



*Delaware Health  
And Social Services*

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**DIVISION OF MANAGEMENT SERVICES**

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PROCUREMENT

DATE: January 27, 2009

PSC #843

PHYSICAL ACTIVITY PROMOTION

FOR

DIVISION OF PUBLIC HEALTH

Date Due: March 9, 2009  
11:00 AM

ADDENDUM # 1

Please Note:

THE ATTACHED SHEETS HEREBY BECOME A PART OF  
THE ABOVE MENTIONED BID.

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**Physical Activity Promotion  
RFP PSCO-843  
Pre-bid Meeting January 27, 2009  
Questions and Responses**

1. Is there a specific format for the RFP response? (Margins, font type and size, finishing)  
*No specific format. All proposals should be professional and legible.*
2. Will an incumbent vendor be bidding on this RFP?  
*We will know who is interested in bidding because they are here at the pre-bid meeting. The incumbent attended the pre-bid meeting. We will not know who has decided to bid until the bids are received.*
3. Can contractors bid on portion of this RFP?  
*No. This means that a bidder can not bid by themselves on a portion of the RFP. But does this mean a bidder can not partner with another bidder to do a portion of the requested services? The partners would have to submit a combined proposal.*
4. Is there an existing strategy/plan on the population based requirements? Does the population based focus mean focusing in Kent County which has the highest obesity rates? Is there a focus on African American males given that they have a greater chance of dying from chronic diseases than males in other ethnic groups?  
*The social marketing campaign is statewide. However, targeting specific populations should be based on data.*
5. How can we obtain consolidated information about the work requested of and performed by community partners?  
*It is expected that the bidder identifies a strategy to coordinate with community partners to coordinate their information.*
6. Where can we obtain an update on the physical activities of the Division of Public Health and its contractors from 2000-2009?  
*Not exactly sure what this question is asking*
7. Have the goals (Chapter 2 and 3) stated in the Blueprint for a Healthier Delaware been met? If not, what is the status of the various goals? Will the vendor be awarded the bid be given access to strategies and tactics previously implemented? How do these goals relate to the RFP?

*Due to budget and personnel constraints, the progress to implement Blueprint recommendations was limited and the coalition disbanded. None of the physical activity and nutrition were/are met. All but one of the objectives listed under Policy Issues have not been met. Objective 3, "By 2005, State government will implement health promotion*

*programs for employees that include physical activity and nutrition education”, has been met in 2007. Under Programs and Interventions to Promote Healthy Nutrition and Physical Activity, none of the objectives have been met. These goals and recommendations were created about 8 years ago. The coalition who developed these goals has since been disbanded.*

*DPH created a physical activity, nutrition, and obesity prevention program in 2007 and this program is currently leading an effort to develop a new 5-year comprehensive plan. The new coalition, Delaware Partners to Promote Healthy Eating and Active Living plan to complete a draft of the new comprehensive plan by June 2009. If awarded, the vendor will be expected to participate in the coalition and in the implementation of the plan.*

*The Blueprint document is a resource for bidders to have an understanding of background and strategies to support healthy eating and physical activity.*

8. Is the \$400,000 budget for the development, not the execution, of the campaign?  
*The budget is for both development and execution.*

9. Is the budget to include the media placement/buying?  
*Yes*

10. Is the output of the RFP three plans: 1. Plan for social marketing health promotion campaign, 2. Plan to support, enhance, and manage the physical activity challenge program and 3. Plan to promote healthy communities through environmental and policy changes?  
*Yes, the RFP includes all three components.*

11. If the output of this RFP are the 3 plans, are we to include a budget for the implementation phase: generation of the creative content, implementation of the media placement/buy, execution of the changes to the website, mailings, etc?  
*That would be preferable, but not required.*

12. What is your definition of social marketing?  
*“The application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of their society”.*  
*[A.R. Andreasen, Marketing Social Change]*

13. The RFP stipulates that the plan should include production, placement and promotion of creative material. We understand this deliverable to be the development of a creative brief—is that correct or does the deliverable include samples of actual creative that will be used in various channels?  
*The proposals do not need to include samples of creative material. If awarded this contract, the deliverables should include development material, production, placement and promotion of the creative material.*

14. And should the plan for the social marketing health promotion campaign include all the traditional elements of a communications plan including positioning as well as media buy information?

