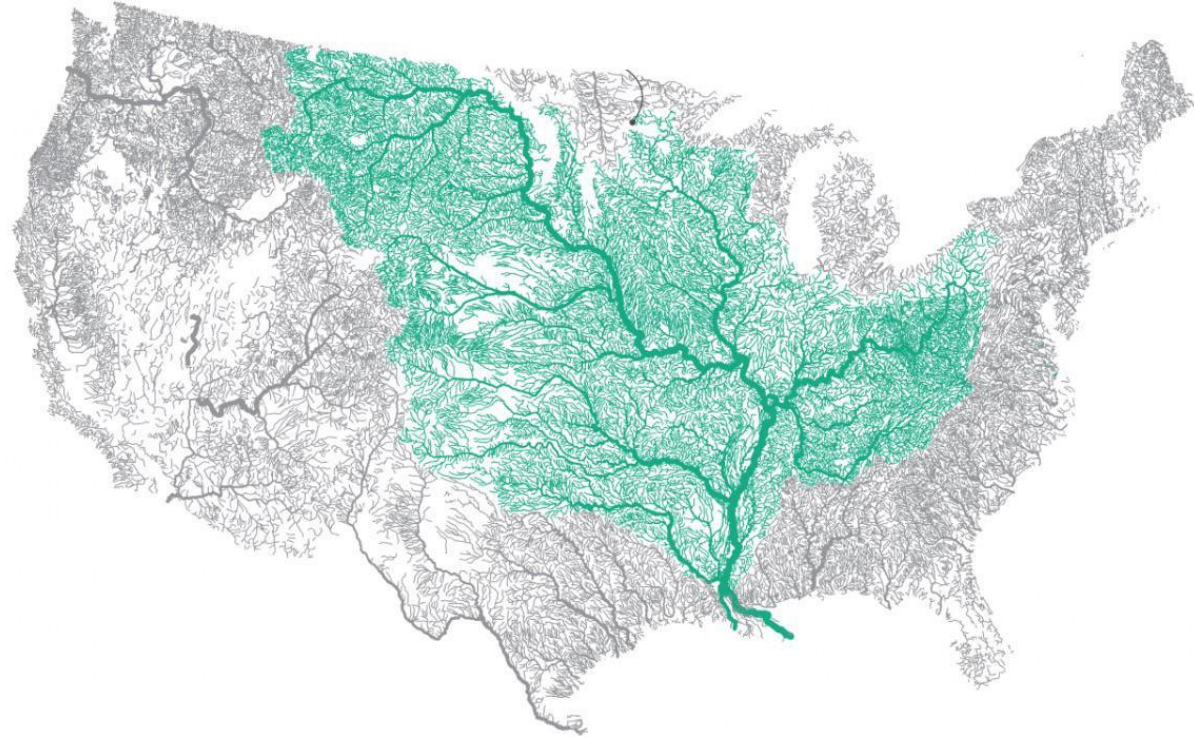


MS4 Media Outreach Ads



Daniel R Peake
Division of Environmental Analysis, KYTC





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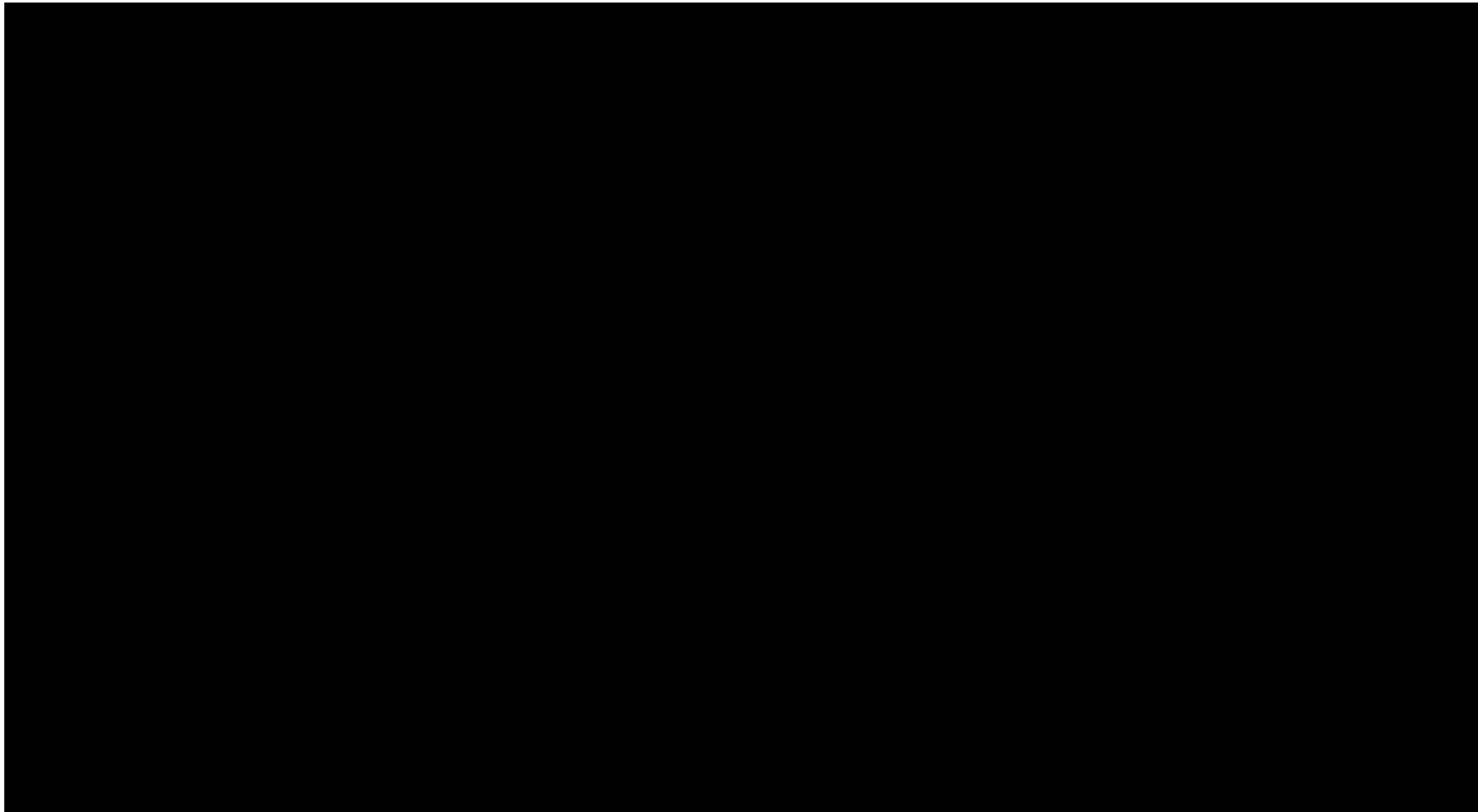


KYTC produces TV and Radio commercials?

