

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

FROM (DEPT/ DIVISION): UCo Health

SUBJECT: Radio Contract Renewal

<p>Background: Public Health has asked for a slightly reduced media contract as previously purchased for the next year cycle. This contract allows for the county to run 70, 30 sec health based ads across 2 Spanish speaking radio stations 99.5 and 104.9. We also conduct 1 hour interviews every month on both stations. This comes with full translation and interpretation for our ads and the interviews. All funds used for this come from OHA Program Element grant funding, with most of it being the Public Health Modernization funding.</p>	<p>Requested Action: Please approve contract and the payment of \$70,000 to Alcon Media LLC</p>
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ATTACHMENTS: Contract from Alcon

Date: (7/31/2024) 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: August 7, 2024

Action taken:

Follow-up:

KQFO
100.1 FM

KZLY
99.5 FM

K285FN
104.9 FM

K295AV
106.9 FM

Alcon Media LLC
3311 West Clearwater Avenue Ste B-100
Kennewick, WA 99336
(509) 727-5404

UcO Health /Joseph Fiumara

Advertising Package

- One Hour UCo Program KZLY 99.5FM Wed 3-4pm once a month.
- 35 :30 sec spots per week total 52 weeks Sep 1st 2024- Aug 31st,2025
- One Hour UCo Program GranX 104.9FM Bilingual Wed 4-5pm once a month.
- 35 :30 sec spots per week total 52 weeks Sept 1st 2024-Aug 31st,2025
- Spots will be Run in the hours of best audience peak times .
- \$5,834 per month Investment for 52 weeks :\$70,000 NET .
- To Take advantage of this proposal it must be paid in advance.

Advertiser name: UMATILLA Uco HEALTH

Signature: _____

Address: _____

Phone Number: _____ E-mail _____

Account Executive: _____

President Guru Sales: Martin Villanueva

Alcon Media LLC, and its affiliate stations and companies, do not discriminate in the sale of advertising time, and will accept no advertising which is placed with intent to discriminate based on race, national origin, ancestry, and/or ethnicity. Advertiser hereby certifies that it is not buying broadcasting airtime under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.