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BOARD OF SUPERVISORS

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December 08, 2009

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

40 DECEMBER 15, 2009

Sachi A. Hamai
SACHI A. HAMAI
EXECUTIVE OFFICER

Dear Supervisors:

**APPROVAL OF AMENDMENT NUMBER 1 TO CONTRACT NUMBER PH-000949 WITH CLEAR
CHANNEL COMMUNICATIONS FOR THE PROVISION OF PUBLIC HEALTH EMERGENCY
RESPONSE TO PANDEMIC INFLUENZA
(ALL SUPERVISORIAL DISTRICTS) (3 VOTES)**

SUBJECT

Request approval to execute Amendment Number 1 to Contract Number PH-000949 with Clear Channel Communications to amend the current agreement to perform additional activities to support the Department of Public Health's ongoing efforts to respond to pandemic H1N1.

IT IS RECOMMENDED THAT YOUR BOARD:

Authorize and instruct the Director of the Department of Public Health (DPH), or his designee, to execute Amendment 1, to Contract Number PH-000949, with Clear Channel Communications increasing the existing maximum obligation by \$500,000 from \$500,000 to \$1,000,000 to support DPH's efforts to develop and execute a public awareness media campaign in response to pandemic H1N1, 100 percent offset with emergency funds from the Centers for Disease Control and Prevention's (CDC) Public Health Emergency Response (PHER), Notice of Award (NA) 1H75TP000350-01 Amendment 3, effective upon the date of execution, but no sooner than the date of Board approval through July 30, 2010, 100 percent offset by grant funding.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

Approval of this proposed Board action will allow DPH to amend an existing agreement with Clear Channel Communications to support DPH's efforts to expand the development and execution of a multicultural and multilingual public awareness media campaign in response to pandemic H1N1.

This amendment will allow DPH to develop linguistically and culturally appropriate messaging about the H1N1 vaccination and flu prevention to target population groups including Hispanic, African American, Asian, Armenian, Arabic, Iranian, Russian, Lesbian, Gay, Bisexual and Transgender (LGBT), and young adults under the age of 24. The expansion of the public media campaign will include public service announcements for television, print, radio and online media. To ensure cultural appropriateness, customized language messaging will be developed and used. The campaign will include messages directing people to their health providers and to the County's website for a flu vaccine locator to access information about obtaining the vaccine, targeting at-risk populations, and providing education about prevention/protection that includes message reminders to stay home when sick.

Earlier this year, a public health emergency was declared by the United States Department of Health and Human Services (HHS) as the result of the detection of 20 known cases of individuals infected by swine origin Influenza A virus, now known as the novel Influenza A (H1N1) in the United States. Subsequently, the World Health Organization (WHO) declared the first pandemic in over 40 years in recognition of widespread and sustained human-to-human transmission of the virus in multiple regions around the globe. In light of the threat a pandemic can pose to the nation's public health and security, Congress responded by appropriating funding for the "Public Health and Social Services Emergency Fund" to prepare for and respond to the influenza pandemic. These funds are intended to bolster the nation's preparedness and response capabilities in order to decrease morbidity and mortality rates associated with the influenza pandemic.

Implementation of Strategic Plan Goals

The recommended Board action supports Goal 4, Health and Mental Health, and Goal 5, Public Safety of the County Strategic Plan by implementing a media campaign designed specifically to increase public awareness for prevention and response to acts of bioterrorism, thus increasing the safety and security of residents in Los Angeles County.

FISCAL IMPACT/FINANCING

Approval of this proposed Board action will allow DPH to amend Contract Number PH-000949 with Clear Channel Communications increasing the existing maximum obligation by \$500,000 from \$500,000 to \$1,000,000 to support DPH's efforts to develop and execute a public awareness media campaign in response to pandemic H1N1, 100 percent offset with emergency funds from the CDC.

Funding for this Board action is included in DPH's Fiscal Year (FY) 2009-10 Adjusted Budget.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

On April 26, 2009, HHS declared a public health emergency as the result of the detection of 20 known cases of individuals infected by H1N1 in the United States.

On June 11, 2009, WHO declared the first pandemic in over 40 years in recognition of widespread and sustained human-to-human transmission of the virus in multiple regions around the globe.