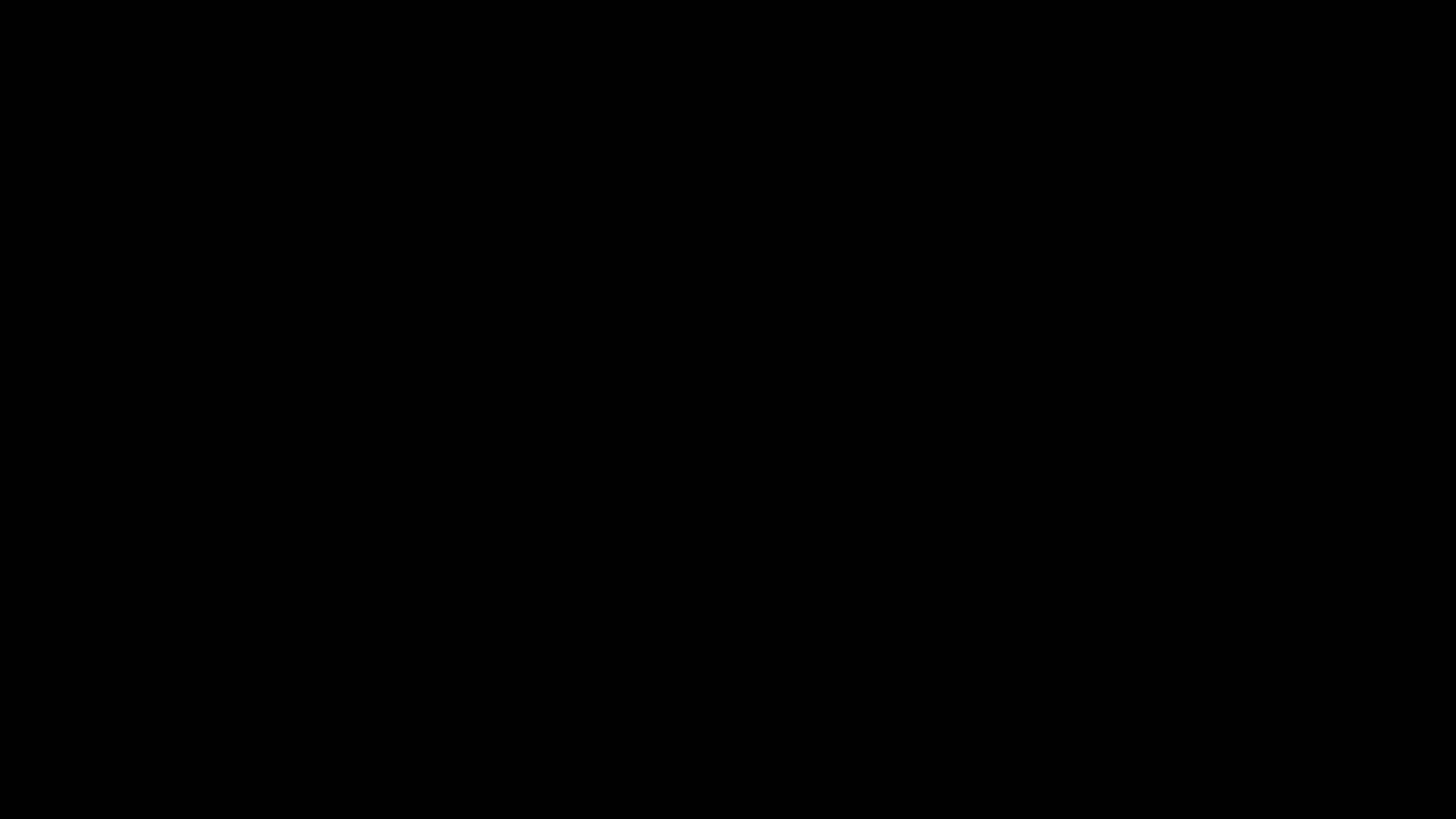
- Complies with our public outreach requirements
- Original ads ran from 2009 to October 2023
- History of ads; 2 TV ads, 6 radio ads. 2021 76,875 radio spots aired with a total value of \$1,424,449 and 10,610 TV spots

