PENETRATION

Zone	Syscode	UE
Pensacola, FL/Cox	6588	47,411
Fort Walton Beach, FL/Cox	6589	49,877
Crestview, FL/Cox	3648	7,740
Cantonment, FL/Bright House	6507	10,717
Milton-Pace, FL/Mediacom	1879	10,825
Gulf Breeze/Navarro, FL/Mediacom	1877	12,656
Florida/AT&T U-verse	1755	23,116
Gulf Shores, AL/Mediacom	1878	12,846
Eastern Shore, AL/Mediacom	1876	10,049
Mobile Metro, AL/Comcast	1881	39,051
West Mobile, AL/Mediacom	1885	9,657
Monroeville, AL/Mediacom	1882	5,632
Alabama/AT&T U-verse	1754	25,923
Direct TV	2485	78,768



## DMA Information

- Market Rank #58
- 12 counties, spanning 3 states (AL, FL, MS)
- 528,440 TV Households

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