

**SRRTTF Education & Outreach Minutes**  
**February 11, 2020**  
**Spokane Regional Health District**

**Attendees:**

In Person:

Vikki Barthels, Bruce Williams– Spokane Regional Health District  
Andy Duanu- Spokane River Forum  
Chelsea Updegrove- Lands Council

On phone:

Ben Floyd – White Bluffs Consulting  
Toni Taylor- Spokane County  
Bijay Adams- Liberty Lake Sewer and Water  
Joel Breems- Avista

The purpose of the meeting today was to go through the two media proposals from Iheart radio and Blue Sky Marketing to determine which group we would recommend going with for the Spring Media Campaign. Emails were sent out to group members with the 2 groups proposals to review before the meeting. Andy also provided a comparison of the 2 groups that was also emailed to the group. Handouts were also available at the meeting.

Discussion points:

- If people are tired of hearing the radio ads, maybe we scale this back and add more money into the digital ads.
  - We discussed moving \$1000 from radio ads to digital/video section
  - We discussed having the radio ads at a 5-7 frequency during the 5 weeks
- Video/digital ads
  - We discussed doing both 15 and 30 second ads to see which one does better, as this is the first time, we will be doing the video ads

The workgroups proposal is to go with Iheart radio. Andy will get the scope of work to Vikki. Vikki will write up the recommendation for the task force and get both the scope of work and recommendations to White Bluffs Consulting by February 18, 2020.

- We recommended moving \$1000 from the radio ads to put that towards the video pre roll ads.
- We also recommended that there be wiggle room for Andy and Iheart for the production of the videos, that the final budget not to exceed \$17,000

Chelsea asked about the updating of the Waste Directory website. Andy mentioned that they will be updating the Waste Directory in the next couple of months.