On September 8, 2009, the Board authorized the Director of DPH to accept NA 1H75TP000350-01 in the amount of \$8,510,041, and 1H75TP000350-01, Amendment 1 in the amount of \$6,367,873, for Phase I and Phase II, respectively of the emergency preparedness and response to H1N1 pandemic influenza. The September 8, 2009, Board Letter also provided the Director of DPH with the authority to accept and execute future amendments to CDC's NA 1H75TP000350-01. Subsequently, on October 8, 2009, an additional \$25,106,330, for Phase III was accepted.

On October 6, 2009, the Board was informed that DPH would be exercising delegated authority approved on July 29, 2008, to execute a sole source agreement with Clear Channel Communications to support DPH's efforts to develop and execute a media campaign in response to pandemic H1N1.

County Counsel has approved Exhibit I as to form.

CONTRACTING PROCESS

On October 22, 2009, DPH entered into a sole source agreement with Clear Channel Communications to provide media services for its public awareness campaign for H1N1. Approval of this proposed Board action will allow DPH to continue working with Clear Channel Communications and more quickly implement the media services identified by DPH.

Clear Channel Communications is uniquely qualified to perform these services, their properties and partners are one of the largest platforms in the world for advertisers and direct distributors for outdoor media including, but not limited to, bus transit shelters, billboards, and other outdoor media in Los Angeles County. Clear Channel Radio, outdoor media venues and events are market share leaders. DPH has used Clear Channel to perform emergency preparedness and response public awareness campaigns, most recently in the countywide multi-cultural, multi-lingual education and outreach emergency preparedness campaign in 11 different languages.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

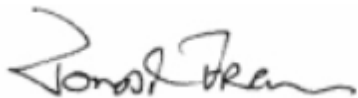
Approval of this action will allow DPH to execute Amendment Number 1 to Contract Number PH-000949 with Clear Channel Communications to perform additional media and public outreach activities that will support public awareness about/related to pandemic H1N1.

The Honorable Board of Supervisors

12/8/2009

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Respectfully submitted,

A handwritten signature in dark ink, appearing to read "Jonathan E. Fielding". The signature is fluid and cursive, with a large initial "J" and a long, sweeping underline.

JONATHAN E. FIELDING, M.D., M.P.H.

Director and Health Officer

JEF:rdt

Enclosures

c: Chief Executive Officer
Acting County Counsel
Executive Officer, Board of Supervisors

BIOTERRORISM PREPAREDNESS PROGRAM SERVICES AGREEMENT

AMENDMENT NUMBER 1

THIS AMENDMENT is made and entered into this _____ day
of _____, 2009,

by and between

COUNTY OF LOS ANGELES (here-
after "County"),

and

CLEAR CHANNEL COMMUNICATIONS
(hereafter "Contractor").

WHEREAS, reference is made to that certain document entitled "EMERGENCY PREPAREDNESS AND RESPONSE SERVICES AGREEMENT", dated October 6, 2009, and further identified as County Contract Number PH-000949 and any amendments thereto (all hereafter "Agreement") between County and Contractor; and

WHEREAS, County has been allocated funds from the federal Centers for Disease Control and Prevention ("CDC"), Catalog of Federal Domestic Assistance Number 93.069 for the Public Health Preparedness and Response Bioterrorism project, of which a portion of these funds has been designated for Contractor; and

WHEREAS, it is the intent of the parties hereto to amend Agreement to extend the term, add additional funding and to make other described changes; and

WHEREAS, said Agreement provides that changes may be made in the form of a written amendment which is formally approved and executed by the parties.

NOW, THEREFORE, the parties hereby agree as follows:

1. This Amendment shall be effective on the date of execution by the parties through July 30, 2010.

2. Effective on the effective date of this Amendment, Exhibit B "Scope of Work" and Schedule B "Budget", as attached hereto shall be added to the Agreement and incorporated therein by reference.

3. On the effective date of this Amendment the maximum obligation of County to Contractor for the period effective upon execution by the parties through July 30, 2010 is increased by Five Hundred Thousand Dollars (\$500,000) (from \$500,000 to \$1,000,000) for activities starting upon the effective date of this Amendment through July 30, 2010, as detailed in Exhibit B, and further detailed in Schedule B.