*The bidder should emphasize on the process of the social marketing campaign and place less emphasis on the communication plan in the proposal. If awarded, the vendor will work with DPH on an appropriate communication plan.*

15. The Internet was not included as an example of a media channel. Can the Internet be included in the plan?

*Yes*

16. The RFP also stipulates coordination with public relations to promote the campaign. Is this referring to a public relations department within the State of Delaware or to an external PR firm?

*All creative material must be approved through DPH's Office of Health Risk Communications via Michelle Eichinger.*

17. How is this challenge currently being managed and by whom? Will the winning vendor have an opportunity to interview the current manager to understand successes and barriers?

*The management of the Lt. Governor's Challenge is currently contracted by the University of Delaware, College of Health and Exercise Sciences. If awarded, the vendor may obtain information from the previous vendor.*

18. What activities have already occurred in promoting this challenge?

*Health fairs, school participation, community-outreach*

19. How successful has this program been? How many individuals have registered compared to projections? What barriers have been encountered?

*The program has been successful in maintaining physical activity following the completion of the program. It also had an impact on other lifestyle behaviors such as improved dietary choices and increased social interaction. To date, over 45,000 people have registered and the completion rate is around 41%. It has not been as successful in reaching adults.*

*Because the Lt. Governor's Challenge comes from the Office of the Lt. Governor, it is important to be responsive to this office as well as with DPH. In addition, the vendor may be limited in making modifications to the program, without first coordinating with the Office of the Lt. Governor via DPH.*

20. Do you maintain email addresses for those who have registered?

*Yes, if the email addresses are provided.*

21. Are there any restrictions on web design that need to be considered when updating the web version?

*All modifications to the web design and content must be coordinated with and approved by DPH and the Office of the Lt. Governor.*

22. The RFP stipulates that the plan should include “implement the school and web-versions of the former Lt. Governor’s Challenge.” Does this mean creating implementation plans for organizations that sign up for the challenge? Please clarify.  
*The proposal should include strategies to engage in school participation.*
23. How frequently are the mailings to participants sent?  
*Participants are currently mailed certificates and/or medals for completing the Lt. Governor’s Challenge.*
24. What types of events are envisioned to support the challenge? And how frequently are these events to occur? What type of support is needed for these events?  
*The bidder should include a plan to promote the Lt. Governor’s Challenge in their proposal.*
25. Can incentives and/or contest prizes be part of the budget?  
*Yes*
26. Can the budget include payment of celebrity endorsement/engagement?  
*No. The Lt. Governor endorses the program.*
27. Has any work been done-to-date to promote or integrate the Resource Guide?  
*Yes. The Resource Guide has been integrated with a couple of local government trainings, through the Institute for Public Administration at the University of Delaware, and has been promoted in Preliminary Land Use Services process with municipalities through the Office of State Planning and Michelle Eichinger sits on this panel and provides information accordingly..*
28. Do we have access to those individuals who developed the Resource Guide to use for technical support and trainers?  
*If awarded, the vendor would have to coordinate with these individuals. Again, these individuals are with the Institute for Public Administration at the University of Delaware.*
29. What is the format for the monthly progress report? Where can we obtain a copy of the current progress report?  
*DPH does have a required format. The current progress report will be provided at the pre-bid meeting. It will be included in this attachment.*
30. If subcontractors are individuals or sole proprietors do they need to be registered with the State of Delaware?  
*What is meant by “register”? Does it mean as a minority-owned or women-owned business? Answer – no. Does it mean they have to obtain a Delaware business license – yes.*

