Education and Outreach – Spokane River Forum Spring Media Campaign

Background
The Education and Outreach work group has worked with the Spokane River Forum on the 2018 Spring Media Campaign as well as the Social Media Collaborative workshops to collaboratively develop a public outreach campaign that leverages social media messaging.

Purpose
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 an 8-week period between April and June 2019. Media channels would include some combination of traditional radio, Pandora, Facebook, and Instagram. Spokane River Forum proposed 3 different options. See Education and Outreach recommendations below.

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

• Pandora- $3,640.00 (we would like to add more impressions than the 71K with a $2500 budget to get more impressions for the $3640
• Facebook and Instagram- 115,00 impressions at $2760.00
• Radio ads- (as done in years past) $7700.00
• Design- $900.00
• Total of $15,000