**TECHNICAL REPORT**

**REEF Florida Coral Reef Awareness Campaign**
Final Technical Report
February 28, 2007

<table>
<thead>
<tr>
<th>POR-2005B-10</th>
<th>From (mm/dd/yy):</th>
<th>To (mm/dd/yy):</th>
</tr>
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<tbody>
<tr>
<td>Technical Report Period</td>
<td>02/27/06</td>
<td>02/28/07</td>
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</table>

**Project:**
Statewide public awareness campaign for coral reef conservation public education.

**Executive Summary:**

REEF Environmental Education Foundation (REEF), in Key Largo, and Boston-based Urban Arts Institute (UAI), collaborated to develop and implement a public outreach campaign to educate residents and visitors to South Florida about the value of local coral reefs. This project included airport duratrans (lighted signs), highway billboards and television public service announcements (PSAs) in which viewers were asked to visit a website to learn more about coral reefs. The campaign is almost complete, with placement of the final billboard and duratrans theme, ‘Protect Our Reefs, Protect Our Economy’ estimated to begin March 12, 2007. Daily viewership is estimated at 13,102 for highway billboards. Airport duratrans reached a maximum of 2.58 million passengers per month, though exact viewership is unknown. The 30-second video PSA ran an estimated 10-20 times per week between October, 2006 and March, 2007. The website was visited 38 times during the campaign, indicating that while general awareness about coral reefs was raised through the various media, a more targeted campaign is needed to achieve the kind of behavior change that compels viewers to learn more by visiting a website.
**Status:**

REEF and UAI adhered to the following 2006-2007 timeline for the project:

<table>
<thead>
<tr>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
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</tbody>
</table>

The three central messages originally identified for the campaign were reduced to the first and third:
1. South Florida is home to coral reefs at these locations [indicated graphically].
2. Land-based pollution impacts south Florida’s coral reefs.
3. South Florida’s reefs are valuable to the local economy.

REEF and UAI agreed to reduce thematic messages to two because individual theme design and production were more time-consuming and billboard placement costs were higher than originally planned. The first theme was changed to “Get to know your neighbors. Learn more about Southeast Florida’s coral reef treasures at [www.reef.org/FLreefs](http://www.reef.org/FLreefs)” because the initial plan to map out specific reefs relative to the coastline ended up being too complicated to communicate via one (billboard or duratrans) image. The final theme was modified to directly promote Mote’s “Protect our reefs, protect our economy” campaign to provide a clear and consistent message about the economic value of coral reefs to South Florida.

$5,500 is outstanding in supplies and consultant costs, to be paid upon placement of the “Protect our reefs, protect our economy” billboards March 12, 2007.

**Outcomes**

The TV PSA (please see CD-ROM, included in mail packet) ran 10-20 times per week starting October 1, 2006 and is estimated to end March 31, 2007. The PSA includes 30 seconds of underwater video with upbeat music and features bold text that engages the viewer in the footage and directs them to the FL reefs website for more information. The following stations hosted the PSA:
1. ABC 25 (http://www.wpbf.com)
2. WBFS-TV (http://www.upn33.com)
3. WPLG-Tv (http://www.local10.com)
4. WSFL-TV CW South Florida (http://cwsfl.trb.com)
5. WTVX-TV (http://34cwtv.com) CW West Palm Beach

Clear Channel Outdoor contributed significant in-kind portions of highway billboard placement. Each theme ran on 10 billboards around Miami, with an estimated total population of 3,166,889 and an estimated average Daily Effective Circulation (number of viewers in a 24-hour period) of 13,102, depending on billboard location (for a complete list of locations, please see Clear Channel report included in mail packet).

JC Decaux North America contributed significant in-kind portions of airport duratrans placement. Each theme ran on 31 duratrans throughout the airport, which receives approximately 31 million passengers annually and an average of 2.48 million passengers per month. Exact viewership is difficult to estimate, however JC Decaux has provided in-depth demographic information that demonstrates high overlap between this project’s target audience (residents and visitors to South Florida) and frequent travelers through the Miami International Airport (for demographic statistics, please see MIA information included in mail packet).

As of February 22, 2007, the www.reef.org/FLreefs website had received 38 unique visitors.