31. What does on-site monitoring entail? How does it work if the organization is virtual and does not have a bricks and mortar footprint? What will the agency do if the central office is outside of the state?  
*On-site monitoring involves administrative and financial review of the contract and program performance. If the organization is virtual, then it will be monitored virtually based on the service they provide. If located out of state, and an in person visit is not feasible, then service provided in state, on site, will be monitored.*
32. How many schools and business communities should be considered when developing a plan to work with them?  
*We have no specified amount. The bidders determine this based on their plan and budget.*
33. Elaborate on "support" for special former Lt. Governor's Challenge events.  
*The awarded vendor should take in consideration that their presence/participation may be required to any special events that are set up by the Office of the Lt. Governor to support the Lt. Governor's Challenge.*
34. How often are mailings required to be sent to participants? Are they required to be sent to all participants or only those who request a hard copy reminder?  
*Currently, there is not requirement. Your plan should be to promote participation and completion.*
35. How many participants in the former Lt. Governor's Challenge is envisioned (is there a goal)? Is there a number expected to be on-line versus a number expected to need hard copy?  
*This is something DPH and the new Lt. Governor needs to determine. The opportunity to address this with the new Lt. Governor has not happened yet.*
36. Does the RFP include the purchase of medals for the former Lt. Governor's Challenge or just distribution?  
*RFP includes purchase and distribution.*
37. Elaborate on technical support and training for community organizations, municipalities and other institutions or organizations.  
*Informing people about the importance of healthy eating and physical activity isn't enough to facilitate behavior change. All bidders are asked to develop a plan in working with community organizations, institutions, and municipalities to address and implement environmental and policy changes that facilitate a healthy community.*
38. Is this an extension of a current healthy living campaign/strategy? If yes why is it being put out for bid versus awarded to the current vendor?  
*Yes, this is continuation of a current campaign. It is put to bid because the awarded contract will be over \$50,000. Per Delaware Law, all professional service contracts over \$50,000 must have been a result of a bid.*

39. If there is an existing contract what is the current level of minority and women owned business participation?

*The existing contract is with the University of Delaware, which is not a minority and women owned business.*

40. Who are your primary community partners for this effort?

*Health care providers, insurers, community-based organizations, employers, municipalities, state agencies, schools, professional organizations, non-profit organizations, etc.*

41. Has the Delaware Division of Public Health developed a campaign for the physical activity effort previously? If yes, can you share background information related to prior initiatives:

*Get Up and Do Something has been the campaign for over 8 years. For more information, go to [www.getupanddosomething.org](http://www.getupanddosomething.org). If awarded, the vendor will have the opportunity to obtain information from the previous vendor.*

42. In addition, please provide an opinion-based assessment of the effectiveness of programs to date.

*For the targeted population (18-30 year-olds), the Get Up and Do Something campaign has been effective in the likelihood to change behavior. However, we are looking for new ideas to increase visibility and awareness, and ultimately behavior change.*

43. Does the department have a prior working relationship with an agency (incumbent) for this, or a related, physical activity promotion? If so, what agency? And, are you satisfied with their performance?

*Yes, DPH works closely with the University of Delaware on this effort. DPH is satisfied with their performance.*

44. Has the Governor elect committed to supporting the former Lt Governor's healthy lifestyle initiatives?

*Lt. Governor Matt Denn has expressed support to continue with the Lt. Governor's Challenge, which was started by former Lt. Governor John Carney. Both Governor Jack Markel and Lt. Governor Matt Denn has an interest in healthy lifestyle efforts. When the RFP was created, the status of the Lt Governor's Challenge entering a new administration was unknown.*

45. Is the approximate \$400,000 budget all inclusive for the implementation of program recommendations, including media, "stimulus 'mini-grant subcontracts'" and all other out of pocket expenses? Are there any exceptions?

*Budget is all inclusive.*

46. Can you list the members of the evaluation team and their position at the DPH, DHSS or otherwise?

*The evaluation team has not been identified at this time.*

47. Will there be an opportunity for bidding agencies to present their recommendations (in response to the RFP) to the evaluation team?

*Proposals will be reviewed based on the evaluation criteria on pages 17-19 of the RFP. No oral presentations will be requested.*

48. Will there be an opportunity for the bidding agencies to see the final agency scores based on the Proposal Evaluation Criteria? Or, will there be an opportunity for bidding agencies (who are not selected) to schedule a feedback session following agency selection?

*Refer to page 3 of the RFP for the debriefing process*

49. Is this an existing contract, and if so, who is the current incumbent?

*The existing contract is with the University of Delaware*

50. Please define "population based focus" as you understand it to be.

*The social marketing campaign is statewide. Specific messages to target populations should be based on behavior data.*

51. What success has the Lt Gov's Challenge garnered to date? Is this a call for the promotion of the existing program or are you looking to have the Lt Gov's Challenge rebranded?

