

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

FROM (DEPT/ DIVISION): UCo Health

SUBJECT: Radio Contract Renewal

<p>Background: Eagle Media, who the county is currently contracted through for advertising, was acquired by Alcon Media LLC. We have been offered the same contract as previously purchased for the next year cycle. This contract allows for us to run 98, 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: Approve contract and payment of \$90,000 to Alcon Media LLC.</p>
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ATTACHMENTS: Contract from Alcon

Date: () Submitted By:

*****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 2, 2023

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 Friday 12 -1 PM once a month.
- 49 :30 sec spots per week total 52 weeks Sep 1st -2023- August 31st, 2024
- One-hour Uco Program FIRE 104.9 Bilingual 3-4 PM once a month
- 49: 30 sec spots per week total of 52 weeks Sept 1st, 2023, August 31st, 2024
- Spots will be Run in the hours of best audience peak times.
- \$7500 per month Investment for 52 weeks: \$90,000 NET.
- To take advantage of this proposal it must be paid in advanced.

Advertiser name: UMATILLA Uco HEALTH

Signature: _____

Address: _____

Phone Number: _____ E-mail _____

Account Executive: _____

President Leo Sales

Martin Villanueva

Eagle Media Group, 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.