



Spokane River Forum & Spokane River Regional Toxics Task Force

PCB Media Campaign Report

Goal: To engage and educate the public about high PCB levels in the Spokane River, and appropriate ways to discard toxic chemicals.

- Increase awareness
- Action opportunity

Education Committee Plan: Implement a public outreach campaign using radio, Pandora, Facebook and Instagram.



PCB Media Campaign: April 22-June 2, 2019

Ad Placement

		Radio	Pandora	Facebook/ Instagram
Automotive: Oil				
	Carousel			X
	Video			X
Automotive: Oil, Antifreeze and Coolant		X	X	
Construction Waste				X
Fluorescent Light Ballast Replacement		X	X	
Paint Pigments and Caulks: Tile, Tub, Shower		X	X	
Printing: Ink and Toner Cartridges		X	X	X
10 Second Billboard		X	X	

PCB Media Campaign: April 22-June 2, 2019

Budget

Item	Units / Impressions	Unit / CPM	Listener Reach	Per listen avg frequency heard	Total
Radio			102,600	8	\$ 7,700.00
Pandora	104,000	\$ 35.00			\$ 3,640.00
Facebook & Instagram	115,000	\$ 24.00			\$ 2,760.00
Design		\$ 150.00			\$ 900.00
Total	219,000				\$ 15,000.00

CPM: Cost per thousand, used to denote the price of 1,000 advertisement impressions on

KXLY Radio 6 Week Summary

Description	Stations	Total Spots	Frequency	Reach
Rock 94.5. Top 40 for today's rock.	KHQT-FM	120	11.9	63,200
Coyote Country 99.9. Top country play list.	KXLY-FM	120	12.9	68,800
Local News, 920 AM and 100.7 FM. Channel 4 local news, sports live local	KXLY-AM/FM	96	13.3	31,000
		336		163,000

Bonus non-profit placement: 480 free 60 second spots and 270 10 second billboards



PCB Media Campaign: April 22-June 2, 2019

Social Media Analytics

Pandora		Impressions	Click Through Rate (CTR)	Reach	Frequency
	Ads Evenly Distributed	273,196	2%	31,194	4.38
Facebook/Instagram		257,249	1.03%	189,890	
	Automotive: Oil				
	Generic	8,407	1.38%		
	Carousel	50,037	1.65%		
	Video	60,099	1.57%		
	Printer Cartridges	3,289	0.85%		
	Construction Waste	135,417	0.52%		
		Subtotal			
		Total			
		530,445			



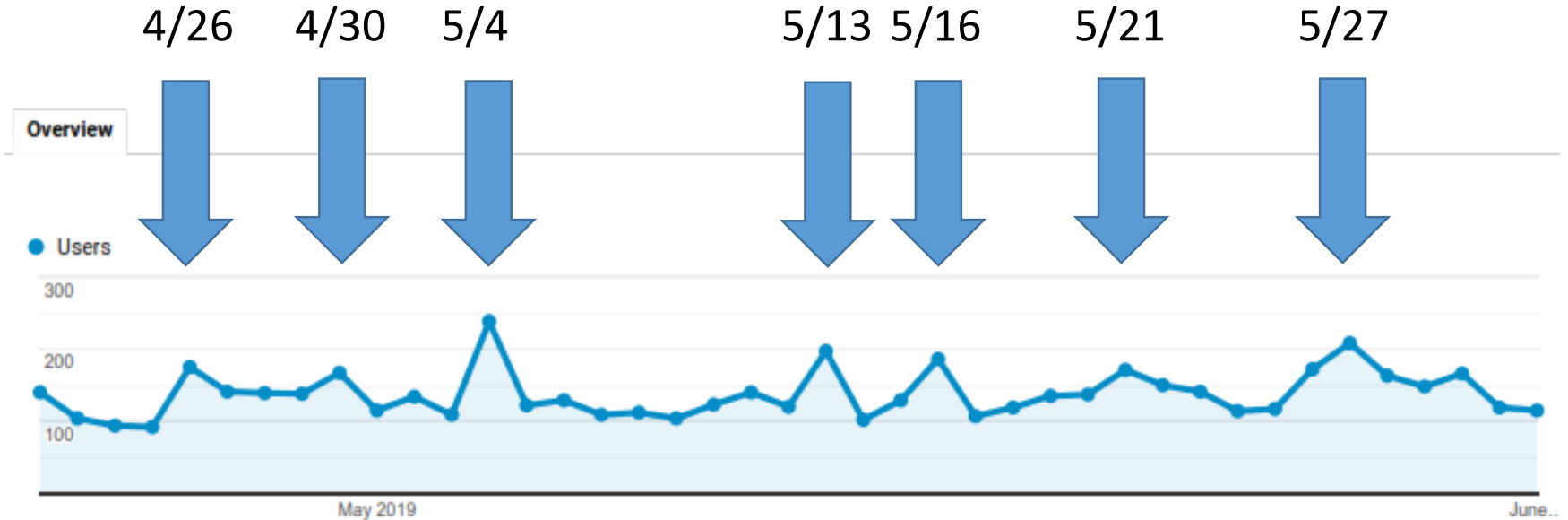
PCB Media Campaign: April 22-June 2, 2019

Pandora vs. Traditional Radio

- Frequency: Radio 2.5 times higher
- Reach: Radio value per listener reached 2 times higher
- Pandora may result in more clicks to web site

PCB Media Campaign: April 22-June 2, 2019

Waste Directory - 5,954 Sessions



Users

5,273

New Users

5,134

Sessions

5,954

Number of Sessions per User

1.13

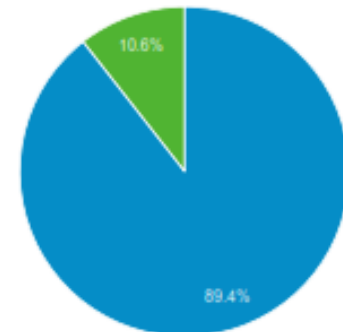
Pageviews

13,449

Pages / Session

2.26

■ New Visitor ■ Returning Visitor



Average Click Through Rates Comparison

SRRTTF	Non-Profit	Health	Retail	Publishing
1.03%	0.20%	0.43%	0.50%	0.79%



PCB Media Campaign: April 22-June 2, 2019

Analytics Take-Aways

- **Public Awareness Outstanding**

- Total Reach: 384,084
- Frequency: 2 -12 Times

- **Waste Directory Traffic**

- Click Through Rates better than industry averages
- Little evidence traditional radio significantly increasing click throughs
- Click throughs rates best with carousel ad

- **From a public awareness perspective, there is no “right” answer between traditional radio vs. social media.**

- Using both favors broadest target audience mix
- Click throughs, however, favor social media

- **Pandora underperforms except for click throughs**



Recommendations & Possible Future Directions

- **Stay on Message**

- Broad: River Stewardship and PCB Reduction Effort
- Targeted: Products/Commodities of Concern, e.g.—oils, caulks
- Action: Reduce Waste, Use Alternatives, Use Waste Directory

- **Social Media**

- Focus on Facebook
- Replace Pandora with digital display ads
- Use more carousel ads to create link between PCB reduction and river stewardship

- **Depending on Budget**

- Consider either some monthly buys or split into fall and spring campaigns

PCB Media Campaign: April 22-June 2, 2019



Recommendations & Possible Future Directions

- Consider 15-30-second pre-roll video to capture SRRTTF PCB reduction level of effort and river stewardship.

Example: [Hydro Appreciation](#)

Pre-Roll Example - Hydro Appreciation

