



**MEMORANDUM**

**TO:** Mayor Linda Gorton  
Urban County Council

**FROM:** Susan Plueger, Director *SCP*  
Division of Environmental Services

**DATE:** March 1, 2019

**SUBJECT:** Request authorization to purchase television and digital media advertising from WKYT-TV, a Sole Source Provider, for stormwater education outreach

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**Request**

The Division of Environmental Services requests authorization to purchase television and digital media advertising from WKYT-TV, a Sole Source Provider, for an amount not to exceed \$25,000.00 in FY2019, for stormwater and water quality educational purposes.

**Why are you requesting?**

The Division of Environmental Services, on behalf of the Department of Environmental Quality and Public Works, utilizes mass marketing communications in the form of radio, TV, and social media to inform and educate the public on environmental topics, including ways to reduce stormwater pollution and improve water quality. These communications serve to help fulfill public education and involvement requirements of Lexington's Municipal Separate Storm Sewer System (MS4) Permit with the Commonwealth of Kentucky, and are reported to the State as a permit activity.

Direct purchasing through WKYT-TV will provide for television advertising on WKYT news programs, popular evening programs and the CW on weekdays and weekends from March through May of 2019, reaching approximately 97% of adults ages 25 to 54 multiple times throughout the campaign. Additionally, this purchase includes digital media placement in popular apps to increase views. Topics will include information on stormwater pollution reduction, including the benefits of trees for water quality, picking up after your pet, and water quality- friendly lawn-care practices.

**What is the cost in this budget year and future budget years?**

The cost in FY2019 is not to exceed \$25,000. There are no future budget year implications.

**Are funds budgeted?**

Funds are fully budgeted in the following account: 4051-313201-3095-71299.

**File Number:** 0263-19

**Director/Commissioner:** Plueger/Martin

