

RESOLUTION NO. 2016-02

A RESOLUTION OF THE BOARD OF THE SPOKANE AQUIFER JOINT BOARD, SPOKANE COUNTY, WASHINGTON, AUTHORIZING THE EXECUTION OF AN AGREEMENT WITH KSPS PUBLIC TELEVISION TO PROVIDE SERVICES ASSOCIATED WITH THE EDUCATION AND AWARENESS COMMITTEE; AND OTHER MATTERS PROPERLY RELATING THERETO

BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE SPOKANE AQUIFER JOINT BOARD, OF SPOKANE COUNTY, WASHINGTON, as follows:

WHEREAS, the Spokane Aquifer Joint Board ("SAJB") has been created for the Spokane County Region by action of the respective Boards of Directors and/or authorized representatives of the municipal corporations involved pursuant to RCW 39.34, known as the Washington Interlocal Cooperation Act; and

WHEREAS, the members of the SAJB executed an agreement forming the Joint Board ("the Agreement"), which provides rules for the process the Board follows in conducting its business, including the entering into and execution of agreements; and

WHEREAS, the Board of SAJB revised Resolution No. 95-01 on October 25, 2001, which provides that a simple majority of the eligible voting Board Members must vote on major decisions, including the execution of Personal Services Agreements; and

WHEREAS, the Board wishes to utilize the services of KSPS Public Television to assist the Education and Awareness Committee in raising awareness about conserving water and protecting the aquifer by entering into this agreement;

NOW, THEREFORE, BE IT FURTHER RESOLVED by the Board of the Spokane Aquifer Joint Board as follows:

Section 1: The Board hereby approves the execution of this Agreement with KSPS Public Television, generally in the form of Exhibit "A", attached hereto and incorporated herein by this reference, and authorizes and directs the appropriate officials of the Board to execute said agreement.

Section 2: This Resolution shall become effective upon its adoption and execution by the appropriate officers of SAJB.

ADOPTED BY THE BOARD OF THE SPOKANE AQUIFER JOINT BOARD, SPOKANE COUNTY, WASHINGTON, AT A REGULAR OPEN PUBLIC MEETING THEREOF this 28th day of January 2016.

SPOKANE AQUIFER JOINT BOARD

By _____
President

ATTEST:

Secretary

CERTIFICATION

I the undersigned, Secretary of the Board of Spokane Aquifer Joint Board, of Spokane County, Washington, hereby certify that a simple majority of the eligible voting Board Members of the SAJB voted in favor of this Resolution.

Secretary

CERTIFICATION

I, the undersigned, Secretary of the Board of Spokane Aquifer Joint Board, of Spokane County, Washington, hereby certify that the foregoing Resolution is a full, true and correct copy of a Resolution duly adopted at a regular meeting of the Board of Directors of said Board, duly and regularly held at the regular meeting place thereof held on January 28th, 2016, of which meeting all members of said Board had due notice and at which a majority thereof were present; and that at said meeting said Resolution was adopted by the following vote:

AYES, and in favor thereof, Directors:

NAYS, Directors:

ABSENT, Directors:

ABSTAIN, Directors:

I further certify that I have carefully compared the same with the original Resolution on file and of record in my office; that said Resolution is a full, true and correct copy of the original Resolution adopted at said meeting; and that said Resolution has not been amended, modified or rescinded since the date of its adoption, and is now in full force and effect.

IN WITNESS WHEREOF, I have set my hand and affixed the official seal of the Board on January 28th, 2016.

Secretary



Spokane Aquifer Joint Board - KSPS Partnership 2016 Agreement

To: Ty Wick and Tonilee Hanson

From: Dawn Bayman, Director of Development, KSPS Public Television

KSPS is honored to be in partnership with the **Spokane Aquifer Joint Board**. Our continuing collaboration affords a wide array of opportunities to develop additional educational and promotional programs. Our partnership encourages students, teachers and viewers to be more informed and enlightened, whether it is through our educational outreach curriculum or exceptional children and adult focused programs: The following bullets discuss what KSPS proposes to **SAJB** in 2016.

