

AGENDA ITEM FOR ADMINISTRATIVE MEETING () Discussion only
(XXX) Action

FROM (DEPT/ DIVISION): UCo Health

SUBJECT: Elkhorn Media contract

<p>Background: UCo Health continues to have need to put out educational messaging to the community, updates around the pandemic response, as well as other public health education related materials. Our existing contract with Elkhorn Media has expired, and we would like to continue efforts throughout the rest of the fiscal year.</p>	<p>Requested Action: Please approve payment of the contract to Elkhorn Media in the amount of \$4,150 per month from December through June 2022. Each month allocation of costs will come the budgets which are providing the educational information.</p>
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ATTACHMENTS: Proposal from Elkhorn Media

Date: (12/10/2021) Submitted By: Joseph Fiumara

*****For Internal Use Only*****

Checkoffs:

- () Dept. Heard (copy)
- () Human Resources (copy)
- () Fiscal
- () Legal (copy)
- () (Other - List:)

To be notified of Meeting:

Needed at Meeting:

Scheduled for meeting on: December 15, 2021

Action taken:

Follow-up:



HEALTH
Building a Healthy Community

Comprehensive Marketing
Plan for Multiple Awareness
Campaigns



Objective

- Promote awareness on multiple facets of public health like:
 - Tobacco
 - COVID Vaccines
 - Suicide Awareness
- All of these messages can be promoted for one price and reach thousands of people in multiple ways
 - Our Radio stations reaches more people, more often, for less money, and is only the medium that can offer that.
 - Our Facebook pages reach over 90,000 followers
 - Our website averages a 300k to 500k page views per month

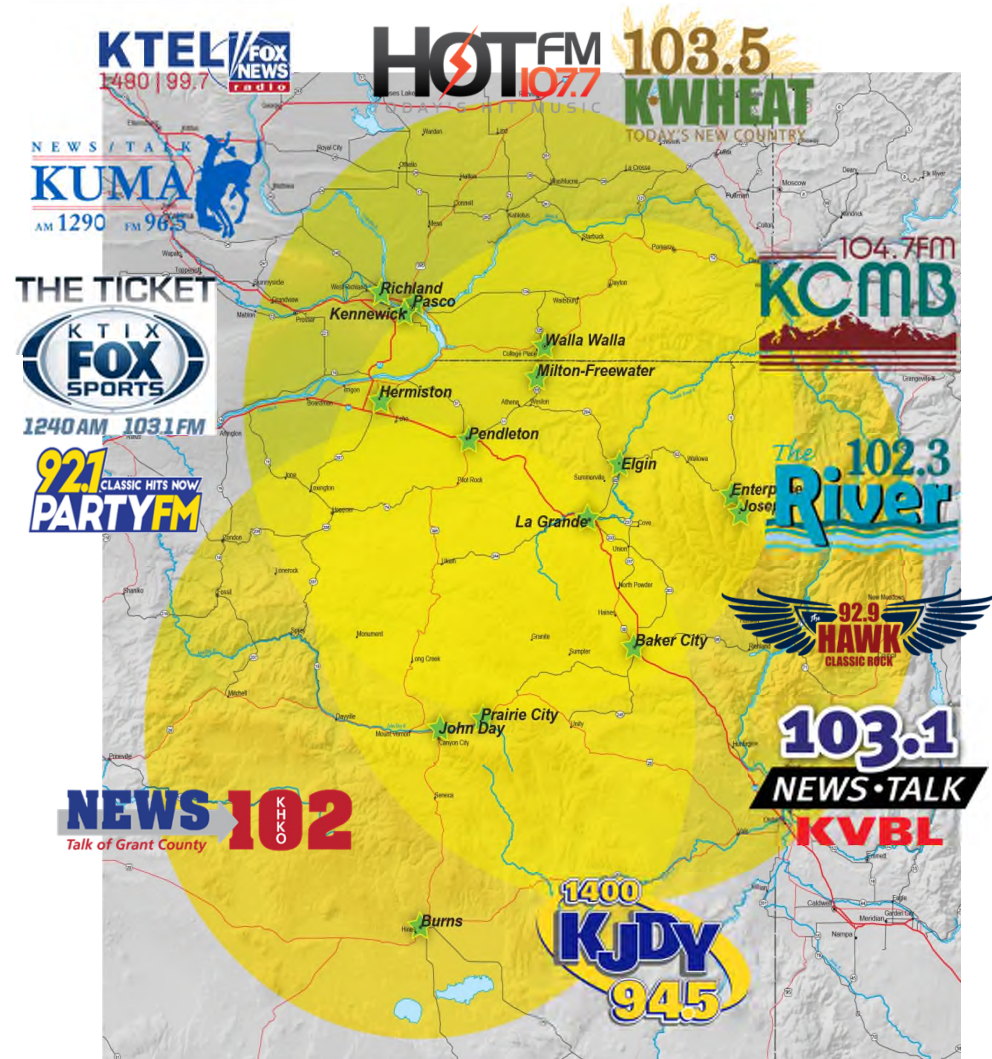
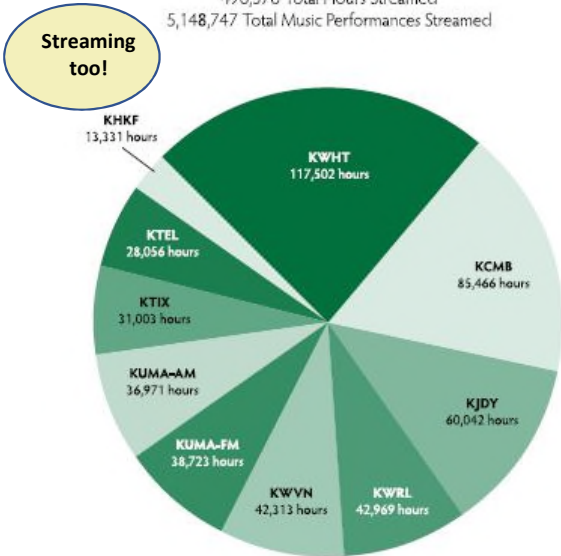
Why advertise with Elkhorn Media Group?

- 15 Radio Stations
- 10 FM Translators
- 2 Major Websites
- 4 Major Facebook Pages
- 2 Mobile Apps
- Complete Video Department

Our service area –

- 566,111 Population Eastern Oregon & SE Washington
- 92% of all people are reached daily by Radio

Elkhorn Media Group Total Online Streaming 2019
 496,376 Total Hours Streamed
 5,148,747 Total Music Performances Streamed



MONTHLY INVESTMENT AND SCHEDULE

- **Investment: \$4,150. 00 per month - December through June**
 - On 103.5 KWHT, 92.1 PARTY FM, 107.7 HOT FM, 96.5 FM/1290 KUMA, 103.1 FM/1240 KTIX
 - Results Driven Campaign run 3 ads a day, everyday, in all dayparts on KWHT, PARTY, HOT FM, KUMA AM, & KTIX
 - 90-93 ads per month, per station
 - Minimum of 450- to 465 per month
 - Drive Time Campaign: Ads run every morning and afternoon drive time on KCMB and KWRLHOT FM, KUMA AM, & KTIX
 - 60 to 62 per month, per station
 - Minimum 120-124 per month
 - Facebook posts
 - Build your awareness campaign by reaching over 90,000 followers on our My Columbia Basin & My Eastern Oregon Facebook pages
 - Will post on both pages every month
 - Banner ad on Elkhorn Media Group Website
 - Build your awareness campaigns by having a banner ad on our website that averages 300,000 to 500,000 page views per month
 - Banner ad can be changed to suit different campaigns