Contractor shall use such funds only to pay for services as set forth in the Schedules attached hereto and incorporated herein by reference, and only to the extent that such funds are provided for pass through to County by CDC.

4. Paragraph 38. CONTRACTOR'S WARRANTY OF COMPLIANCE WITH COUNTY'S DEFAULTED PROPERTY TAX REDUCTION PROGRAM shall be added to the Additional Provision of the Agreement as follows:

"38 CONTRACTOR'S WARRANTY OF COMPLIANCE WITH COUNTY'S DEFAULTED PROPERTY TAX REDUCTION PROGRAM, Contractor acknowledges that County has established a goal of ensuring that all individuals and business that benefit financially from County through contract are currently in paying their property tax obligations (secured or unsecured roll) in order to mitigate the economic burden otherwise imposed upon County and its taxpayers.

Unless Contractor qualifies for an exemption or exclusion, Contractor warrants and certifies that to the best of its knowledge it is now in compliance, and during the term of this contract will maintain compliance, with Los Angeles County Code Chapter 2.206.

5. Paragraph 39. TERMINATION FOR BREACH OF WARRANTY TO MAINTAIN COMPLIANCE WITH COUNTY'S DEFAULTED PROPERTY TAX REDUCTION PROGRAM shall be added to the Additional Provision of the Agreement as follows:

"39. TERMINATION FOR BREACH OF WARRANTY TO MAINTAIN COMPLIANCE WITH COUNTY'S DEFAULTED PROPERTY TAX REDUCTION PROGRAM. Failure of Contractor to maintain compliance with the requirements set forth in Paragraph 38. "CONTRACTOR'S WARRANTY OF COMPLIANCE WITH COUNTY'S DEFAULTED PROPERTY TAX REDUCTION PROGRAM" shall constitute default under this contract. Without limiting the rights and remedies available to County under any other provision of this contract, failure of Contractor to cure such default within 10 days of notice shall be grounds upon which County may terminate this contract and/or pursue debarment of Contractor, pursuant to County Code Chapter 2.206.

4. Except for the changes set forth hereinabove, Agreement shall not be changed in any other respect by this Amendment.

IN WITNESS WHEREOF, the Board of Supervisors of the County of Los Angeles has caused this Amendment to be subscribed by its Director of Public Health

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and Contractor has caused this Amendment to be subscribed in its behalf by its duly authorized officer, the day, month, and year first above written.

COUNTY OF LOS ANGELES

By _____
Jonathan E. Fielding, M.D., M.P.H.
Director and Health Officer

CLEAR CHANNEL COMMUNICATIONS
Contractor

By _____
Signature

Print Name

Title: _____
(AFFIX CITY SEAL)

APPROVED AS TO FORM
BY THE OFFICE OF THE COUNTY COUNSEL
ROBERT E. KALUNIAN
Acting County Counsel

APPROVED AS TO CONTRACT
ADMINISTRATION:

Department of Public Health

By _____
Gary T. Izumi, Chief
Contracts and Grants Division

Assignment#01335.rdt

**LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH
EMERGENCY PREPAREDNESS AND RESPONSE PROGRAM
SCOPE OF WORK**

CONTRACTOR NAME: Clear Channel Communications
CONTRACT NUMBER:
SCHEDULE/PROJECT NUMBER:
TERM: Date of Execution through July 30, 2010

H1N1 Pandemic Flu Vaccination and Prevention Campaign Media – Phase 2

Background

The World Health Organization has declared that H1N1 is a global flu pandemic. Health experts agree that proper hand washing; respiratory etiquette (covering your cough and sneeze), vaccination and other community mitigation strategies can help keep the public safe from seasonal flu and also slow the spread of flu during a pandemic. The County is expanding its H1N1 Prevention media campaign to communicate preventative messages to ensure and protect County residents and especially those most at risk. This campaign includes a grassroots multicultural approach to effectively target the population and create community specific messages and materials to increase the probability that group members will be exposed to, attend to and take an interest in the messages presented. Recent research also suggests that advertising in racially or ethnically-targeted media is the best way to reach specific ethnic groups.

