Date: April 23, 2020

To: The Honorable Chairman and Members
   Pima County Board of Supervisors

From: C.H. Huckelberry
      County Administrator

Re: Spanish Language Outreach

Supervisor Villegas at the April 21, 2020, Board of Supervisors meeting asked for more information about the County’s COVID-19 outreach efforts to the County’s Spanish Language community. Attached is a memorandum from the Director of the Communications and Graphic Services Office that provides an overview of all the outreach that has been accomplished so far, and of the purchased advertising, both in English and Spanish, that has already begun appearing on multiple media channels. Attached with that memo are the contracts and other documents associated with that purchased-media effort.

As you’ll see, the County’s effort to provide our community’s primarily Spanish-speaking community informative and timely information about COVID-19 health and protection guidance is extensive. Every possible method in which someone may consume news and information is used – radio, television, cable, the internet, social media, streaming music and media, person-to-person digital communications (Snapchat), printed news organizations, the faith community and more.

CHH/mp

Attachments

c: Jan Lesher, Chief Deputy County Administrator
   Francisco García, MD, MPH, Deputy County Administrator & Chief Medical Officer,
   Health and Community Services
   Dr. Bob England, Director, Health Department
   Mark Evans, Director, Communications Department
MEMORANDUM

April 22, 2020

To: Chuck Huckelberry, County Administrator

From: Mark B. Evans, Communications and Graphic Services Office Director

Via: Jan Lesher, Chief Deputy County Administrator

At the April 21, 2020, Board of Supervisors meeting, District 5 Supervisor Betty Villegas asked for more information about the County’s COVID-19 Spanish Language Outreach effort. The below is an overview of all Spanish Language outreach conducted by the Joint Information Center at the Emergency Operations Center, as supported by the Communications and Graphics Services Office.

After the JIC became active in the second week of March, the majority of the communications effort was spent managing the crush of interest from the media and public about the County’s COVID-19 response efforts and informing the public about the associated county directives and the Governor’s Executive Orders requiring physical distancing. At the end of March, the JIC began to develop a plan for proactive messaging focused on staying home and wearing face coverings, which were identified by the Health Department as the two most important actions the public could take to help slow the spread of COVID-19.

All of the JIC’s communications efforts have included a Spanish Language component.

**Spanish Language Outreach by the Joint Information Center and Communications Office to date:**
- Created mirror CV19 webpages in Spanish that are concurrently updated: Health COVID-19, Pima Works, Volunteer and Donate, Pima Eats and all subpages of those pages
- Translated dozens of advisories and informational materials into Spanish, including downloadable materials (posters, fliers, social media graphics, etc) for the public, businesses and jurisdictions to use
- Translated all Social Media posts (Since March 12, nearly 3 million people have viewed more than 500 County social media posts related to COVID-19)
- Set the Facebook setting on the County and Health Department Facebook pages so that any person whose Facebook language setting is set to Spanish will get the content in Spanish.
- Sent more than 100 press releases to every Spanish Language news media in the County
- Deputy Health Director Dr. Carlos Perez has done several Spanish versions of the Public Health Update videos. His schedule has been more difficult, so he's only doing them occasionally.
- Included a Spanish summary of the daily Public Health Update videos and in the process of adding the full translated transcript to each social media post and on the YouTube description.
- Have had numerous interviews of Dr. Perez on Univision, Telemundo, and TV Azteca
Provided the Mexican Consulate with our Social Distancing and Face Masks PSA graphics for distribution via the consulate’s newsletter and social media channels

We are providing the faith community via ICS and the Catholic Diocese our Spanish PSA content for distribution through newsletters, social media and other means

We are also providing our Spanish PSA content to the Arizona Community Health Workers Association (AzCHOW), Living United for Change in Arizona (LUCHA), the Mel and Enid Zuckerman College of Public Health and the Arizona Center for Rural Health for their distribution to their Spanish-speaking communities.

We are providing area school districts with our Spanish PSA content for distribution through district parent/staff communications channels.