REEF will present long-term results of the project, including conservation and education impacts and lessons learned, to Mote personnel and other grantees at the April 12, 2007, symposium at the Florida Keys Eco-Discovery Center. Please refer to attached financial report for a break-down of expenses.
# Location List

Advertiser: Interrelated Arts Foundation Inc  
Agency: Direct  
Account Exec: Kathi Rutter  
Sales Office: Clear Channel Miami  
Market: Miami/Fort Lauderdale  
Contract: FL015628  
Product Type: 8-Sheets  
Population: 3,166,889  
Total DEC: 131.0  
Showing Days: 28  
Program Start: 12/4/2006  
Program End: 12/31/2006

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<th>LOC. NO.</th>
<th>DESCRIPTION</th>
<th>DEC</th>
<th>ILL</th>
<th>FAC</th>
<th>DESIGN</th>
<th>Posted</th>
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<td>SW 72nd Ave WS 300ft S/O SW 42nd St F/N - 4</td>
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### Performance Report

<table>
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<tr>
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<tbody>
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<td>Advertiser</td>
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<tr>
<td>Product Type</td>
<td>8-Sheets (8 Sheet Poster)</td>
</tr>
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<td>Report To</td>
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<td>Agency</td>
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<td>Client Contract</td>
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<tr>
<td>Account Exec</td>
<td>Kathi Rutter</td>
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The information in this report is according to Clear Channel Outdoor records and complies with the American Association of Advertising Agencies’ completion report standards. If you need any additional information regarding the execution of this contract, please contact your representative. We appreciate your business and hope our service to you is satisfactory.

<table>
<thead>
<tr>
<th>Location</th>
<th>Description</th>
<th>FAC</th>
<th>DEC</th>
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<td>FL015628 I.A.F. INC &quot;Know Your Neighborhood&quot;</td>
<td>Size</td>
<td>6 x 12</td>
</tr>
</tbody>
</table>

Signature

Clear Channel Photographic Service Policy: Within 5 business days of the completion of the initial posting or any copy changes, Clear Channel will provide unaltered 1 close-up and 1 approach photo for each permanent bulletin, wallscape, or premiere product location. Clear Channel will not photo each rotation cycle unless copy changes. Clear Channel will provide 1 unaltered close-up photo for each poster/transit shelter/or other format campaign design. Print sizes provided will either be 3x5" or 4x6". Additional photography requests will be billed to the advertiser. Service Charges: Location Photography $15 ea.; Slide Transparency $14 ea.; Prints: 8x10" at $18 ea.; 5x7" at $14 ea.; 4x6" at $1.25 ea.; 3x5" at $1 ea.

Attached is a detailed list of all locations posted for this campaign including actual date of installation and design of each location.
Performance Report

Date: 12/20/2006
Adviser: Interrelated Arts Foundation Inc
Product Type: 8-Sheets
(8 Sheet Poster)
Report To: Interrelated Arts Foundation Inc
63 Atlantic Ave
Marblehead, MA 01945
USA

Agency: Direct
CCO Contract: FL015628
Client Contract: 04-297-6593
Account Exec: Kathi Rutter

Paper Received: 12/4/2006
Quantity Received: 10
Start Date: 12/4/2006
Posted On: 12/7/2006
Total DEC: 131.02
Total Illuminated: 0  Un Illuminated: 10

Plant Avg. Daily Effective Circulation:
8-Sheets  Illum: 0  Un Illum: 10,500

Member of the Traffic Audit Bureau:
Last Audit 01/01/2006

GET TO KNOW YOUR NEIGHBORS!
LEARN MORE AT THE SOUTHEAST FLORIDA'S CORAL REEF TREASURES www.reef.org/FLreefs

Location  Description  FAC  DEC
070550  NW 27th Av WS 300ft N/O NW 156th St F/S - 1  S  21.692
Design  FL015628  I.A F. INC "Know Your Neighborhood"  Size 6 x 12

The information in this report is according to Clear Channel Outdoor records and complies with the American Association of Advertising Agencies' completion report standards. If you need any additional information regarding the execution of this contract, please contact your representative. We appreciate your business and hope our service to you is satisfactory.

Signature

Clear Channel Photographic Service Policy: Within 5 business days of the completion of the initial posting or any copy changes, Clear Channel will provide unaltered 1 close-up and 1 approach photo for each permanent bulletin, wallscapes, or premiere product location. Clear Channel will provide unaltered 1 close-up and 1 approach photo for each start location for rotary bulletins. Clear Channel will not photo each rotation cycle unless copy changes. Clear Channel will provide 1 unaltered close-up photo for each post/transport shelter/other format campaign design. Print sizes provided will either be 3"x5" or 4"x6". Additional photography requests will be billed to the advertiser. Service Charges:
Location Photography $15 ea.; Slide Transparency $14 ea.; Prints: 8"x10" at $18 ea.; 9"x11" at $14 ea.; 4"x6" at $1.25 ea.; 3"x5" at $1 ea.

Attached is a detailed list of all locations posted for this campaign including actual date of installation and design of each location.
Special media offerings

Airport Coverage Campaign
The most effective way to maximize advertising reach and frequency with entire airport audience is through campaign coverage.
Half and Full Diorama Campaigns: utilize the “follow the traveler” approach with standard diorama units (43”x62”) that are distributed throughout each terminal’s high traffic and dwell areas. Coverage zones include ticketing, concourse/gatehold, and arrivals.

