



**2018 Got Waste?
Put it in the right place!**

Media Campaign Results to 5/21/18
and
SRTTF Social Media Proposal



Got Waste? Put it in the right place!

SPOKANE
KOOTENAI

Waste Directory

WORKING TOGETHER TO PROTECT OUR RIVER AND AQUIFER

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| 1/1-5/21 | Sessions | Users | Pageviews |
|-------------------------|----------|-------|-----------|
| 2015 | 2,561 | 2,094 | 13,463 |
| 2016 | 3,297 | 2833 | 11,868 |
| 2017 | 5,637 | 4,886 | 16,272 |
| 2018 | 7,295 | 6,345 | 19,190 |
| '17 – '18 % increase | 29.8% | 29.7% | 17.9% |



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2018 Spring Media Campaign

iHeart Radio

Facebook

Instagram

Billboards

KSPS Public TV

Ads

Public Events



Media Campaign
Radio and Streaming Media Spots
8 Weeks Wed. – Sat. 4/11 – 6/3/18
Radio Spots (30 seconds)
Web Streaming

Radio Stations

- KIIX FM
- KISC – FM
- KQNT – AM

Streaming

- RIIX – FM
- RISC – FM
- RQNT - AM

Waste Types

- PCBs
- Auto
- Lawn & Yard

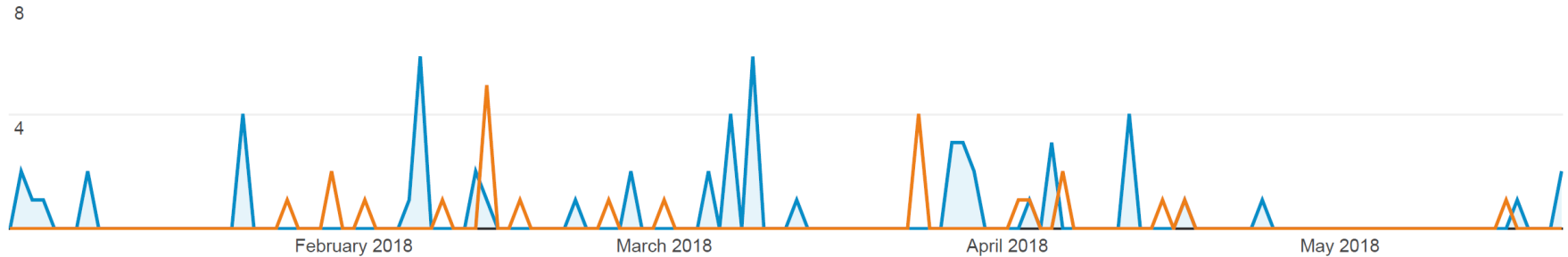
iHeart Radio To Date - April 11 to 29, 2018

| | KFOO-FM | RFOO-FM Streaming | KISC-FM | RISC - FM Streaming | KQNT-AM | RQNT-AM Streaming | Total Spots |
|-----------|---------|-------------------|---------|---------------------|---------|-------------------|-------------|
| Total | 90 | 90 | 93 | 84 | 89 | 90 | 536 |
| 6 a - 8 p | 65 | 84 | 50 | 84 | 44 | 61 | 388 |
| 8p - 6a | 25 | 6 | 43 | 0 | 45 | 29 | 148 |
| PCB | 31 | 30 | 31 | 28 | 30 | 30 | 180 |
| Auto | 30 | 30 | 31 | 28 | 30 | 30 | 179 |
| Lawn | 29 | 30 | 31 | 28 | 29 | 30 | 177 |