Overall (English and Spanish) Advertising Campaign overview (funds from the Health Department program outreach budgets; contracts and value-added content attached):

**Campaign: Wear a face cover to protect others!**
Target Audience: Tucson Metro area; essential workers
Duration: 4-6 weeks, daily
Media: social media, broadcast, digital, print
Languages: English/Spanish
Budget: $31,502

**Print**
- Ajo Copper News
- Green Valley News/Sahuarita Sun
- La Estrella de Tucson
- AZ Bilingual

**Social Media (6 weeks)**
- Facebook/Instagram

**Radio**
- iHeart (93.7 KRQQ, Hot 98.3)
- Cumulus (KIIM 99.5)
- Bustos (106.3 The Groove, KVOI The Voice)
- KZLZ (105.3 La Poderosa)

**Broadcast**
- Azteca
- KOLD
- KGUN
- Cox
Digital
• Tucson Sentinel
• GVN/SS: (included in budget listed above)

**Campaign: Stay home!**
Target Audience: English speakers 25%, Spanish speakers 75%
Duration: 4-6 weeks, daily
Media: social media, broadcast, digital, print
Languages: English/Spanish
Budget: $32,442

Print
• Ajo Copper News
• GVN/SS
• La Estrella de Tucson
• AZ Bilingual

Social Media
• Facebook/Instagram

Radio
• Lotus (La Caliente)
• KZLZ (La Poderosa)

Broadcast
• Azteca
• Univision
• Cox

Digital
• Cox
• GVN/SS (included in budget listed above)
• Commando

**Spanish Language Advertising Details:**
**PRINT:**
• La Estrella De Tucson
  o 2 Weekly ads regarding Physical Distancing and Face Covers
  o First ads will go out on the April 24 edition
  o Last ads will run in the May 15 edition
• AZ Bilingual Magazine
  o 2 half-page ads regarding Physical Distancing and Face Covers
  o Ads will run in the May edition
  o May edition also includes short article regarding COVID-19 prevention and resources
  o On April 17, the magazine started sharing PCHD’s physical distancing and face cover messages on its Facebook page and groups. They will expand this into Twitter and Instagram, too.

SPANISH RADIO
• KZLZ-FM
  o Weekly :15-sec and :30-sec radio spots regarding Physical Distancing and Face Covers
  o Radio spots began April 17 and will continue through June 30, 2020
• KCMT-FM & KTKT-AM
  o Weekly :15-sec and :30-sec radio spots regarding Physical Distancing
  o Radio spots began April 20 and will continue through May 17, 2020

SPANISH TV/CABLE
• Azteca
  o Weekly :15-sec PSA spots on Physical Distancing and Face Covers
  o PSA’s began the week of April 20. Will continue through June 30, 2020
  o Weekly interviews (thru June) on Saturday variety show Arriba Tucson
• Cox Media
  o Weekly :15-sec PSA spots on Physical Distancing and Face Covers
  o PSA’s begin April 23 and will continue for 30 days
  o Will air on CNN Español, ESPN Deportes, Fox Deportes and Galavision and Digital TV
• Univision
  o Weekly: 15-sec PSA spots on Physical Distancing
  o PSA’s began April 21, 2020 and will continue for 30 days

SPANISH DIGITAL
• Commando (digital advertising buyer)
  o Banner ads on top websites, apps and across some social media
  o Audience will be a mix of Spanish and English
  o Ads will start week of April 27, 2020
PCHD KCMT 15’s & 30’s + KTKT stream

Flight Dates: 04/20/2020 - 05/17/2020
Demo: P 12+ Ethnic = Hispanic/All

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<th>Average Rating</th>
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† - These dayparts contain ratings estimates that have been weighted or manually adjusted by the user.

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: TUCSON; DEC19 (OCT-DEC); Metro; Multiple Dayparts Used; P 12+; Socioeconomic Criteria Used; See Detailed Sourcing Page for Complete Details.