Main Campaign Goals:

- 1) Effectively communicate and differentiate between The Seasonal Flu Shot and the H1N1 Vaccine and encourage at risk people to get both.
- 2) Direct LA County residents to their providers and to the County's site for a Flu Vaccine Locator.
- 3) Reach at risk people (i.e. School age kids 6- 24 years old and immune compromised people under 65).
- 4) Educate LA County residents using prevention messages so residents can protect themselves from flu by staying home when they are sick.

Major Objectives	Major Functions, Tasks, and Activities	Timeline	Performance Measure and/or Deliverable
PHASE I: Campaign Development	<ol style="list-style-type: none"> 1. Hold meetings with county officials to develop and coordinate media campaign. 2. Work with county officials to develop core campaign messaging that will be used throughout the media. 3. Based on the core messaging, media for all outlets will be created in-language – such as radio commercials, television commercials, print ads, leaderboards, etc for the two messages. 	<p>Date of Execution– December, 2009</p>	<ol style="list-style-type: none"> 1. Deliverable ongoing meeting minutes to County 2. Deliverable is final key messages for the campaign

**LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH
EMERGENCY PREPAREDNESS AND RESPONSE PROGRAM
SCOPE OF WORK**

<p>PHASE II: Distribution of PSAs & Media Buys.</p>	<p>4. All partners to receive and/or produce in-language collateral items to disseminate through community outreach.</p>	<p>Date of Execution– June, 2010</p>	<p>Measurable deliverables include:</p> <ul style="list-style-type: none"> ▪ Notarized affidavit listing commercial spot times for all radio & TV commercial messages. ▪ Notarized affidavit of interior transit cards and bus kings with photos. ▪ Notarized affidavit acknowledging running of Leaderboards/Banners. ▪ Notarized affidavit acknowledging running of PEP through SCBA Campaign. ▪ Tear Sheets of print ads along with notarized affidavits. ▪ Screenshots of online PSAs, Moviescreens and/or online campaigns.
<p>General Market – Radio</p> <ol style="list-style-type: none"> 1. Placement of media buy on Clear Channel Radio Stations: KBIG, KFI, KHHT, KIIS and KOST for a minimum of 300x :30 commercials (M-Su 5a-8p). 2. Placement of media buys on Total Traffic Network for a minimum of 300x :15 commercials (60% Drives/40% ROS 5am-mid) over a 4-week period. Note: Total Traffic Network also includes Univision stations. 3. Placement of 100x :30 PSA messages to air over 8 Clear Channel Radio stations (ROS 5am-2am). 4. Placement of Public Education Program through the Southern California Broadcasters Association delivering a minimum of 1,200x :30 PSA messages (ROS 5am-5am). . These will be broken up into 3x campaigns with 400x spots over approximately December, February and April. 5. Placement of media buy on Radio Disney for a 24x :30 commercials. 6. Placement of 69x :30 PSA messages. 7. Radio Disney will provide a 30-minute Public Affairs Show for LA County Dept of Public Health to be the featured guest. <p>General Market - TV</p> <ol style="list-style-type: none"> 8. Placement of media buy on KTLA-TV for a minimum of 48x :15 second commercials. Programs included are Morning and PM News. 9. Placement of media buy on KABC-TV for a minimum of 47x :15 second commercials. Programs included are Eyewitness News, Good Morning America, Daytime, Oprah and Weekend/Fringe. 			

**LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH
EMERGENCY PREPAREDNESS AND RESPONSE PROGRAM
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	<p>10. Placement of media buy on FOX11 for a minimum of 45x :15 second commercials. Programs included are Morning News, Daytime and Weekend/Fringe.</p> <p>11. Placement of media buy on CBS2 and KCAL9 for a minimum of 60x :15 second commercials. Programs included are CBS Morning News Programming, CBS Sunday Morning News, KCAL9 Daytime Programming (rotating), The Doctors, KCAL Prime News Trombo.</p> <p>12. Placement of media buy on NBC for a minimum of 36x :15 second commercials. Programs included are Morning News Shows, The Today Show, Prime Time News, Late News and Saturday News.</p> <p>13. Placement of a Cable TV buy to include a combination of the following networks and/or programs: Nickelodeon, ABC/Family Channel, Disney Channel, USA, Food Network Lifetime, AMC.</p> <p>General Market – Online</p> <p>14. Placement of a minimum of 1,500,000 leaderboard impressions over five (5) Clear Channel Radio Stations – 60% of banner ads to run on KIIS-FM. Additional 40% to run on KOST, KBIG, KHHT and KFI.</p> <p>15. Placement of Text Messaging Program on CCLA to a minimum of 20,000 members with flu shot reminder (35 characters).</p> <p>16. Placement of RMO/Sticky Note Homepage Takeover on CCLA for 24 hour lockdown for flu shot reminder on 3 CCLA stations.</p> <p>17. 1,120x :30 second audio streaming commercials on all CCLA stations.</p> <p>18. 100,00 :15 second video pre-roll impressions on all CCLA websites.</p> <p>19. CCLA to build and host Flushotla.com for duration of campaign. Note: Flushotla.com will be purchased for 5 year commitment.</p>		
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**LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH
EMERGENCY PREPAREDNESS AND RESPONSE PROGRAM
SCOPE OF WORK**

	<p>CCLA will give LADPH all creative assets and programming after the campaign is finished.</p> <p>20. Good PR to maintain daily blog on Flushotla.com as well as update Facebook and Twitter sites for duration of campaign.</p> <p>21. Placement of banner ads and/or video pre-roll on KTLA, CBS2, KCAL9, FOX11 and NBC.</p> <p>General Market - Print</p> <p>22. Placement of a minimum of 9x 1/8 page print ads in the following publications: San Gabriel Valley Tribune, Frontiers IN Los Angeles and/or LA Weekly.</p> <p>General Market - Outdoor</p> <p>23. Placement of media buys for Bus Interiors for a minimum of 1,200 cards with Blu Line Media for 3 months.(50% English/50% Spanish).</p> <p>24. Placement of media buy on Transit TV of :60 PSA (to rotate equally between two :30 English spots combined with one :30 Spanish spot) that will run a minimum of 200x spots on 2,191 MTA buses over a 5-week period.</p> <p>25. Placement of media buy for Bus Kings for a minimum of 55x Bus Kings with CBS Outdoor/MTA Buses for 3 months.</p> <p>LBGT – Print/Online</p> <p>26. Placement of media buy in Frontiers IN Los Angeles for a minimum of 3x 1/8 page ads.</p> <p>27. Placement of media buy on Facebook serving a minimum of 600,000 impressions.</p> <p>Hispanic – Radio</p> <p>28. Placement of radio commercials airing a total of 268x :30 commercials on KTNQ, KLAX & KXOL.</p> <p>29. Placement of 13x (3"x10.75") print ads in La Opinion, Hoy and La Guia Familiar.</p> <p>Hispanic - Television</p>	
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**LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH
EMERGENCY PREPAREDNESS AND RESPONSE PROGRAM
SCOPE OF WORK**

	<p>30. Placement of media buy on KMEX for a minimum of 71x commercials. Programs included are Primera Edicion (Morning Show), Despierta Los Angeles Billboard, Despierta Los Angeles Segment (to air 2x days), Despierta America, Network Late News, Promercials and PSAs.</p> <p>African-American - Television</p> <p>31. Placement of a minimum of 172x cable television ads in key zip codes. Programming includes: BET, Lifetime, VH1 and Nickelodeon.</p> <p>African-American - Radio</p> <p>32. Placement of a minimum of 32x :30 commercials on KJLH over an 8-week period.</p> <p>African-American – Non-traditional</p> <p>33. Placement of PSA campaign in movie theaters with cinematic billboards delivering approximate 1,600 :30 commercials.</p> <p>Chinese - Print</p> <p>34. Placement of Chinese Print including 21x ¼ page print ads in World Journal, Sing Tao, China Press, Chinese LA Daily News and/or Chinese LA Daily News.</p> <p>Chinese - Television</p> <p>35. Placement of Chinese Television including 45x :30 commercials airing on KSCI and KHTZ.</p> <p>Korean - Print</p> <p>36. Placement of Korean Print including 41x ¼ page print ads in the Korea Times, Korea Daily, Korean Sunday News, Daily Sports Seoul.</p> <p>Korean - Television</p> <p>37. Placement of Korean Television including a total of 20x :30 commercials airing on KSCI.</p> <p>Filipino - Print</p> <p>38. Placement of Filipino Print including a total of 10x ¼ page print</p>		
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**LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH
EMERGENCY PREPAREDNESS AND RESPONSE PROGRAM
SCOPE OF WORK**