Wrap it Up
Large format graphics are undeniably impactful. As travelers move through the airport, messages can be seen on overhead soffits, on sidewalls and head on, all at eye level. Wall wrap locations are distributed throughout all areas of the airport, including pre- and post-security.

Dominance Baggage Package
Baggage claim space gives advertisers the opportunity to be in front of a concentrated group of both business and leisure travelers. A combination of 43” x 62” backlit dioramas and wall wraps will reach 100% of baggage claim arrivals.

Exhibition/Promotion Space
Set up in strategic areas, exhibition and promotion spaces are a great way to educate and inform consumers about advertiser’s products and services.

Courtesy Phone Centers
Be as close as possible to customers as they book hotels, rental cars and other services at the airport by advertising on courtesy phone boards.
Phone centers are strategically placed near baggage claim and equipped with phones programmed to directly dial your place of business.

Ads on Wheels
Reach the affluent business and leisure travelers, and maximize reach and frequency with these rolling carts that have access to all areas of the airport.

www.jcdecauxna.com

For more information, contact the sales offices in:
Miami (305) 447-6330  Chicago (312) 456-2999
New York (646) 834-1200  Los Angeles (310) 242-2032
Traveler Characteristics
Adults in the Miami DMA departing from Miami International Airport
Business air travelers represent the elite of the Miami-Ft. Lauderdale DMA. They are mainly very affluent middle-aged men with significantly higher than average household incomes.

Percent of Travelers by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Percent</th>
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<tbody>
<tr>
<td>55-64</td>
<td>12%</td>
</tr>
<tr>
<td>65+</td>
<td>6%</td>
</tr>
<tr>
<td>18-24</td>
<td>9%</td>
</tr>
<tr>
<td>25-34</td>
<td>16%</td>
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<tr>
<td>35-44</td>
<td>29%</td>
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<tr>
<td>45-54</td>
<td>28%</td>
</tr>
<tr>
<td>$25K-34.9K</td>
<td>40%</td>
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<tr>
<td>$35K-49.9K</td>
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<tr>
<td>$50K-74.9K</td>
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<tr>
<td>$75K-99K</td>
<td>15%</td>
</tr>
<tr>
<td>100K+</td>
<td>10%</td>
</tr>
</tbody>
</table>

Household Income
Miami International Adult Business Travelers — Miami DMA Adults —

Employment Characteristics
% of professionals flying in the Miami DMA who depart from Miami International
Medical professionals | 64%
Attorneys/Lawyers/Judges | 62%
IT professionals | 60%
Accountants & financial professionals | 54%
Engineers & Architects | 53%

Traveler Purchasing and Lifestyle Highlights
Miami International travelers are influential top managers and business decision makers.

Corporate Purchasing
Information Technology | Index 320
Business travel or convention arrangements | 295
Computer hardware/software | 276
Telephone and communications service | 266
Office equipment | 253
Overnight delivery services | 247
Office supplies | 228
Health care programs | 216

Financial
Household used online investing/stock trading (yr) | 276
Market value of owned home is $500,000+ | 254
Household has mutual funds | 188
Household has stocks or stock options | 182
Household has money market funds | 169
Household used an accountant (yr) | 152
Household has any investment (yr) | 149
Household has real estate property/second home | 155
Household used a financial planner (yr) | 145

Technology
Owns a personal digital assistant (PDA) device (yr) | 242
Bought computer hardware/software on the Internet (yr) | 217
Household spent $150+ on cellular phone bill (mo) | 205
Spent $1,000+ on camera or accessories (yr) | 202
Spent $1,000+ on stereo equipment (yr) | 195
Household has broadband Internet access | 165
Household spent $100+ on long distance bill (mo) | 128

Internet
Bought airline tickets (yr) | 238
Spent $2,500+ (yr) | 224
Bought tickets to sporting events (yr) | 210
Bought movie tickets (yr) | 210
Bought flowers (yr) | 174

Leisure/Activity
Scuba dives | Index 330
Participates in snow skiing | 265
Participates in sail boating | 257
Plays golf | 257
Plays tennis | 170

Source: 2005 The Arbitron Company/Scarborough Research Corp./VNU.
Traveler Characteristics
Adults in the Miami DMA departing from Miami International Airport
Miami International reaches the most desirable audience of the Miami DMA as well as the affluent Latin American travelers.