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PCHD KCMT 15’s & 30’s + KTKT stream

From: Gabriela Serrano  
Phone: (520) 407-4525 x4525  
Email: gserrano@azlotus.com  
4/16/2020 1:12 PM

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† - These dayparts contain ratings estimates that have been weighted or manually adjusted by the user.  
The first demo listed is the Primary Demo.  
This report was created in TAPSCAN using the following Radio information: TUCSON; DEC19 (OCT-DEC); Metro; Multiple Dayparts Used; P 12+; Socioeconomic Criteria Used; See Detailed Sourcing Page for Complete Details.  
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Schedule Grand Totals: 4 Weeks

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<th>Stations</th>
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Accepted by Station

Date

Accepted by Client

Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.
Detailed Sourcing Summary

Radio Market: TUCSON
Survey: Nielsen Radio December 2019 (October - December)
Geography: Metro
Daypart: Multiple Dayparts Used

Demo/Intab/Population:

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Stations: User Selected

Additional Notices: † - These dayparts contain ratings estimates that have been weighted or manually adjusted by the user.

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day. Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diarykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website: http://ascription.nielsen.com
Rating Reliability Estimator: https://rre.nielsen.com

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you. https://ebook.nielsen.com/secure/CR8/2019DEC/0207/pdfs/SpecialNotices.pdf

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Pima County Health Department
Covid-19 Outreach plan

Presented: April 15th, 2020
## KFTU Unimas On-Air Schedule

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<th>End Time</th>
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## KUVE Univision On-Air Schedule

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Conclusion

• Campaign goal is to deliver the highest frequency possible for Pima County Health Department Covid-19 Outreach efforts
• Univision wants to be a true partner to Pima County's Health Department
• Pima County Health Department will receive “In House Agency Discount” as requested
• Highlighted portions on schedule are added value

Total Gross Campaign investment = $2,353.00
Total Net Client to pay $2,000

________________________________________________________________________

Client Signature                         Date
### Cox Media Group View Report

**PCHD - Stay at Home 2020**

**Tucson (Sierra Vista) Mar 19 DMA Nielsen Live +7**

**Client:**

**AE:** Claudio Othon  
**Asst:** Lorraine Green  
**Phone:** 520-867-7108  
**Fax:** 520-327-7079  
**Email:** claudio.othon@coxmedia.com

**Sched Dates:** 04/16/2020 - 05/04/2020  
**Dayparts:** RT

### Notes

| Notes | Rate $/00 | Unit/Wk | Unit Tot | Unit Dur | DP Code | Src | Start Date | End Date | Wk 1 - Wk 4 | Wk 1/4/13 TV | Wk 2/420 TV | Wk 3/427 TV | Wk 4/5/20 TV |
|-------|----------|---------|----------|----------|---------|-----|------------|----------|-------------|--------------|-------------|-------------|-------------|-------------|
|      |          |         |          |          |         |     |            |          | Total $1000.00 |               |              |              |             |
|      |          |         |          |          |         |     |            |          | 1132        |              |              |              |             |

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Adjustments: Network Insertability and Network Carriage have been factored into calculations.
Tucson (Sierra Vista) Mar19 DMA Nielsen Live+7
Cable Zones: COMCST, Comcast-Tucson, AZ; COX MEDIA, Cox-Tucson, AZ

* Estimate information indicated has been supplied by the user.

Source Field Codes:
TP – Time Period
Disclaimers:

* Inventory is subject to availability.

* Cancellation requires written notification.

* All services provided by Cox Media are subject to the terms and conditions set forth at [http://coxmedia.com/terms-conditions](http://coxmedia.com/terms-conditions) (the “Cox Media Ts&Cs”). The Cox Media Ts&Cs are subject to change from time to time. Customer acknowledges receipt of, has read, and agrees to and accepts Cox Media Ts&Cs by signing this Agreement and/or by receiving the services Cox Media provides.

By: ____________________________ By: _________________________________

Customer Signature Cox Media LLC – Representative

Name: __________________________ Name: __________________________
Title: __________________________ Title: __________________________
Date: __________________________ Date: __________________________
From: Rodolfo Velez  
Attention: Pima County Health Depart/Flights:  
Station: Azteca Tucson 14  
Date: 9-Apr-20  
Client: Marcia Z  

Run Dates: April-June  

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Rodolfo Velez | Senior Account Executive | LM Media Atizona LLC | Azteca Tucson 14

Cel (520) 312 5631 Office (520) 398 7922

Arriba Tucson Segment every Saturday 3 minutes all the campaign.