PCBs - 57 views = 137.5% increase

Jan 1, 2018 - May 21, 2018: ● Pageviews

Jan 1, 2017 - May 21, 2017: ● Pageviews



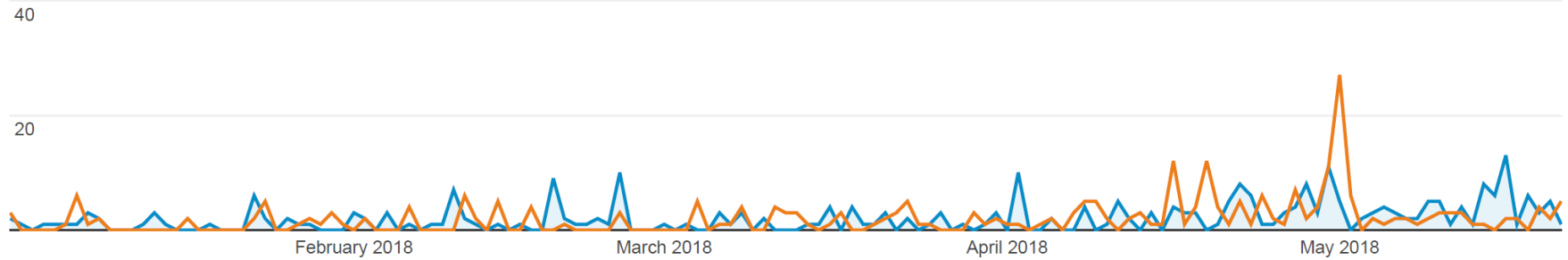
⌵ This data was filtered with the following filter expression: **pcb**

| Page | Pageviews | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit | Page Value |
|------|---------------------|---------------------|-----------------------------------|--------------------|----------------------------|----------------------------|------------------------------|
| | 137.50% 57 vs 24 | 100.00% 42 vs 21 | 63.63% 00:01:19 vs 00:00:48 | 40.00% 14 vs 10 | 28.57% 50.00% vs 70.00% | 34.93% 29.82% vs 45.83% | 0.00% \$0.00 vs \$0.00 |

Paint – 284 views = 4.8% increase

Jan 1, 2018 - May 21, 2018: ● Pageviews

Jan 1, 2017 - May 21, 2017: ● Pageviews



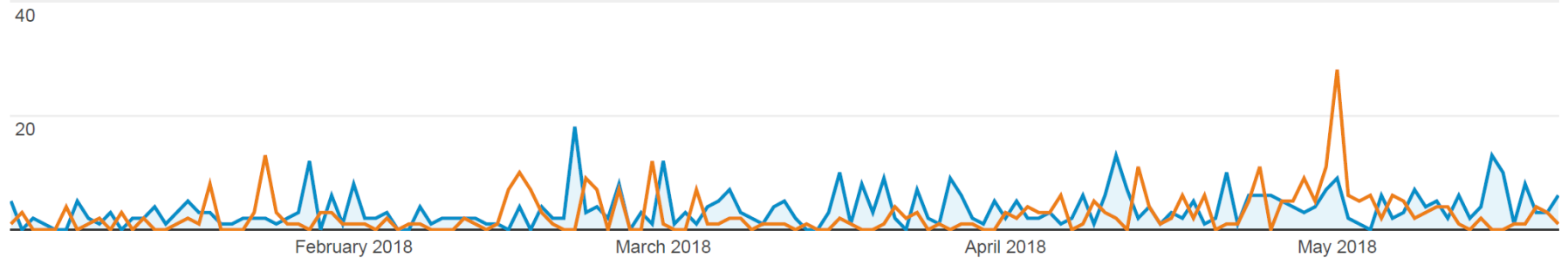
▼ This data was filtered with the following filter expression: **paint**

| Page | Pageviews | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit | Page Value |
|------|---------------------|----------------------|----------------------------------|---------------------|------------------------------|----------------------------|------------------------------|
| | 4.80% 284 vs 271 | 13.79% 231 vs 203 | 5.29% 00:00:45 vs 00:00:43 | 85.00% 111 vs 60 | 0.20% 68.47% vs 68.33% | 38.48% 41.90% vs 30.26% | 0.00% \$0.00 vs \$0.00 |