*The program has been successful in maintaining physical activity following the completion of the program. This RFP is to promote the existing program.*

52. With any social marketing campaign, one expects a convergence of issues. For this RFP, we understand that you are looking for the following elements:

- a. Expose behaviors that negatively impact health;
- b. Consider tackling health issues that are more prevalent in one population over another
- c. Link negative behaviors with chronic disease
- d. Design and implement a statewide campaign that promotes positive behavioral changes and physical activity

*As it relates to social marketing, your elements are aligned with the scope of services of the RFP.*

53. Could you clarify the technical assistance and training portion of the third plan mentioned in the RFP, will the vendor be responsible for communicating about technical assistance opportunities such as mini grants or will the vendor be responsible for other aspects such as material production, creating assessments and providing live trainings?

*This includes all that were mentioned above. Informing people about the importance of healthy eating and physical activity isn't enough to facilitate behavior change. All bidders are asked to develop a plan in working with community organizations, institutions, and municipalites to address and implement environmental and policy changes that facilitate a healthy community. As mentioned in the RFP, these include, but*

*not limited to, administering walkability assessments, making policy recommendations (i.e. ordinances), providing training to local government institutions in efforts to promote and implement healthy community initiatives (i.e. built environment), etc.*

#### Questions/Responses from meeting

1. What are you specifically looking for “social marketing research prior to any campaigns” (page 8 of RFP)?

*We expect bidders to do some research based on target audiences to determine effectiveness of what is best to reach the targeted populations. We are looking for evidence-based.*

2. What portion of the budget to be designated in media? Is there a round-about figure of how it’s proportionally distributed? What goes into television and radio and what goes into PR and created production?

*Little over half goes into media/marketing. The current contract is about \$410,000.*

*It’s important to emphasize that there are three components to this RFP. Social Marketing is one piece of that. We are looking for proposals to include expertise and experience in all three components.*

3. Do you think that spending half the budget on media, since you haven’t met your goals, was effective?

*For the goals in the current Blueprint, this was designed over 8 years ago. The current contract was strictly a social marketing piece. The Blueprint is well beyond, it’s more comprehensive. It’s not just for social marketing. The only money that was available 8 or so years ago was for social marketing, and that was it. However we did not have the infrastructure in place to follow through the Blueprint. Since my hire over a year ago, I am tasked to reconvene a coalition and ensure that recommendations are followed and implemented and goals are met.*

4. Is the coalition in place now?

*The coalition is in development of the 5-year plan. Once the 5-year comprehensive plan is drafted, the coalition will probably be structured as a formal coalition.*

*Many partners, including DPH, are involved in the development of the 5-year plan. This planning, and eventually the coalition, is broken down into the following six settings: Social Marketing and Communications, Schools, Healthcare, Worksites, Families in Communities, and Environment and Policy.*

*Over 60 organizations are represented including other state agencies. The awarded vendor would be expected to participate in the Social Marketing and Communications setting.*

5. Will the selected contracted be asked to facilitate these meetings for the coalition?

*No, this is done through a separate contract. However the awarded vendor has to be a participant.*

6. Is there a list of contracts that are awarded and to whom and what is the awarded amount are?

*There is only one contract for physical activity promotion.*

7. Back to the question regarding incumbent? Is there an incumbent.

*The current incumbent is University of Delaware. They are present at the pre-bid meeting, but it is not known for certain whether or not they will bid.*

8. When there was an incumbent , was it only for the Lt. Governor's Challenge?

*The incumbent has been doing all three components.*

**PSCO-843**  
**Physical Activity Promotion**  
**Resources**

*Blueprint for a Healthier Delaware*

<http://www.henod.org>

*Healthy Communities: A Resource Guide for Delaware Municipalities*

[http://www.ipa.udel.edu/publications/HealthyCommunities\\_guideWeb.pdf](http://www.ipa.udel.edu/publications/HealthyCommunities_guideWeb.pdf)

*Get Up and Do Something*

<http://www.getupanddosomething.org>

Lt. Governor's Challenge

[www.getupanddosomething.org/lsgovchal/index.html](http://www.getupanddosomething.org/lsgovchal/index.html)

# HSS Grant: Physical Activity Campaign Status Report: November 2008

Submitted to: Michelle Eichinger, Delaware Division of Public Health  
Submitted by: Michael Peterson, University of Delaware

Below is a summary of grant-related activities conducted during the month of November 2008:

## LT GOVERNOR'S CHALLENGE

Efforts during the month of November included the following:

### Marketing activities

- Completed and mailed postcard promoting the Challenge to nurses and PE departments in all private and public schools
- Worked with grad assistant to create a flyer to promote GUADS video production. The flyer will be sent as a pdf attachment via email to teachers and principals in January
- Responded to inquiries from the following schools:
  - Brookside Elementary, Newark
  - Greenwood Mennonite School, Greenwood
  - Harvest Community Church, Wilmington
  - Mount Pleasant Elementary, Wilmington
  - Tall Oaks Classical School, Bear
  - Woodbridge Elementary, Woodbridge
- Prepared for DOE meeting on 12/5 with Connections to Learning Partnership Council. DOE is creating a web-based directory of resources for improving school climate. The Challenge will be listed as a partner, which should help drive more interest in our program.

### Other activities

- Continued to work with UD grad students on impact survey.
  - Gift certificates were ordered.
  - Thank you letters and certificates were mailed.

### School activity

- Schools beginning in November
  - Lombardy Elementary, Wilmington
  - Tutor Time After School Care, Newark
- Schools ending in November
  - Dunbar Elementary, Laurel- awards ceremony with John Carney on 12/2/08
  - Jefferson School, Georgetown
  - Newark Charter School, Newark
  - St. Matthew School, Wilmington

- St. Peter Cathedral School, Wilmington

## LGC Monthly Report September 2008

<b>Registrants Online November 08</b>	<b>Registrants Mail November 08</b>	<b>Registrants Schools November 08</b>	<b>Total</b>
5	9	55	69
<b>Completers Online November 08</b>	<b>Completers Mail November 08</b>	<b>Completers Schools November 09</b>	
3	3	406	412

See attached Excel spreadsheet for a complete analysis of participation statistics for the Lt. Governor's Challenge.

### Get Up And Do Something Website:

Below is a table summarizing website utilization for the month of November 2008.

#### Summary

<b>Reported period</b>	Month Nov 2008				
<b>First visit</b>	01 Nov 2008 - 00:11				
<b>Last visit</b>	30 Nov 2008 - 23:15				
	<b>Unique visitors</b>	<b>Number of visits</b>	<b>Pages</b>	<b>Hits</b>	<b>Bandwidth</b>
Viewed traffic *	<b>2549</b>	<b>5046</b> (1.97 visits/visitor)	<b>11556</b> (2.29 pages/visit)	<b>91999</b> (18.23 hits/visit)	<b>964.24 MB</b> (195.67 KB/visit)
Not viewed traffic *			<b>2200</b>	<b>28089</b>	<b>13.15 MB</b>

\* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

## Monthly history

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2008	2953	6434	19354	126479	652.11 MB
Feb 2008	2558	4981	14971	102943	523.27 MB
Mar 2008	4180	8627	32147	405904	7.17 GB
Apr 2008	3492	7863	20553	197264	2.02 GB
May 2008	3305	7629	18153	144717	1.29 GB
Jun 2008	3489	8114	36263	147865	1.11 GB
Jul 2008	3140	7871	36457	133782	1.08 GB
Aug 2008	2527	6659	27843	108917	848.63 MB
Sep 2008	2779	5858	18077	111338	638.46 MB
Oct 2008	2889	5849	14705	118443	1007.54 MB
Nov 2008	2549	5046	11556	91999	964.24 MB
Dec 2008	62	86	140	1180	4.06 MB
<b>Total</b>	<b>33923</b>	<b>75017</b>	<b>250219</b>	<b>1690831</b>	<b>17.20 GB</b>

## Pages-URL (Top 10) - [Full list](#) - [Entry](#) - [Exit](#)

184 different pages-url	Viewed	Average size	Entry	Exit
<a href="#">/</a>	1090	6.80 KB	654	413
<a href="#">/0000000_SCROLLER.htm</a>	849	2.73 KB	39	329
<a href="#">/cgi-bin/cgiwrap/getup/activities_login/activities.cgi</a>	411	19.97 KB	91	116
<a href="#">/AvoidingInjury_StretchingTechniques.htm</a>	355	7.46 KB	308	285
<a href="#">/PhysActivityFun_0Main.htm</a>	345	6.92 KB	188	69
<a href="#">/Itgovchal/</a>	313	15.33 KB	164	165
<a href="#">/Events_Calendar.htm</a>	270	40.75 KB	113	123
<a href="#">/ThingsTo_Do_0Main.html</a>	258	6.81 KB	73	69
<a href="#">/HealthyEatingLifestyle_Facts_About_Fad_Diets.htm</a>	257	18.39 KB	197	192
<a href="#">/HealthyEatingLifestyle_Quick_Facts_For_Kids.htm</a>	224	10.13 KB	145	144
Others	7184	95.53 KB	3074	3139

## **Ongoing weekly Website updates of:**

Events calendar  
Health News You Can Use  
Nutrition tip of the week

In addition, final work was done to develop the web pages that support the More Matters program. These should be posted and available in December.

