

Points of contact for “Say Yes to the Test” Radio Ad Campaign Libby Community Environmental Health Project

Talent

Dr. Alan Whitehouse (voiceover is pro bono)

509-755-5864 work phone

509-755-5869 work fax

509-276-1342 home phone

509-276-1343 home fax

(Possible alternates for voiceover)

Gary Huntsberger, School Board Member and CAG Member, 406-293-5363

Mary Anne Roose, Eureka County Commissioner, 406-882-4544

Radio Stations (ad rates, demographics, format)

Duane Williams & Peggy

ph (406) 293-6234

fax (406) 293-6235

KTNY \$200/wk/35, 30-sec spots, running various hours; demographics - adult 35-54, slightly more female; soft rock, vocals, easy listening

KLCB, \$150/wk/35 30-sec spots, running various hours; demographics, adult 25-54, even split male-female; country

Recommended package, both stations \$325/wk for 5 weeks = \$1,640

Recording of ads is pro bono; planned week of 22 May

Run weeks: Ad #1 - May 29

Ad #2 - June 5

Ad #3 - June 12

Ad #4 - June 19

Ad #5 - June 22

Copy Reviewers

Jeff Lybarger and/or Sharon Campolucci

Dan Middleton, HS X5142

Dan Holcomb, CI (ok)

Maria Teran-Maclver, CI (ok)

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