

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

FROM (DEPT/ DIVISION): UCo Health

SUBJECT: Renewal/Expansion of media contract with Eagle Media Group LLC

<p>Background: The current contract with Eagle Media Group LLC will end July 31, 2022. The attached document is for an addition year with expanded outreach. This is an important media for reaching out to Hispanic speaking residents of Umatilla County. Contract comes with interpretation/translation support for all messages. All funds come from Oregon Health Authority program funds, no General Funds are being used.</p>	<p>Requested Action: Approve the contract and expense of \$90,000 for 12 months of advertising with Eagle Media Group LLC.</p>
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ATTACHMENTS: Contract, Map of Station coverage

Date: ( 6/23/2022 ) 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:

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Scheduled for meeting on: June 29, 2022

Action taken:

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Follow-up:

KQFO  
100.1 FM

KZLY  
99.5 FM

K285FN  
104.9 FM

K295AV  
106.9 FM

Eagle Media Group LLC  
3311 West Clearwater Avenue Ste B-130  
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 Aug 1<sup>st</sup> -2022- Sept 31st, 2023
- One-hour Uco Program FIRE 104.9 Bilingual 3-4 PM once a month
- 49: 30 sec spots per week total of 52 weeks August 1<sup>st</sup>, 2022, Sept 31<sup>st</sup>, 2023
- 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: 200 SE 3rd Street, Pendleton, OR

Phone Number: 541-278-5432 E-mail joseph.fiumara@umatillacounty.gov

Account Executive: \_\_\_\_\_

President of 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.



**eagle**  **radio**



Our radio stations dominate the Eastern Washington and Eastern Oregon listening area, reaching thousands of people every day, and hundreds of thousands nationwide and worldwide through online radio streaming!

OUR NEST LOCATION:  
3311 W Clearwater Ave. Suite B130 Kennewick, WA. 99336  
Phone (509) 579-4175

One of the best coverage for a Radio Station!

## COVERAGE MAP\*

With 4 marketing vehicles in Oregon and Washington, you can reach over 497,000 different listeners per week.

### Coverage Cities on Washington

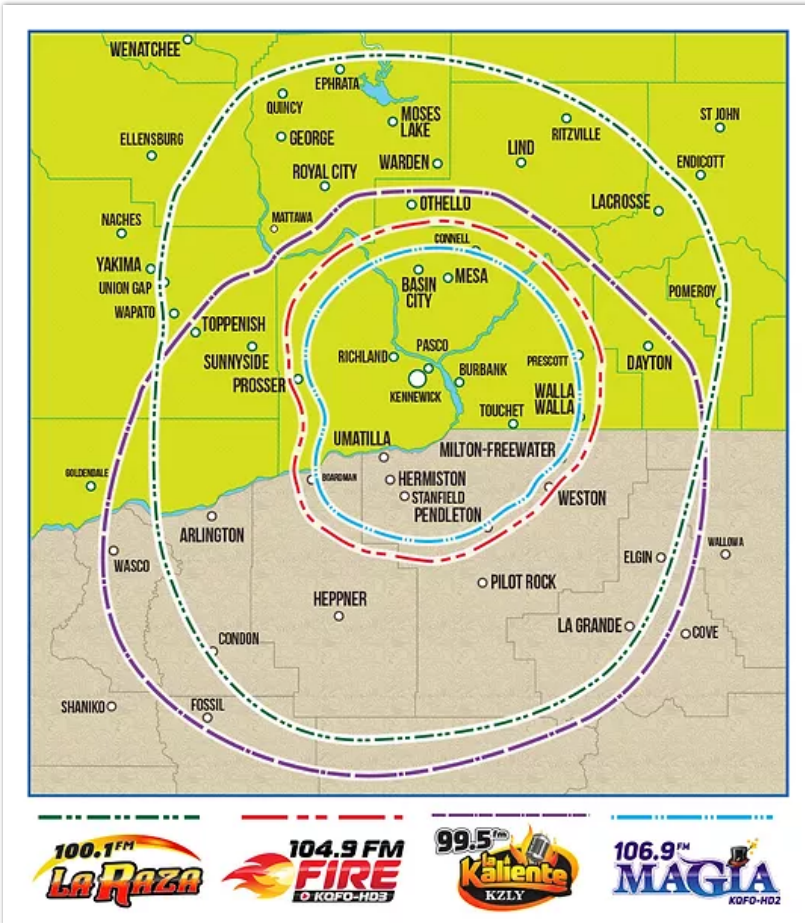
- Walla Walla
- Touchet
- Dayton
- Pomeroy
- Burbank
- Kennewick
- Pasco
- Richland
- Basin City
- Mesa
- Prosser
- Sunnyside
- Toppenish
- Wapato
- Union Gap
- Mattawa
- Royal City
- George
- Quincy
- Ephrata
- Moses Lake
- Warden
- Othello
- Lind
- Ritzville
- Lacrosse
- Connell

### Coverage Cities on Oregon

- Milton-Freewater
- Hermiston
- Standfield
- Pendleton
- Weston
- Elgin
- La Grande
- Arlington
- Heppner
- Condon
- Wasco
- Fossil
- Boardman



And thousands more through internet!



\*FRINGE

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