

**LEAGUE OF KANSAS MUNICIPALITIES**  
**100th Anniversary Celebration**

**Campaign Overview**

The League of Kansas Municipalities 100th Anniversary ad campaign uses recognition of the organization's centennial year as a launching point to promote important, often ignored aspects of cities as community and the role they play in our daily lives.

The campaign consists of a series of four :30-second television commercials, each portraying a core philosophy of LKM. The spots promote cities as home to most Kansans, educate viewers about Home Rule, show how cities are the economic engine of the state and encourage people to get involved in their communities.

The connecting message of the entire campaign is revealed in the closing line of each spot. "Your city... Your home," reinforces that most people live in cities and suggests to viewers that the city in which they live is more than just a place, it is their home.

A common denominator of each spot is the ending tagline, "The League of Kansas Municipalities... 100 years of service to the cities of Kansas." This straightforward, concise line is all that needs to be said about the 100th Anniversary. Every viewer knows a century is a significant event worth noting. The value of each spot is contained in the individual messages. These spots are crafted to change negative perceptions held about city government and place each concept, such as Home Rule, into a context which relates to viewers and their everyday lives.

**Spot #1: "Your City"**

Too often, city government is viewed as an inefficient bureaucracy imposing rules, wasting tax dollars and engaging in petty politics. The connection between city as community or neighborhood and city government as the agent providing all of the services which make our cities good places to live is lost on many.

This spot begins with a beautiful sunrise and the start of a new day. Our neighbors and friends wake up and go to work making sure we are safe, the streets are in good shape and water comes out of the faucet. This personalizes the bureaucracy of government, puts a familiar face on City Hall and makes city employees individuals just like us... people we know, go to church with and live next to. The visuals show each of these services being performed.

The spot states 80% of all Kansans live in cities, an interesting fact by itself, but one which drives home an important point that cities are a dominate political force. This point will not be lost on rural interests and rural lawmakers who still hold significant clout in the Statehouse despite diminishing numbers of residents. Viewers see a small city main street, an upscale subdivision and children playing... all images designed to help viewers make a friendly, personal connection with the message.

### Spot #2: "Home Rule"

In the Legislature, Home Rule has taken on a bad image with many lawmakers and special interest groups. It is too often referenced as a legal loophole that allows city leaders to break the law as prescribed by the Legislature. These critics suggest a "patchwork quilt" of laws which could result from Home Rule is bad. The other option is big government imposed mandates in a "one size fits all" approach.

This spot aims for everyday citizens who have little understanding of the legal concepts behind Home Rule. In the process, it also reminds legislators and special interests Home Rule is not a loophole, but a Constitutional Right.

The spot begins by taking viewers back to the independent spirit and determination of our pioneer founders. The visuals show a pioneer scene, possibly art work such as the murals in the Statehouse. It then teaches that Home Rule is a Constitutional right that is the will of the people... approved in 1961. Visuals of a newspaper headline declaring the victory blended with a visual of the State Constitution substantiate this statement.

Once we've established Home Rule is about independence and freedom and in our Constitution, we show what it all means to everyday people. While seeing a family playing on a swingset, viewers hear that Home Rule means people at home deciding what laws work best for their families. This statement resists big government imposing mandates because given the choice, people want to decide for themselves, not have Topeka or Washington tell them what to do. The next line establishes Home Rule as a Constitutional right and protecting it as a patriotic duty. We see a shot of the Statehouse dome with a waving American flag superimposed.

Again, the closing line, "Your City...Your Home," and "The League of Kansas Municipalities...100 years of service to the cities of Kansas," becomes the connector which brings consistency to the campaign and continues to build familiarity with LKM and what it stands for.

### Spot #3: "Success"

The campaign has already established 80% of Kansans live in cities. This spot takes that fact further... cities are more than just where we live... they are where we work, play and where tourists visit. Cities are where all of the economic drivers which make Kansas a success occur. Cities are where we earn our livings and where we spend our leisure dollars.

The spot opens with people shopping at a farmers market, a very community oriented activity, also reflecting commerce and offers a quiet nod to our rural neighbors.

Simple declarative sentences carry this spot, matched with visuals which illustrate each point. Businesses are born in cities and viewers see a small city main street highlighting storefronts and shop signs. Cities are where Kansas works shows an assembly line reminding viewers of our manufacturing base, from airplanes to automobiles and more. Cities are where Kansas plays shows a NASCAR race with the roaring sound of cars, cut quickly to a symphony concert with a snippet of classic music to show the diversity in how we play.