Oil - 494 = 35.7% increase

Jan 1, 2018 - May 21, 2018: ● Pageviews

Jan 1, 2017 - May 21, 2017: ● Pageviews



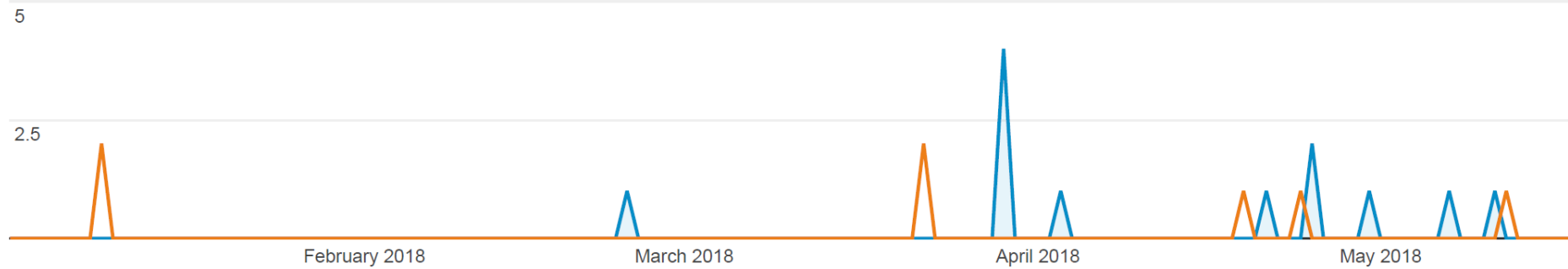
⌵ This data was filtered with the following filter expression: oil

| Page | Pageviews | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit | Page Value |
|------|----------------------|----------------------|-----------------------------------|----------------------|----------------------------|----------------------------|------------|
| | 35.71% 494 vs 364 | 41.38% 369 vs 261 | 32.56% 00:01:16 vs 00:00:58 | 73.91% 200 vs 115 | 10.46% 54.50% vs 60.87% | 19.66% 41.09% vs 34.34% | 0.0 \$0 |

Herbicides – 12 = 71.4 % increase

Jan 1, 2018 - May 21, 2018: ● Pageviews

Jan 1, 2017 - May 21, 2017: ● Pageviews



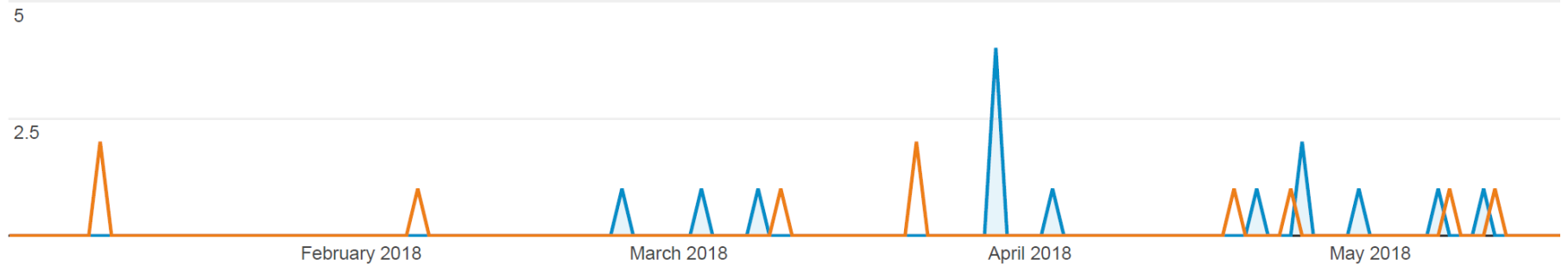
This data was filtered with the following filter expression: **herbicides**

| age | Pageviews | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit |
|-----|-------------------|-------------------|-----------------------------------|-------------------|--------------------------------|----------------------------|
| | 71.43% 12 vs 7 | 66.67% 10 vs 6 | 14.47% 00:00:26 vs 00:00:30 | 100.00% 2 vs 1 | 0.00% 100.00% vs 100.00% | 45.83% 41.67% vs 28.57% |