Overview of Benefits:

- KSPS broadcasts to 3 million guaranteed viewing audience annually, with 350,000 KSPS viewing households in the Spokane area.
- SAJB's existing spots to air next to PBS children's and adult programs beginning January 2016.
- On-air recognition during children's programming blocks aired Sunday through Friday, via broadcast, cable and satellite, serving Spokane and surrounding communities. Primetime exposure throughout the year. Also recognition during adult programming hours as appropriate for the spot and campaign.
- Educational aquifer curriculum will be distributed to area classrooms focusing on grades K-8, with materials provided by SAJB.
- Partner recognition at KSPS FitKids Day, Kids Day in Riverfront Park, Silverwood's Math and Physics Day, with SAJB Banner and distribution of Aquifer maps and Aqua Duck materials at all events. The number of attendees for all these events is in the thousands.
- KSPS.org will promote available resources including print and direct mail media with a dedicated set of web pages including water-related links and references approved by SAJB.
- The SAJB logo, with acronym spelled out, and SAJB website link www.spokaneaquifer.org will be included in the KSPS member *Prevue* Magazine Corporate Partner recognition, with 27,000+ readers.

- New this year:
 - Regular posts via KSPS social media channels (Facebook, Twitter, Instagram)
 - Periodic ads on ksp.org home page
 - Student media contest for area elementary school children will be moved to February-March—a better time period that will encourage greater participation.
 - Production of four new spots for on-air

KSPS 2016 Contract and Sponsor Benefits

- **KSPS will produce four new 15 or 30 second spots.** The newly produced credits will continue to educate both children and adults about maintaining clean water and water conservation, and they will reinforce to all viewers your commitment to education of children.
 - **2 spots for *Got Waste? Put It In the Right Place*** - Promote spring cleanup, 1 spot to showcase student contest winners (see below)
 - **2 spots for water conservation**, to rotate

- KSPS will also produce a promo to encourage teachers and children to enter the ***Got Waste? Put It In The Right Place Student Contest*** (see below)

- **Spot schedule** - to be aired during PBS children’s and adult programming blocks, including during our primetime schedule. The SAJB logo with the acronym spelled out as “Spokane Aquifer Joint Board,” will be included. Existing and new spots will be aired as follows:

Campaign	Timeframe	# Wks	Frequency	Quantity
Got Waste? Put It In The Right Place Student Contest – KSPS promos will promote entry (promos are bonus)	Feb 10-Mar 31	7	10x/wk	70 <i>bonus</i>
<i>Got Waste? Spring Cleanup #1; later add spot featuring winners of the student contest</i>	Mar 7 - May 29	12	10x/wk	120
Aquifer in a cup/ workshops	Feb 1 - May 7	14	5/wk	70
Spokane Waste Directory	Apr 29 – Jun 30	17	5x/wk	85
Water Conservation (2 new spots in rotation, target adults)	Jun 6 2- Oct 2	17	7x/wk	119
Aquifer in a cup/promote workshops	Aug 29-Dec 25	17	4/wk	68
EnviroStars – target adults/business	Jul 4- Dec 25	25	4/wk	100
TOTAL SPOTS – more than 10x/week				562
				Plus a minimum bonus of 70 KSPS promos

- KSPS will develop and conduct up to **50 “Aquifer in a Cup”** workshops featuring Aquifer-related materials to school districts, both public and private, located throughout the Washington State portions of the Spokane Valley Rathdrum Prairie Aquifer boundaries during the school year from February 2016 through January 2017. **\$500 per workshop x 50**
- KSPS will distribute **SAJB materials** (listed below) **and a set of five books** to all workshop attendees and create co-branded learning materials.
 - KSPS will purchase the sets of books and will include a co-branded bookplate in each book.
 - KSPS will create and distribute packets of printed materials called “Groundwater: The Wonder Down Under” which include puzzles, fun facts and aquifer- related worksheets, all approved by SAJB.
 - SAJB will provide other items including folders, Aqua Duck comic books, bookmarks, atlases and tote bags for teachers.
- KSPS will hold a **multi-media “Got Waste? Put It In the Right Place” student contest** running from February 10 through March 31, 2016 promoting the “Got Waste?” campaign. Awards will be distributed in early April 2016. The contest will be posted on our website and flyers will be distributed throughout area schools: East Valley, West Valley, Central Valley, District 81 and all parochial and private schools. The winning media presentation(s) will be displayed on both KSPS and SAJB’s website. Students will be asked to participate with one winner from each grade, K-6. Each winner will receive a prize. Each winner’s classroom will receive a pack of educational and fun water-related activities.
- KSPS will have Aqua Duck participate at **Kids Day** in August 2016. Kids will receive Aqua Duck printed materials. Kids Day takes place at Riverfront Park and has an attendance of thousands. Event will be promoted on air via the KSPS Kids Calendar, and on KSPS.org.
- Aqua Duck will participate in **KSPS FitKids Day**, also in August. This is a day of fun activities for young children. About 800 Spokane children/families are expected to attend.
- KSPS will help secure **Aqua Duck appearances** at other community events as appropriate.
- KSPS will continue to update and maintain an educational/Aquifer web portal on **KSPS.org** focusing on educators and families with pertinent educational information and activities for kids. It will showcase winners of the *Got Waste? Student Contest* and will include links to www.spokaneaquifer.org, www.SpokaneWasteDirectory.org or

other websites as requested by SAJB.

