



## *Outreach and Education Campaign Lexington Community Radio*

### **Introduction**

As part of its ongoing community outreach and education campaign, Lexington Emergency Management has worked with many local radio, television, print and cable entities to distribute information and engage the public with important emergency preparedness messages. The messages have been in line with messages developed for the 2016-17 CSEPP media campaign. In order to engage and educate the whole community, especially those Spanish speaking, other international residents and those who reside on the city's Northern neighborhoods, this proposal is designed to reach out to those population groups using the two FM radio stations operated by Lexington Community Radio. The stations, WLXL and WLXU broadcast 24 hours a day, 365 days a year. WLXL is a Spanish language station. WLXU is an English language station with programming targeted to the minority and international communities in Lexington. This outreach is especially important in light of the CSEPP neutralization process which is estimated to begin summer 2019, less than one year away.

### **Campaign Specifics**

The campaign will consist of the following elements over a 12-month operational period:

- 3,000 spots (250 per month) 30 to 60 seconds in length, aired on WLXU-FM. These spots will be produced/provided by Lexington Emergency Management and will follow the CSEPP campaign themes of "Make a Plan", "Build a Kit", "Be Aware" and "School Parent/Student Safety."
- 3,000 spots (250 per month) 30 to 60 seconds in length, aired on WLXL-FM. These spots will be produced/provided by Lexington Emergency Management and Lexington Community Radio. These spots in Spanish will follow the CSEPP campaign themes of "Make a Plan", "Build a Kit", "Be Aware" and "School Parent/Student Safety."
- Production support of Spanish and international language programming, specific for CSEPP related topics and campaign themes. Production support is defined as recording, translating, editing and post-production of audio materials for air. Production support will not exceed 6 hours per month.
- Facilitation of co-branded event participation at Fayette County fairs, festivals, parades and/or activities which lend themselves to promotion of CSEPP preparedness public messaging and educational outreach efforts, especially to the Spanish-speaking and international community in Lexington. Lexington Community Radio will coordinate the events in advance on a mutually agreeable schedule with Lexington Emergency Management. Lexington Emergency Management will provide sufficient educational and outreach materials for each agreed upon event. Lexington Community Radio will promote Lexington Emergency Management's involvement in these events through any and all available media.

The cost for this educational and outreach campaign is \$15,000, paid in quarterly installments of \$3750 to Lexington Community Radio.