Pesticides – 14 = 40.0 % increase

Jan 1, 2018 - May 21, 2018: ● Pageviews

Jan 1, 2017 - May 21, 2017: ● Pageviews



▼ This data was filtered with the following filter expression: **pesticides**

| Page | Pageviews | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit |
|------|--------------------|-------------------|-----------------------------------|-----------------|------------------------------|------------------------------|
| | 40.00% 14 vs 10 | 33.33% 12 vs 9 | 19.89% 00:00:24 vs 00:00:29 | 0.00% 4 vs 4 | 0.00% 75.00% vs 75.00% | 7.14% 42.86% vs 40.00% |

Billboards Installed April 12, 2018

Market and Glass (N Facing) and N Nevada S Structure (N Facing)



AQUA DUCK
DEFENDER OF THE AQUIFER

**EVEN HEROES
NEED YOUR HELP!**
ONLY RAIN DOWN THE DRAIN.

www.spokaneaquifer.org



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**EVEN HEROES
NEED YOUR HELP!**
**DON'T POUR ANYTHING ON THE GROUND
YOU WOULDN'T WANT TO DRINK.**

www.spokaneaquifer.org



KSPS – Waste Directory 30 Second Spot

February 1 – May 15, 2018

90 Spots aired Sample Shows

<https://www.youtube.com/watch?v=ZnQQsbNynqE&feature=youtu.be>

Mark Twain's Journey

Impossible Builds

Nature Cat

Motor Week

Austin City Limits

Victoria Season 2

Amanpour on PBS

Super Why?

Nightly Business Report

Focus on Europe

Mystery of Agatha

Christie

Pioneers of Television

Arthur

Dinosaur Train

Antiques Roadshow

Queen's Garden

Spokane Waste Directory
Media Campaign – Fig Tree and Spokane Exchange



Got Waste?

Put it in the right place!

Find disposal & recycling options A-Z
for residences & businesses at
spokanewastedirectory.org

 Spokane
RIVER
forum

Got Waste Wednesday – Facebook Insights April – May 16, 2018

- **3/28/18 – 6.3K** – Waste to Energy Facility Video Tour
- **4/4/18 – 2.5K** - Passionate About Water Aquifer Video
- **4/11/18 – 3K** - Auto Repair Oils
- **4/18/18 – 1.6K** - Oil & Hazardous Waste – Video Game Show
- **4/25/18 – 3.3K** - Lawn Video Herbicides Pesticides
- **5/2/18 – 3.7K** - Toxic Chemicals – PCBs Video Contest Winner
- **5/9/18 – 4.6K** – Food Waste
- **5/16/18 – 3K** – Paint Pigments
- **5/23/18** – Clean & Dry Recyclables – China Sword

SRF

Instagram

Launched 4/3/18

- Growing by 50 – 100 Followers per week
- As of May 21st - 558 Followers
 - 36% are ages 18-24
 - 25% are ages 25 -34
 - 61% are women
 - 28% are men

Followers Don't Just Happen.
It requires a strategic process.



