
From: Smith, Jared [SmithJar@pbworld.com]
Sent: Friday, October 30, 2009 4:44 PM
To: Paananen, Ron
Subject: RE: media contact

[Thanks Ron.](#)

Jared

Direct Line 206.382.6347 | Cell 206.369.2351

From: Paananen, Ron [mailto:PaananR@wsdot.wa.gov]
Sent: Friday, October 30, 2009 4:38 PM
To: Smith, Jared
Subject: Fw: media contact

[Here is my summary](#)

From: Paananen, Ron
To: Van Ness, Kristy (Consultant); Lenz, KaDeena (Consultant)
Sent: Thu Oct 29 12:55:56 2009
Subject: media contact

Lucy Badilla (437-5083) from Northwest Construction and ENR called and asked a few questions about the video simulation released this week. She asked if \$80,000 was a lot for this type of simulation. I told her the simulations are not cheap, but they reach a large audience. You tube has recorded over 60,000 viewings of the earthquake simulation. Previous drive through simulations have had a large number of viewings as well. She asked if we do simulations on other projects. I told her the SR 520 Bridge Replacement project and the I-90 Snoqualmie Pass project have also produced drive through simulations as part of their communications efforts.

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