

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

FROM (DEPT/ DIVISION): UCo Health

SUBJECT: Spanish language advertisement package

Background: Our current Spanish language advertisement contract expires at the end of August. We have been working through the same group we have been working with in the past. We are switching up the radio stations, these new ones provide good direct coverage for most of Umatilla County (Hermiston, Stanfield, Milton-Freewater, Umatilla). This year we are also expanding into some TV ads on Spanish language stations for providing public health related messaging in that area. This is a reduction in overall contract price from previous years; this was at our request due to tightening budget outlooks. All funding for this contract would come from Program Element funding provided by OHA, with the main bulk coming from our PE51-01 which is our Modernization funding.

Requested Action: Approve annual contract with Guru Multimedia and approve the expense of \$50,700.00.

ATTACHMENTS: Drafted agreement with Guru Multimedia

Date: (July 23, 2025) 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 13, 2025

Action taken:

Follow-up:

UCo Health / Joseph Fiumara Advertising Package

KZTB 97.9FM

- One hour UCo Health program Wednesday 2-3 PM once a month.
- 50 :30 sec spots Drive Time 6:00am - 7:00pm per month total 12 months.
- September 1st, 2025 to August 31st 2026

KZHR 92.5FM

- 50 :30 sec spots Drive Time 6:00am - 7:00pm per month total 12 months.
- September 1st, 2025 to August 31st 2026

KUNW UNIVISION TV Spots

- 50 :30 Video spots Peak Viewing Times 6:00am - 11:30pm new, per month total 12 months.
- September 1st, 2025 to August 31st 2026

TELEMUNDO KFFX CH11.2 and 41.2 TV Spots

- 50 :30 Video spots Peak Viewing Times 6:00am - 11:30pm new, per month total 12 months.
- September 1st, 2025 to August 31st 2026

Logs for all spots to be provided monthly to Health@umatillacounty.gov

\$4,225 per month investment for 52 weeks = \$50,700 NET

To Take advantage of this proposal it must be paid in advance

Advertiser name: Umatilla County UCo Health

Address: 200 SE 3rd St, Pendleton OR 97801

Phone Number: 541-278-5432

Contact Email: Joseph.fiumara@umatillacounty.gov

Signature and Date:

Celinda A. Timmons, Chair
Board of Commissioners

CEO Guru Multimedia: Martin Villanueva

Guru Multimedia, 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.