

## **Education and Outreach – Spokane River Forum Spring Media Campaign - 2020**

### **Background**

The Education and Outreach work group has worked with the Spokane River Forum on the 2020 Spring Media Campaign to collaboratively develop a public outreach campaign that leverages social media messaging.

### **Purpose of**

The purpose of this Campaign is to engage and educate the public about high PCB levels in the Spokane River, and appropriate ways to discard toxic chemicals. Through development and maintenance of the Spokane and Kootenai Waste Directory and EnviroCertified initiatives, the Spokane River Forum has extensive experience in assisting small businesses and the general public in proper use and disposal of waste, including reduction of hazardous and toxic wastes. The campaign would occur over a 5-week period between April and May 2020. Media channels would include radio stations (103.1 KCDA, 98.8 KKZY, and 98.1 KISC), digital display (Facebook and mobile app) and pre-roll videos.

Proper disposal of the following products that may contain inadvertent PCBs would be the focus of the media campaign messaging:

- Automotive: oil, antifreeze, and coolant
- Fluorescent light ballast replacement
- Paint pigments
- Caulks: tile, tube, shower
- Printing: ink and toner cartridges

### **Education and Outreach work group recommendations to Task Force**

Approve the Spring Media Campaign and support the recommendation for \$15,000 and not to exceed \$17,000.

- Radio ads (as done in years past) \$5,961.00
- Digital/Display (Facebook, audience targeting, mobile app display location, and mobile app display behavior) \$8,039.00
- Pre-roll video creation \$1,000
- Total of \$15,000