Cities are where tourists visit shows kids on a Schlitterbahn waterpark slide and the Keeper of the Plains Statue with flames at the confluence of the Arkansas Rivers in Wichita.

The next line accomplishes several missions. Big and small, bringing all cities together as a team... For the big, we transition from the Keeper statue to a shot of the downtown Wichita riverfront and skyline. For the small, we see a traditional town square. This line also informs there are 627 cities and all of them are the foundation for the state's success.

#### Spot #4: Open Door

The final spot in the campaign is designed to encourage civic involvement and again make the point that cities are about the people who live there and the need for people to be active in their communities.

The spot is more hip and cutting edge than the approach used in the others, relying heavily on special effects. The spot begins with a heartbeat sound track as we see traffic moving on a highway and people moving on a crowded sidewalk. The script draws the analogy of cities as living, breathing entities with people being the lifeblood. This is represented visually as the heartbeat pounds and the moving traffic and people speed up to take on the allusion of blood flowing through a body. As the announcer reminds that without people, the beat of the city stops, the heart sound does stop, replaced by the piercing sound of a heart monitor machine flatlining... a flatline like that of a heart monitor machine moves across the screen.

Cut to a shot of a front door opening. As it does, instead of seeing the inside of a home, we see the skyline of a city and the script invites viewers to walk through the door of their city and get involved. Using this metaphor, we return to the continuing theme, "Your City, Your Home," but kick it up with an added line... "live in it."

The spot again closes with the LKM and 100 years of service tagline.

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**100th Anniversary Celebration**  
**Spot #1: Your City**

**VIDEO**

**Sunrise over city skyline**

**Street crews working**

**Faucet with water running**

**Police Officers**

**Small town Main Street**

**Homes in upscale subdivision**

**Kids playing in park**

**LKM 100th logo**

**AUDIO**

**The sun rises over your city...  
and a community comes alive.**

**Our friends and neighbors go to work...  
fixing our streets...**

**making sure the water works...**

**and keeping us safe.**

**8 out of 10 Kansans live in cities...  
and the people working in our city  
governments strive everyday to make  
our communities great places to  
live... work... and play.**

**Your city... Your home.  
The League of Kansas Municipalities...  
100 years of service to the cities of Kansas.**

**LEAGUE OF KANSAS MUNICIPALITIES**  
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**Spot #2: Home Rule**

**VIDEO**

**Pioneer scene**

**Newspaper headline  
State Constitution**

**City Hall**

**Family playing on swingset**

**Statehouse Dome  
American flag**

**LKM 100th logo**

**AUDIO**

**Kansas forged its independence  
from the start**

**In 1961, Kansas citizens re-affirmed their  
freedom by making Home Rule a  
Constitutional right.**

**Home Rule means local control...  
citizens in their own communitie deciding  
what laws work best for their  
children and families...**

**Home Rule for cities...  
a Constitutional right worth protecting.**

**Your city... Your home.  
The League of Kansas Municipalities...  
100 years of service to the cities of Kansas.**

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**Spot #3: Success**

**VIDEO**

**Shopping at Farmers Market**

**Main Street Business District**

**Factory assembly line**

**NASCAR race (nat snd)**

**Synphony (nat snd)**

**Schlitterbahn water slide**

**Keeper of Plains with flames**

**Wichita skyline**

**Town Square**

**LKM 100th logo**

**AUDIO**

**Cities are more than just home to  
most Kansans**

**Cities are where Kansas businesses are born**

**Cities are where Kansas works**

**Cities are where Kansas plays**

**Cities are where tourists visit**

**The 627 cities of Kansas...**

**Big and small...**

**are the foundation for our state's success**

**Your city... Your home.**

**The League of Kansas Municipalities...**

**100 years of service to the cities of Kansas.**

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Spot #4: (Open Door)

VIDEO

Heartbeat sound

Traffic on highway  
People moving on street  
fast forwards to a blur

Heart beat sound stops  
Heart monitor line flatline sound

Front door. door swings open  
revealing a city skyline through the door

City scene

LKM 100th logo

AUDIO

Your city lives and breathes

People are the life blood  
your are the heartbeat

without you the beat stops

your city needs you

The door is open to get involved  
come on in...

It's your city... your home...

Live in it.

The League of Kansas Municipalities...  
100 years of service to the cities of Kansas.