Percent of Travelers by Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>65+</td>
<td>12%</td>
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<tr>
<td>55-64</td>
<td>12%</td>
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<tr>
<td>45-54</td>
<td>21%</td>
</tr>
<tr>
<td>35-44</td>
<td>24%</td>
</tr>
<tr>
<td>18-24</td>
<td>12%</td>
</tr>
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Household Income
All Miami International Adult Travelers — Miami DMA Adults

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25K-34.9K</td>
<td>25%</td>
</tr>
<tr>
<td>$35K-49.9K</td>
<td>20%</td>
</tr>
<tr>
<td>$50K-74.9K</td>
<td>15%</td>
</tr>
<tr>
<td>$75K-99K</td>
<td>10%</td>
</tr>
<tr>
<td>$100K+</td>
<td>10%</td>
</tr>
</tbody>
</table>

Percentage of Travelers by Race*

- Hispanic 55%
- White 30%
- Black 12%
- Asian 1%
- Others 2%

* Race as defined by 2000 U.S. Census.

Traveler Purchasing and Lifestyle Highlights
Miami International Airport travelers spend more on automobile, entertainment, fashion and cosmetic products than most adults in the Miami-Ft. Lauderdale DMA.

Automotive
- New car owned is Saab 337
- New car owned is Audi 303
- New car owned is BMW 201
- New car owned is Infiniti 157

They represent half of the DMA households who plan to buy a new luxury car next year.

Apparel
- Spent $500+ on women's shoes (yr) 220
- Spent $500+ on women's business clothing (yr) 160
- Spent $500+ on men's casual clothing/sports (yr) 159
- Spent $500+ on men's shoes (yr) 147
- Spent $500+ on men's business clothing (yr) 130

Jewelry
- They represent 54% of all the adults in the Miami-Ft. Lauderdale DMA who spent over $500 on jewelry last year.
- Over one third of all air travelers bought jewelry last year.

Cosmetics and Plastic Surgery
- 57% bought perfumes, cosmetic and skin care products last year. They are 88% more likely to spend over $500 on cosmetic, skin care products and perfume than most adults in the Miami-Ft. Lauderdale DMA.
- They represent 39% of all the adults in the Miami-Ft. Lauderdale DMA who had cosmetic surgery in the last three years.

Recreation/Entertainment
- Busch Gardens Williamsburg (yr) 271
- Attended Indy car race (yr) 247
- Attended pro golf tournament (yr) 193
- Attended University of Miami baseball game (yr) 190
- Attended Coconut Grove art festival (yr) 186

They represent 43% and 48% of all the adults in the Miami-Ft. Lauderdale DMA who have been respectively to Sea World and Seaquarium last year.

Top Travel Destinations

<table>
<thead>
<tr>
<th>Destination</th>
<th>Index</th>
<th>Foreign (3yrs)</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>214</td>
<td>Brazil</td>
<td>291</td>
</tr>
<tr>
<td>New Orleans</td>
<td>199</td>
<td>Venezuela</td>
<td>279</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>192</td>
<td>Dominican Republic</td>
<td>232</td>
</tr>
<tr>
<td>Atlanta</td>
<td>180</td>
<td>Central/South America</td>
<td>229</td>
</tr>
<tr>
<td>Chicago</td>
<td>173</td>
<td>England/Ireland/Scotland/Wales</td>
<td>229</td>
</tr>
</tbody>
</table>
Overview
Miami International Airport, located six miles northwest of downtown Miami, is among the busiest airports in the world. Nearly 1,100 flights arrive and depart daily to 144 cities on four continents. This airport is located in the 17th largest Designated Market Area (DMA).

Miami International is the main point of departure for Miami and metro area residents. This airport services all of the elite from Miami’s key industries. More than 300 multinational companies have regional offices in Miami, where the telecommunications, computer, film and TV industries thrive. It is also the second largest banking community in the U.S.

This airport serves a large tourist market with 95% of the people entering the area by air. Miami International is the perfect venue to reach the affluent Latin American community—it handles twice as much passenger traffic to Latin America as all other U.S. airports combined. 87 direct flights operate daily to Latin American destinations.

Fast Facts
Total passengers*: 31,008,453
Total domestic passengers: 53%
Total international passengers: 47%
% Business passengers: 40%
% Leisure passengers: 60%
Total number of concourses: 8
Total number of scheduled airlines: 72
*passenger information; ACI 2005

Residence of MIA travelers by FL county
Miami-Dade, FL 74%
Broward, FL 23%
Monroe, FL 3%

International Destinations by Region
Europe 25%
Mexico 24%
Caribbean 20%
South America 17%
Central America 14%

Market Penetration
52% of the adults in the Miami-Ft. Lauderdale DMA traveled by air in the past year; of these adults 58% of them departed from Miami International Airport.

2 million air travelers live within Miami International Airport’s primary coverage area.

- Miami International Airport
- JCDecaux primary coverage area (area where 58%+ of all air travelers use Miami International as a point of departure).