- KSPS will provide ads on the ksps.org home page for 2 weeks per quarter, including links to appropriate web sites. KSPS will create these ads or may use ads provided by SAJB. (8 weeks of home page ads)
- KSPS will place a minimum of 2 social media posts per channel/per month (minimum 24 posts per channel year) to KSPS' Facebook, Twitter and Instagram accounts to promote specific SAJB activities and campaigns. (minimum 6 posts/month)

Campaign	Week of:	Facebook	Twitter	Instagram	Total
Got Waste? Put It In The Right	Feb 10	1	1	1	3
Place Student Contest –	Feb 24	1	1	1	3
Promote entry	Mar 9	1	1	1	3
<i>Got Waste? Spring Cleanup</i>	Mar 23	1	1	1	3
	Apr 6	1	1	1	3
	Apr 20	1	1	1	3
Spokane Waste Directory	May 4	1	1	1	3
	May 18	1	1	1	3
Water Conservation	Jun 8	1	1	1	3
	Jun 22	1	1	1	3
	Jul 6	1	1	1	3
	Jul 20	1	1	1	3
	Aug 3	1	1	1	3
	Aug 24	1	1	1	3
Aquifer in a cup/promote workshops	Aug 17	1	1	1	3
	Sep 7	1	1	1	3
	Sep 21	1	1	1	3
EnviroStars – target adults/business	Oct 5	1	1	1	3
	Oct 19	1	1	1	3
	Nov 2	1	1	1	3
	Nov 16	1	1	1	3
	Nov 30	1	1	1	3
	Dec 7	1	1	1	3
	Dec 21	1	1	1	3
TOTAL POSTS		24	24	24	72

- KSPS will send 4 dedicated e-blasts to the KSPS U.S. member email list (approx. 8,000 email addresses) to promote specific SAJB events or campaigns. (1x/quarter)
- KSPS will promote SAJB activities in a minimum of 12 issues of our weekly e-newsletter sent to about 10,000 U.S. members each week. (1x/month)

- KSPS will provide **mid-year and end-of-year status reports** of work accomplished to the Spokane Aquifer Joint Board.

Your investment helps us purchase books, and produce educationally-focused workshop materials with an additional emphasis on the **Spokane Aquifer Joint Board**, safe drinking water, and the environment. Together, we have the ability to reach, educate, inspire and inform over 3 million people.

We invite **Spokane Aquifer Joint Board** and Aqua Duck to help us continue to make a positive *difference* for our children and the future!

The KSPS program benefits have an actual dollar value of over **\$110,000**. We respectfully request an annual investment of **\$40,000** as a tax-deductible contribution.



PARTNERSHIP AGREEMENT

This document constitutes an agreement between Friends of KSPS and
Spokane Aquifer Joint Board

Contact: TY WICK / TONILEE HANSON
 Address: 1521 N Argonne Rd, Suite C
 PMB 250
 Spokane Valley, WA 99212
 Phone: 509-847-4337
 Email: sajbinfo@gmail.com, www.spokaneaquifer.org

Consideration:
 Program or event: On air spots in children’s programs/ Run of Schedule in Primetime;
 see resolution details for other commitments.

Grant period: 12 Months, February 2016 through January 2017
 Grant amount: \$40,000

Days/times of broadcast: Various
 Credit placement and production: On-air credits will precede and/or follow program
 KSPS will air 562 spots. KSPS will produce 4 new spots, either :15 or :30-second each – 1 by February 10, 2016, 1 by March 7, 2016, 2 by May 31.
 Also included: student contest promotion by KSPS, 50 workshops, distribution of materials/Aqua Duck presence at events, periodic eblasts, and periodic social media posts. Website portal, ads on ksp.org home page. (see resolution)

Credit copy to read: To be determined; will follow required FCC and station guidelines.

Terms/Billing instructions: To be billed \$10,000 four times on March 1, 2016, June 1, 2016, September 1, 2016, and December 1, 2016 and paid within 30 days of billing. KSPS will provide affidavits for on-air schedules.

I have read and understand both this agreement and the KSPS Underwriting Credit Guidelines.

Agreed:

Authorized Signature of Spokane Aquifer Joint Board

Date

KSPS General Manager

Date