## **COMMUNITY CAPACITY BUILDING**

During the month of November, IPA staff has done the following work for the Healthy/Walkable Communities Initiative:

1. Met with the Ocean View Healthy/Walkable Committee to present findings of the town's assessment.
2. Began research on potential FY09 towns to determine their suitability for inclusion into the program. (Town demand is far greater than our capacity/available funding to conduct assessments.)
3. Prepared a "Response to the CDC Announcement" (attached) for a funding opportunity to provide technical assistance, training, and consultation to promote "healthy communities" and prevent chronic diseases in Delaware. The Division of Public Health (DPH) is not in the capacity to allocate personnel to provide the scope of work for the CDC grant-funded program. Therefore, IPA proposed contracting these services and leveraging training assets in cooperation with DPH, Nemours, and UD's Department of Health, Nutrition, and Exercise Sciences (DHNES).
4. Conducted a meeting with DPH, Nemours, and UD's DHNES on November 20 to discuss the proposed response to the CDC funding opportunity. The proposed scope of activities will leverage existing initiatives, strategies, and activities and build statewide capacity.

## **SOCIAL MARKETING CAMPAIGN**

*The following actions were completed during November 2008:*

1. Final prop production, script writing, music development, actor/actress hiring, site confirmations, production team hiring, and assembling was conducted.
2. Final planning meetings were held to finalize filming schedule, process, storyline, script, prop selection, and budget.
3. Filming of the TV Spot was conducted Wednesday November 19<sup>th</sup>.
4. Still photos were taken for future placement on the *Get Up And Do Something* website.

5. Communication and coordination with high school video contest winners was conducted.
6. Raw film footage review was conducted
7. Follow-up Public Relations opportunities were investigated for the Healthy Communities Resources.
8. Coordination with Nemours HPS services was attempted, but without success. NHPS did not respond to requests to provide product placement of their 5-2-1-AN campaign in our TV spot.
9. Initial planning of radio ad to accompany TV spot was initiated.

## **ADMINISTRATION AND EVALUATION**

The following was conducted:

1. On-going budget oversight
2. Budget was reviewed and modified to meet DeDPH request to reduce budget expenditures.
3. YTS survey data is being compiled by CDC. We anticipate access to the data sometime in February 2009.
4. Modified questions for YRBS for use in evaluating the impact and reach of the *Get Up And Do Something* campaign to be launched February 1, 2009.
5. Negotiation with UD Center for Drug and Alcohol Studies was conducted to lower budget expenses related to YRBS questions.
6. Re-assessment of LGC needs was conducted to lower budget expenses.
7. Monthly report generated



DELMARVA  
BROADCASTING  
COMPANY

*Get Up And Do Something 1<sup>st</sup> Quarter campaign*

*The following is the schedule to cover statewide:*

*WSTW: New Castle-Kent*

	<i>M</i>	<i>T</i>	<i>W</i>	<i>R</i>	<i>F</i>	<i>S</i>	<i>Su</i>
<i>6a-10a</i>	2	2	2	2	2		
<i>03p-8p</i>	2	2	2	2	2		
<i>7p-12m</i>	2	2	2	2	2		
<i>8a-12m</i>							-- 8—
<i>38x weekly</i>							

*EAGLE 97.7 To reach Kent & Sussex County*

	<i>M</i>	<i>T</i>	<i>W</i>	<i>R</i>	<i>F</i>	<i>S</i>	<i>Su</i>
<i>6a-10a</i>	1	1	1	1	1		
<i>3p-08p</i>	1	1	1	1	1		
<i>7p-12m</i>	1	1	1	1	1		
<i>15x weekly</i>							

*Will add additional announcements @ N/C to enhance the schedule on a space available basis.*