

**Spokane River Forum Proposed Scope of Work
Spring 2021 SRRTTF PCB Toxics Media Campaign**

Funding Request: \$15,000 media buy plus \$2,000 to support pre-roll video development. Total funding not to exceed \$17,000.

Goal

Support SRRTTF goal to bring the Spokane River into compliance with water quality standards for PCBs (polychlorinated biphenyls). This will occur through a multi-platform spring media campaign to increase:

- Awareness, e.g.—the need to reduce PCBs and other toxics.
- Branding and Action: Individual stewardship opportunity to assist with reduction by using the Spokane/Kootenai Waste and Recycle Directory to support proper disposal.

Target Audiences and Messages

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

<u>Product</u>	<u>Audience</u>
1) Automotive: oil, antifreeze and coolant	Consumers and DIYs
2) Fluorescent light ballast replacement	Consumers, DIYs, remodeling contractors
3) Paint pigments	Consumers, DIYs, remodeling contractors
4) Caulks: tile, tube, shower	Consumers, DIYs, remodeling contractors
5) Printing: ink and toner cartridges	Consumers, small business

For all media buys, the Spokane-Coeur d’Alene region can be targeted. Social media audiences will be further targeted to age groups or types, e.g.—contractors, DIYs, voters, etc.

Media Buy

The Forum will work with SRRTTF education committee to determine the final mix of platforms and allocation of media buy. Based on results from the 2020 campaign, the following is recommended:

Radio: 30 second ads with a metro reach of 40 – 50%. Ads will be heard 4-6 times and include radio station internet streaming audio. Projected cost: \$4,000.

Banner Ads: Placement on web sites and web apps, including geofencing for target audiences such as construction and DIY. Projected cost: \$2,000

Pre-roll Videos: 5, 15 second pre-roll videos for products identified above. Placement on web sites, web apps, facebook and instagram. Will include geofencing for target audiences such as construction and DIY. The 2020 30 second stewardship pre-roll video may also be used again. Projected cost: \$9,000.

Asset Creation

Radio: 30 second 2020 ads will be modified per requests from ed committee. Media buy covers cost of producing ads.

Digital Display and Facebook Ads: The Forum will update existing ads for usage as an in-kind contribution.

Pre-roll video: The Forum will select a vendor to produce videos with the ed committee providing oversight.

Funding

The SRRTTF will fund the media buy. The Forum will fund campaign administration, creative development, collecting analytics and reporting.