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Spokane River Forum and Spokane River Toxics Task Force Social Media Outreach Proposal

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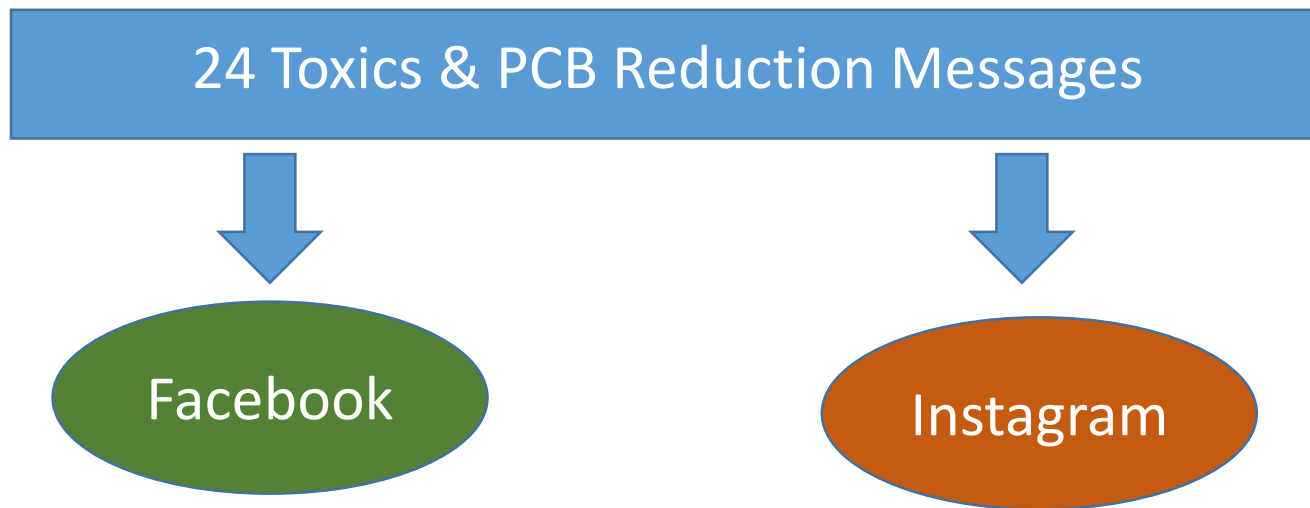
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Scope of Work

The Spokane River Forum (the Forum) will partner with the Spokane River Toxics Task Force (SRTTF) to leverage media and social media outreach across agencies and organizations to help the public better understand, properly dispose, and reduce usage of toxics in general, and PCB products in particular, into the environment.

1. Development of a quarterly publishing schedule of weekly messages that will begin July 1 and extend through December 31st



2. ½ Day Social Media Workshop – July 2018

The Forum will identify and invite social media staff from key organizations and agencies to attend a half-day workshop to identify methods and opportunities to post and repost toxics reduction messages. The Forum will track progress.

3. Follow-up Workshops – Sept-Nov. 2018

The Forum will host follow-up meetings with these organization to assess results and analytics, lessons learned, and options for improvement.

4. Outreach to Clubs & Organizations

The Forum will launch an effort to reach out to groups and clubs outside the typical agency (e.g.—Ecology, WDFW, cities) and non-profit world (e.g.—The Lands Council and Spokane Riverkeeper) to share and repost information. Examples include Whitworth and Gonzaga Sustainability Clubs, Spokefest, Northwest Whitewater Association, GSI, Campfire Inland Northwest, etc.

5. Reporting Results

- Schedule of posts and platforms released
- Analytics from media and social media channels to assess reach of messages
- Organizations contacted and, as much as possible, collaborative results from these contacts
- Report summarizing results delivered, to either SRTTF's Education and Outreach committee or the full Task Force in January 2019

Budget - June 1, 2018 – January 18, 2019

| | | | | SRTTF | SRF Match |
|-------------------------|-----------------|--|--|--------------------|--------------------|
| Direction and Support | | | | \$ 1,000.00 | \$ 1,000.00 |
| Program Director | (80 hrs X \$40) | | | \$ 1,600.00 | \$ 1,600.00 |
| Intern (460 hrs X \$15) | | | | \$ 3,450.00 | \$ 3,450.00 |
| In-Direct and Supplies | | | | | In-Kind |
| Total | | | | \$ 6,050.00 | \$ 6,050.00 |