

South Plains Association of Governments

1323 58th Street • P.O. Box 3730 Freedom Station • Lubbock, Texas 79452-3730

Phone: 806.762.8721 • Fax: 806.765.9544 • Toll Free: 1.800.858.1809

To Whom it May Concern:

South Plains Association of Governments (SPAG) first collaborated with Griffin Wink in 2007. It set up a media proposal for 2-1-1 Texas South Plains. The purpose was to help create visibility for the program. Not only was it in its infancy stage on the South Plains, but also across the State of Texas. The proposal included regional billboards, PSAs, and even a radio jingle. It was successful in that it helped launch the 2-1-1 program into the community at a rate the program could afford. The partnership has remained over the years and now currently administers an online media campaign for the South Plains Aging and Disability Resource Center (SPADRC). Once again, Griffin Wink has set up a model that meets the current media trend. They created online YouTube video spots for each program as well as set up the website. Their partnership with Google enables SPADRC to review monthly reports that provide demographic, regional and other statistics about viewership.

SPAG's relationship with Griffin Wink has proven invaluable over the years. They understand the limitations of a government program. They are flexible enough to work with time and funding constraints and can tailor a media campaign as needed. The staff is knowledgeable about today's media trends and how it can be used to produce results. I highly recommend Griffin Wink to be used for your media campaign.

Sincerely,



Ayda Chapa

Director

2-1-1 Texas South Plains

SPADRC