

SRRTTF Education & Outreach Minutes
November 12, 2019
Spokane Regional Health District

Attendees:

In Person:

Vikki Barthels, Bruce Williams, Mike LaScuola – Spokane Regional Health District

Andy Dunau- Spokane River Forum

Joel Breems- Avista

On phone:

Ben Floyd – White Bluffs Consulting

Spring Media Campaign: Andy Dunau

- We had some discussion on what direction we may want to go for the 2020 spring campaign. We also discussed the amount we have to work with, and Ben indicated that it was \$15,000 until June 2021.
 - Do we want to consider a pre-roll video concept?
 - They would be a 15 or 30 second videos, we could do both and compare which one did better.
 - Andy mentioned that an auction house has videos online, the Spokane River Forum (SRF) has videos/ photos that can be used.
 - We want to show people enjoying the river, rafting or fishing.
 - Andy also encouraged doing a generic version, not doing a separate ad for each waste stream because that would be way too expensive.
 - There will be a production cost associated with the pre-roll
 - Joel asked if the pre-roll video could be posted to Instagram? That is something we could look into.
 - The other discussion we had was what platforms do we want to use?
 - There are 2 radio groups that SRF would get bids from. We would look at doing 30second ads.
 - Ben mentioned that the radio ads have been saturated. If we go with radio ads, doing a shorter version, and decrease the number of radio ads, shortening the timeframe. Andy stated that they need to hear it repeatedly for awareness.
 - Mike asked about looking into the Spokesman Review or Inlander online platforms to target as well.
 - Joel asked if we knew the % of users using the web interfaces for the radio agencies? Andy was not sure of that.
 - Andy was recommending that we continue with Facebook. He mentioned that the carousel ads did the best on Facebook, with the picture of the waste type and then a picture of the river. SRF have a lot of Facebook followers now. All previous Facebook ads were emailed to the E&O workgroup for review.
 - Andy mentioned that the radio ads, get the general awareness piece out there, but they do not click through on the action like Facebook. The radio ads are targeting the commuters on their way to and from work. Whereas, those surfing the web at night are a different group of individuals.

- Andy mentioned the paint take back program, he was not sure when this would be starting, but this may be something that we want to include in the media campaign. We could create our own custom message about PCBs and paint. Andy needs to research this more and get back to us.
- In December, Andy will look at having a cost breakdown of the different platforms.
- We will be looking into ½ Facebook and radio and the other ½ a pre-roll video.

State of the River:

- Having a report about the state of the Spokane River came up at the data synthesis workshop. Talk more to Ecology and see if this is something we want to do? We had some discussion about this.
 - Who's report card is this?
 - What would be on it?
 - Who would be the owner of it?
 - What is it?
 - Is there another way to communicate/share the information?
 - Who is going to collect/define the indicators?
 - Who will report on measurable progress? Karl/Ecology?
 - It would be an opportunity to raise awareness
 - Could take a narrative approach on efforts that are currently underway
 - Andy mentioned the Public guide to toxics in the Spokane River (toxics report) this is due to be updated but look at it from this approach.
 - Talk to Karl about this and suggestions from Ecology on what we should consider doing?

EPA 2020 Education Grant:

- Karl sent an email about EPA announcing requests for applications for the 2020 Environmental Grants Program and this could be a consideration for the E&O workgroup to look into to.
 - Andy mentioned he knew something about this grant and that it was hard to get, and we should talk to the Land's Council about whether or not we would want to pursue this?

Workplan: - We will be postponing this discussion to next month.

Updates:

- Vikki gave an update that Spokane Regional Health District communications team is working on revamping the PCB billing insert. We should have a draft version at the December meeting.
- Vikki also mentioned that she can now schedule the E&O workgroup meetings and clerical that had previously been doing that will no longer be scheduling the meetings. Vikki will be asking her to delete the meetings she had scheduled, and a new meeting invite will be coming from Vikki.