Pima County Health Department Atn Marcia Zamorano

COVID-19 Quedese en Casa
| Notes | Rate $/00 | Unti Wk | Unit Tot | Unit Dur | DP Code | Src | Start Date | End Date | VA 1 - Wk 4 | Wk 1 4/13 '20 | Wk 2 4/20 '20 | Wk 3 4/27 '20 | Wk 4 5/4 '20 |
|-------|----------|---------|---------|---------|---------|-----|------------|----------|-------------|----------------|----------------|----------------|----------------|----------------|
| Total | $500.00  | 1838    | 1838    |         |         |     |            |          |             | 67.4% 143399   | 451 458 457 462 | 451 458 457 462 | 451 458 457 462 |
| Tucson (Sierra Vista), Mar19 DMA Nielsen Live+7 | $8200.00 | 1838 | 1838 | 1838 | 1838 | | | | 67.4% 143399 | 451 458 457 462 | 451 458 457 462 | 451 458 457 462 |

**Client:**
**Buyer:**
**Advertiser:**
**AE:** Claudio Othon
**Asst:** Lorraine Green
**Phone:** 520-869-7100
**Fax:** 520-327-7079
**Email:** claudio.othon@coxmedia.com

**Sched Dates:** 04/16/2020 - 05/04/2020
**Dayparts:** RT

**Product:** undefined
**Lengths:** 30

**Notes:**
- All Wks Avg
- Rate $/00
- Unti Wk
- Unit Tot
- Unit Dur
- DP Code
- Src
- Start Date
- End Date

**Notes Rate $/00**
- Unit/ Wk
- Unit Tot
- Unit Dur
- DP Code
- Src
- Start Date
- End Date

**VA 1 - Wk 4**
- Wk 1 4/13 '20
- Wk 2 4/20 '20
- Wk 3 4/27 '20
- Wk 4 5/4 '20

**Households**
- Prog Name
- Rating
- Households

**Schedule Details**

**VIEWS Report**

**COX MEDIA**

**AE: Claudio Othon**
**Asst: Lorraine Green**
**Phone: 520-867-7108**
**Fax: 520-327-7079**
**Email: claudio.othon@coxmedia.com**

**Tucson (Sierra Vista), Mar19 DMA Nielsen Live+7**

**AE: Claudio Othon**
**Asst: Lorraine Green**
**Phone: 520-867-7108**
**Fax: 520-327-7079**
**Email: claudio.othon@coxmedia.com**

**Sched Dates:** 04/16/2020 - 05/04/2020
**Dayparts:** RT

**Product:** undefined
**Lengths:** 30

**Notes:**
- All Wks Avg
- Rate $/00
- Unti Wk
- Unit Tot
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**Notes Rate $/00**
- Unit/ Wk
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- Wk 2 4/20 '20
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**Households**
- Prog Name
- Rating
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This report has been prepared using NuMath® research.
NuMath® and report designs Copyright ©2020 FreeWheel Advertisers, Inc. http://support.gotostrata.com

Nielsen Audience Estimates Copyright ©2020 The Nielsen Company, used under license, all rights reserved

Adjustments: Network Insertability and Network Carriage have been factored into calculations.
Tucson (Sierra Vista) Mar19 DMA Nielsen Live+7
Cable Zones: COMCST, Comcast-Tucson, AZ; COX MEDIA, Cox-Tucson, AZ

» Estimate information indicated has been supplied by the user.

Source Field Codes:
TP – Time Period
Disclaimers:

*Inventory is subject to availability.
*Cancellation requires written notification.

* All services provided by Cox Media are subject to the terms and conditions set forth at [http://coxmedia.com/terms-conditions](http://coxmedia.com/terms-conditions) (the “Cox Media Ts&Cs”). The Cox Media Ts&Cs are subject to change from time to time. Customer acknowledges receipt of, has read, and agrees to and accepts Cox Media Ts&Cs by signing this Agreement and/or by receiving the services Cox Media provides.

