

RESOLUTION NO. 2018-02

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 25th day of January 2018.

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 25, 2018, 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 25, 2018.

Secretary



Exhibit A Spokane Aquifer Joint Board & KSPS Public Television Partnership 2018 Agreement

The long and successful partnership between the Spokane Aquifer Joint Board and KSPS Public Television remains as relevant today as it is rewarding to our organizations. Our collaboration has amplified SVRP Aquifer awareness among businesses, educators, families, and children across the region; and there's so much more left to do!

KSPS is committed to continuing this partnership, and we look forward to working together, implementing new ideas, and improving as we go... all in pursuit of the SAJB mission to protect the public water supply.

Overview

KSPS will help SAJB accomplish its main community education goals by:

- Reaching adults with preservation and conservation messages via on-air, online, and social media messaging and driving traffic to SpokaneWasteDirectory.org
- Teaching children and their parents with on-air messages in children's programs on KSPS and, *new this year*, our new **PBS Kids 24/7** channel
- Expanding *Aquifer in a Cup* lessons and creating a *new* online portal with video lessons to reach a broader audience
- *New*: Providing lessons on the national PBS Learning Media platform that also reaches local teachers.
- Featuring Aqua Duck at regional events.

KSPS Will:

- **Air SAJB messages on KSPS Public Television; produce one new spot**
KSPS broadcasts to an audience of 3 million people annually, with 350,000 KSPS viewing households in the Spokane area. KSPS is carried on cable, satellite and over the air. Research shows that our audience pays attention to messaging on the channel; that they act on it; and that they are interested in improving their lives through lifelong learning. These factors combine to assure SAJB's important message will reach a large and receptive audience throughout the year. And by putting your message on KSPS, you reach a large audience of children and parents as well as older adults.
 - We will work with SAJB to create a new spot on a subject to be determined, and we will continue to use the spots from our recent inventory to target adults and children.
 - SAJB's spots will air adjacent to PBS children's and adult programs beginning Feb. 2018.

- Air times will include the Sunday-Friday children's programs, primetime programs for adults, and weekend and weekday programs.
- We will work with SAJB to determine the calendar of air dates (flights) for each spot.
- In addition to promoting *Aquifer in a Cup* workshops and SpokaneWasteDirectory.org, we will generally target aquifer pollution prevention spots in the fall/winter and conservation spots in the spring/summer.

Total number of spots on KSPS: 620 - \$46,500 value

- **Expand the number of *Aquifer in a Cup* workshops to 60 (from 50)**
 - KSPS educators will schedule and conduct the workshops using SAJB-approved 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 2018 through January 2019.
\$500 per workshop x 60 = \$30,000 value
 - KSPS will distribute **SAJB materials** to all workshop attendees, **and a set of five books** to each classroom teacher, as well as 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 provided by SAJB.
 - KSPS educators will conduct a minimum of 2 other **workshops for homeschoolers**.
\$500 per workshop, \$1,000 value
- **Create an online *Aquifer in a Cup* workshop portal on KSPS.org** so that educators and others have a convenient way to learn about workshops as well as sign-up and provide evaluations online. The video will be accompanied by written lessons that parents and educators can use. KSPS will feature this web page in our new Education section on KSPS.org
*Production of full-length *Aquifer in a Cup* lesson - \$1500 value*
Creation and maintenance of the portal with sign-up and evaluations - \$2500 value
- **Create 3 new short video spots featuring segments of the *Aquifer in a Cup* lessons; Air those on the new **PBS Kids 24/7** channel.**
In September, KSPS launched PBS Kids 24/7. (Ch. 7.4 on KSPS, 314 on Comcast Xfinity) Viewing data is very positive for this new resource, reaching kids, parents and caregivers. This will be an effective space to promote the *Aquifer in a Cup* workshops as well as simple things children can do to protect our aquifer.
Production of 3 x video spots - \$1,500 value
airing min. 365x on PBS Kids 24/7 - \$9,125 value

- **Provide *Aquifer in a Cup* lessons on PBS Learning Media**, a free, online media-on-demand service developed for PreK-12 educators featuring video, lesson plans, background essays, and discussion questions. PBS Learning Media has long been a go-to resource for educators both locally and nationally. KSPS, via our new Education Director, has been active in promoting its use in greater Spokane.
 - KSPS will develop 2 or 3 lessons with videos, discussion questions and a searchable list of educational standards.
- **Facilitate appearance opportunities for Aqua Duck**
 - *Kids Day in Riverfront Park* – August 2017, thousands of attendees in Spokane’s Riverfront Park
 - *KSPS FitKids Day* - a day of fun activities for young children and families. Last year, 1000 Spokane area children/families attended *FitKids Day*. The event will be promoted on air and on KSPS.org.
 - KSPS will help secure Aqua Duck appearances at other community events as appropriate and approved by SAJB. These may include KSPS Character Day, the Coeur d’Alene 4th of July Parade, or other events.
 - KSPS will provide stickers to hand out and banners to showcase where appropriate.
- **Market through digital channels**
 - KSPS will provide **ads on the ksps.org home page** for 8 weeks throughout the year, with the schedule to be determined by SAJB needs. KSPS will create these ads or may use ads provided by SAJB. *\$800 value*
 - KSPS will place a minimum of 2 **social media posts** per channel/per month to KSPS’ Facebook and Twitter accounts to promote specific SAJB activities and campaigns. (minimum 48 posts per year) *\$2400 value*
 - We will also **invest in 6 boosted Facebook posts per year**, with content and schedule to be determined together. *\$600 value*
 - KSPS will **share appropriate posts from SAJB** and Spokane River Forum. As a true partner, we will constantly be on the lookout for ways to send SAJB messages to our audience, and offer our help/training on social media to others if needed.
 - KSPS will promote SAJB in a minimum of 12 issues of our **weekly e-newsletter** sent to about 10,000 U.S. members each week. (1x/month) *\$3000 value*
- KSPS will feature an **article about SAJB in one issue of *Prevue***, our bi-monthly program guide sent to 25,000 KSPS members. SAJB will be included as a sponsor in all 6 annual issues of *Prevue*. *\$500 value*
- KSPS will provide **mid-year and end-of-year status reports** of work accomplished to the Spokane Aquifer Joint Board.



PARTNERSHIP AGREEMENT

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

Contact:

Address:

Phone:

Email:

Consideration:

Program or event:

Grant period:

Grant amount:

Days/times of broadcast:

Credit placement and
production:

Credit copy to read:

Terms/Billing instructions:

JEREMY JENKINS / TONILEE HANSON

1521 N Argonne Rd, Suite c
PMB 250

Spokane Valley, WA 99212

509-847-4337

sajbinfo@mail.com, www.spokaneaquifer.org

On air spots in children's programs/ Run of Schedule in Primetime /
spots on PBS Kids 24/7; see resolution details for other commitments.

12 Months, February 2018 through January 2019

\$45,000

Various

On-air credits will precede and/or follow program

KSPS main channel will air 620 spots.

KSPS will produce 4 new video spots: 1 for the main channel and 3
Aquifer in a Cup spots for PBS Kids 24/7, per the resolution.

Also included: expansion to 60+ workshops, distribution of
materials/Aqua Duck presence at events, emails, social media posts,
website portal, ads on ksp.org, presence in KSPS program guide. (see
resolution)

To be determined; will follow required FCC and station guidelines.

To be billed \$11,250 four times on March 1, 2018, June 1, 2018,
September 1, 2018, and December 1, 2018 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