	<p>ads in LA Asian Journal, Weekend Balita, Asian Journal.com and other online counterparts.</p> <p>Asian - Online</p> <p>39. Placement of online media buy serving a minimum of 5,000,000 impressions through sites such as: MissyUSA.com, JoinsAmerica.com, soompi.com and/or BakitWhy.com.</p> <p>Armenian-American – Television/Print/Online</p> <p>40. Placement of Armenian-American TV including 4x :60 commercials on Horizon TV.</p> <p>41. Placement of Armenian-American Print including 5x ¼ page ads running in Asbarez Daily, California Courier, Hai Kiank Armenian Weekly, Armenian Life.</p> <p>42. Placement of media buy in USA Armenian Life with a minimum of 4x E-Newsletters.</p> <p>43. Placement of media buy in Armenian Youth Forum with a minimum of 4x E-Newsletters.</p> <p>Iranian-American – Television/Print</p> <p>44. Placement of Iranian-American TV airing a minimum of 11x :60 commercials airing on High Vision Farsi TV.</p> <p>45. Placement of Iranian-American Print including 3x ¼ page print ads in Fogholadeh, Tehran Magazine, Sobhe Iran Emrooz.</p> <p>Russian-American – Television/Print</p> <p>46. Placement of Russian-American TV airing a minimum of 5x :60 commercials on Panorama TV and ARTN Television.</p> <p>47. Placement of Russian-American Print including 2x ¼ page print ads running in Friday Express and Panorama Newspaper.</p> <p>Arab-American - Print</p> <p>48. Placement of Arab-American Print including 5x ¼ page ads in Beirut Times, Al-Alam, Arab Newspaper, Al-Akhbar Newspaper and Al-Watan.</p>		
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**LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH
EMERGENCY PREPAREDNESS AND RESPONSE PROGRAM
SCOPE OF WORK**

PHASE III: Follow-up and Final Report	<p>1. Coordinate with Good PR to write comprehensive, final results report</p> <ul style="list-style-type: none"> ▪ Compile results from individual community outreach partners ▪ Hold meeting with partners to review draft ▪ Finalize draft and format final report ▪ Provide 8 copies of County approved Final report including a DVD recap of the campaign 	<p>June - July, 2010</p>	<p>1. Measurable deliverables include:</p> <ul style="list-style-type: none"> • Evaluation letters and complied report from installation locations. • Final report of locations and pictures from key locations. • Full results report from each community outreach event. • Full results from each PSA, outdoor, media buy with airchecks, • List of community organizations or small businesses collateral materials delivered. ▪ Full results report from each PSA placement, including ad buy campaign and Outdoor placement. ▪ Air checks from all broadcast media mentions. ▪ Clips and copies of articles from newspapers / stories. ▪ Pictures from all events, including photos provided by partners from community events • List of media partners that went beyond the scope of work to support the campaign.
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LOS ANGELES COUNTY - DEPARTMENT OF PUBLIC HEALTH
EMERGENCY PREPAREDNESS AND RESPONSE PROGRAM

FEE FOR SERVICE/DELIVERABLE

CONTRACTOR/VENDOR NAME: Clear Channel Communications

CONTRACT/PURCHASE ORDER NUMBER:

SCHEDULE/PROJECT NUMBER:

BUDGET PERIOD: Date of Execution - July 30, 2010

FUNDING SOURCE: CDC PHER 09/10 Focus Area 3

FEE FOR SERVICE/DELIVERABLE	
SERVICE/DELIVERABLE	AMOUNT REQUESTED
Phase 1-Campaign Development	\$ 10,000
Phase 2 - Distribution of PSA's and Media Buys	\$ 485,000
Phase 3 - Campaign Wrap-up & Final Reports	\$ 5,000
TOTAL AMOUNT REQUESTED	\$ 500,000