By: ____________________________ By: _________________________________

Customer Signature Cox Media LLC – Representative

Name: __________________________ Name: __________________________
Title: __________________________ Title: __________________________
Date: __________________________ Date: __________________________
## Bill To

**ATTN: Susan Graham**  
Pima County Health Department  
3950 S. Country Club Road, Ste. 100  
Tucson, AZ 85714

---

### Terms

**Due on receipt**

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Item Code</th>
<th>Description</th>
<th>Price Each</th>
<th>Amount</th>
</tr>
</thead>
</table>
|          | *1/2 H Page | Color half page ads, month of: May 2020  
Article collaboration about specific programs in English and Spanish  
May edition 2020  
Posting in our monthly newsletter in May  
Client logo in our website www.azbilingual.com and linked to client’s website | 750.00 | 750.00 |
|          | Social Media Pro... | Arizona Bilingual offers Pima County Communications to promote any information you need to share with the community throughout our social media platforms during the month of April and May:  
It includes: Webpage www.azbilingual.com  
FB AZ Bilingual oficial page  
Informa AZ Bilingual  
Instagram AZ Bilingual  
Twitter Arizona Bilingual  
Latinas Negocios y Empoderamiento FB & Instagram (AZB) in English and Spanish | 0.00 | 0.00 |

---

*Please make checks payable to:  
Arizona - Sonora Bilingual Magazine, LLC.  
101 W Irvington Rd. Building #3A  
Tucson, Arizona 85714*

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Please note all regular invoices are due by the 15th, and all Agency invoices are due by the 45th day of each month. Please submit your payment accordingly to avoid late fees. Any payment after the 15th or 45th day will assess a $50.00 late fee. Thank you for your business, Please contact us with any concerns or questions.  
admin@newsazb.com

---

### Total

$750.00

### Payments/Credits

$0.00

### Balance Due

$750.00
From: Rodolfo Velez  
Attention: Pima County Health Department  
Station: Azteca Tucson 14  
Date: 9-Apr-20  

<table>
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<th>Programs</th>
<th>Day</th>
<th>Sec</th>
<th>Time</th>
<th>Rate</th>
<th>Spots</th>
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<td>8a-10am</td>
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<td>10a-4p</td>
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<td>9am-10am</td>
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</tbody>
</table>

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Rodolfo Velez | Senior Account Executive | LM Media Atizona LLC | Azteca Tucson 14  
Cel (520) 312 5631  Office (520) 398 7922  

Arriba Tucson Segment every Saturday 3 minutes all the campaign.  
Pima County Health Department Atn Marcia Zamorano  
COVID-19 Cubre Bocas
April & May Promotion & Social Media

- Arizona Bilingual offers Pima County Communications to promote any information you need to share with the community throughout our social media platforms during the month of April and May:

  - It includes: Webpage [www.azbilingual.com](http://www.azbilingual.com)
  - FB AZ Bilingual oficial page
  - Informa AZ Bilingual
  - Instagram AZ Bilingual
  - Twitter Arizona Bilingual
  - Latinas Negocios y Empoderamiento FB & Insatgram
  - Weekly Stories in FB and Instagram (AZB) in English and Spanish
  - These will include both campaigns (Cubre bocas & Distanciamiento Fisico-#Quedateencas)

Value: $1,000 (Added Value)
Alma R. Gallardo
Executive Director
The Arizona Bilingual Newspaper
Global Multimedia Group, LLC
101 W. Irvington Rd. Bldg 3A
Tucson, AZ. 86714
alma@newsazb.com
www.azbilingual.com
Cell: (520) 406-4947
Office (520) 305-4110
Fax (520) 829-7708
# Arizona - Sonora Bilingual Magazine LLC

**Bill To**

Pima Health Department  
Marcia Zamorano  
130 W Congress St 1st Floor  
Tucson, AZ 85701

---

## Quantity | Item Code | Description | Price Each | Amount
--- | --- | --- | --- | ---
*1/2 Page | Color half page ads, month of:  
May 2020  
Article collaboration about specific programs in English and Spanish May edition 2020  
Posting in our monthly newsletter in May  
Client logo in our website www.azbilingual.com and linked to client’s website | 750.00 | 750.00
Social Media Pro... | Arizona Bilingual offers Pima County Communications to promote any information you need to share with the community throughout our social media platforms during the month of April and May:  
It includes: Webpage www.azbilingual.com  
FB AZ Bilingual official page  
Informa AZ Bilingual  
Instagram AZ Bilingual  
Twitter Arizona Bilingual  
Latinas Negocios y Empoderamiento FB & Instagram  
Weekly Stories in FB and Instagram (AZB) in English and Spanish | 0.00 | 0.00