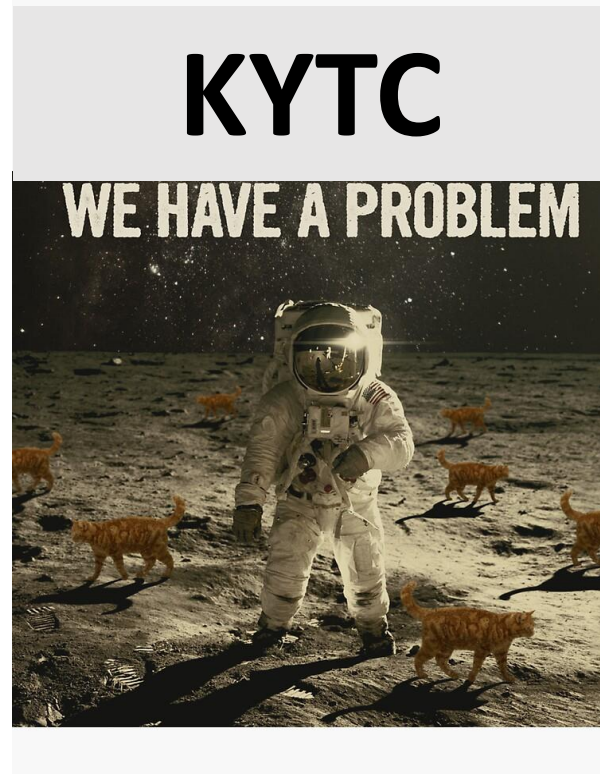


Ad 1 Fish Swimming Pool



Ad 2 Fish Front Door





- Governor's office brings up issue with ads in SEPT 2023 (Chuck Wolfe) (election cycle)



TEAM KENTUCKY®

TRANSPORTATION
CABINET

- Contract for new ads in 2024 with Red7e





VISUAL:

SLOW PAN ACROSS A WALL OF A SPORT FISHERMAN'S paneled den, where various trophy fish are on display.

AS THE PAN CONTINUES, THE MOUNTED ITEMS BECOME various pieces of garbage: fast food bag, pesticide container, paint can, plastic bottle, motor oil container, car tire, etc.

LOGO/SLOGAN/WEB ADDRESS:

STORMWATER.KY.GOV

TEAM KENTUCKY

TRANSPORTATION CABINET



AUDIO:

ANNCR: When people throw garbage on the ground and dump hazardous stuff down storm drains, it all ends up in our rivers, lakes and streams.

Which means that, pretty soon, we'll be reeling in more trash...

than fish.

Do your part to keep Kentucky's waterways clean.



KENTUCKY TRANSPORTATION CABINET — Storm Water — :30 Audio/Radio “Weather”

NEWS ANCHOR: And here’s Clark with the weather. How’s it looking for our weekend boaters out there, Clark?

METEOROLOGIST: Well, Stacy, we can expect periods of heavy rain across the viewing area.

That means all the trash, lawn chemicals, and other hazardous waste on the ground will go down the storm drains and into our rivers, lakes and streams.

NEWS ANCHOR: Gross!

METEOROLOGIST: Gross is right, Stacy. Now here’s Dave with sports.

ANNCHOR: Do your part to keep Kentucky’s waterways clean. Make sure only stormwater goes down storm drains.

Brought to you by Team Kentucky and the Kentucky Transportation Cabinet.



Questions?