---

**Edition**  
5/2/2020

---

**Please make checks payable to:**  
Arizona - Sonora Bilingual Magazine, LLC  
101 W Irvington Rd. Building #3A  
Tucson, Arizona 85714

Please note all regular invoices are due by the 15th, and all Agency invoices are due by the 45th day of each month. Please submit your payment accordingly to avoid late fees.  
Any payment after the 15th or 45th day will assessed a $50.00 late fee.  
Thank you for your business, Please contact us with any concerns or questions  
admin@newsazb.com

---

**Total** | **$750.00**
--- | ---
**Payments/Credits** | **$0.00**
--- | ---
**Balance Due** | **$750.00**
Cubre Bocas --- 12 Weeks ROS: 5AM - 10PM

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<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
<th>Sun</th>
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<tbody>
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<td>2</td>
<td>2</td>
<td>X</td>
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**Total 168 spots**

168 PSA

Your Investment 12 Wk Package $1000.00 (Campaña: Cubre Bocas)
Marcia,
I wanted to send you a recap of the added value Cox Media was providing.

FYI- I still need the ad unit for the Webmail of 160x600.

Details:
$10,000 in PSA’s ($50 per spot)
$5,000 in webmail Impressions (140,000 total impressions)
$10,000 We are now running a total of 2,960 total spots for each campaign. (1,132 increase for the Cover Your Face campaign and an increase of 1,828 for the Missing Link campaign)

We are very grateful to have an opportunity to partner with The Pima County Health Department with both of these campaigns!

Thank you!

Claudio Othon
Media Consultant
Cox Media – Tucson, AZ
Office: 520-867-7108
Mobile: 520-230-6045
Claudio.Othon@coxmedia.com
Subject: Valor Agregado
Date: Wednesday, April 22, 2020 at 10:10:59 AM Mountain Standard Time
From: Marcia Zamorano
To: Marcia Zamorano

- Campaña Cubre Bocas. Hasta hoy: Mas 4
- Campaña Quedate en casa hasta hoy 20 Adicional  Valor estimado $720.00

Las capsulas hablando de salud que son patrocinadas por Pima County Healh Department - Quedate en Casa.
2 por semana y podria programar para el fin de semana ( Sabado y Domingo se pueden repetir )

Subimos en Facebook de la Radio con ~11K seguidores. Valor estimado $200.00

y los facebook personales hasta ahorita:
   Ginna Meneses - Asistente de Remoto y promociones $50.00
   Vanessa Larios. Directora de Promociones $50.00
   Sonia Tabanico. Directora $50.00
   Gaston Mascareñas Morning DJ- Broadcaster $50.00
   Susana Herrera Traffic Department $50.00

ADDITIONAL ADDED VALUE TO COMMITMENT AS OF TODAY 04/21/2020

TOTAL VALOR ESTIMADO $1,170.00

Me podrias dejar saber si es lo que ocupas? Cualquier cosa, aqui pendiente.

Saludos

Sonia Tabanico, GM
KZLZ 105.3 FM La Poderosa
2959 E Grant Rd.
Tucson, AZ 85716
520.325.3054 ph
Marcia buenas tardes,
A continuación el valor agregado que estamos dando al Condado Pima departamento de Salud:

PSA Campaign Cubre Bocas & Quédate en Casa  624 PSA 15 seg x $30.00 = $18,720.00
February 2020 8X$400.00 segments in Local News = $3,200.00
March 2020 8X$400.00 segments in Local News = $3,200.00
01 program one-hour complete Arriba Tucson Covid-19= $1,200.00
01 Segment in Arriba Tucson Dr. Carlos Perez Velez 9 minutes X $500.00= $500.00

Total Added Value Pima County Health Department COVID-19         $26,820.00

Quedo a tus ordines saludos cordiales.

Rodolfo Velez | Senior Account Executive | Azteca Tucson 14
Office: (520) 398-7922 | Cell: (520) 312-5631 | rodolfo@lmmedia.us
Please Click and Like our sites.