

**IN THE COUNTY LEGISLATURE OF JACKSON COUNTY, MISSOURI**

**A RESOLUTION** authorizing the Director of Finance and Purchasing to execute contracts for television air time for use by the Parks and Recreation Department, with Meredith Corporation d/b/a KCTV 5 of Fairway, KS, KCCP Trust d/b/a Time Warner Cable of Milwaukee, WI, Fox Entertainment Group d/b/a WDAF-TV of Kansas City, MO, Hearst-Argyle Television, Inc., d/b/a KMBC-TV of Kansas City, MO, and Scripps Howard Broadcasting d/b/a NBC Action News of Kansas City, MO, at an actual aggregate cost to the County not to exceed \$46,491.00.

**RESOLUTION #17939**, July 2, 2012

**INTRODUCED BY** Fred Arbanas, County Legislator

WHEREAS, the Parks and Recreation Department has been developing an updated marketing plan, logo, and brand and is now ready to move forward with an advertising campaign to promote on-line registration for activities and drive internet traffic to the Jackson County website; and,

WHEREAS, in consideration of the unique nature of the television industry and the specific markets served by and viewership ratings of each television station or provider, the Director of Parks and Recreation recommends the purchase of television air time for this campaign from the following television stations:

<u>VENDORS</u>	<u>AMOUNT</u>
Meredith Corporation d/b/a KCTV 5, Fairway, KS	\$10,095.00
KCCP Trust d/b/a Time Warner Cable Milwaukee, WI	\$12,336.00

Fox Entertainment Group d/b/a WDAF-TV Kansas City (Jackson County), MO	\$7,000.00
Hearst-Argyle Television, Inc. d/b/a/ KMBC-TV Kansas City (Jackson County), MO	\$10,000.00
Scripps Howard Broadcasting d/b/a NBC Action News Kansas City (Jackson County), MO	\$7,060.00
Total	<u>\$ 46,491.00</u>

now therefore,

BE IT RESOLVED that contracts be authorized as recommended by the Director of Parks and Recreation, and that the Director of Finance and Purchasing be, and is hereby, authorized to execute for the County contracts with Meredith Corporation d/b/a KCTV 5 of Fairway, KS, KCCP Trust d/b/a Time Warner Cable of Milwaukee, WI, Fox Entertainment Group d/b/a WDAF-TV of Kansas City, MO, Hearst-Argyle Television, Inc., d/b/a KMBC-TV of Kansas City, MO, and Scripps Howard Broadcasting d/b/a NBC Action News of Kansas City, MO, in a form to be approved by the County Counselor; and,

BE IT FURTHER RESOLVED that the Director is authorized to make all payments, including final payment on the contracts.

Effective Date: This Resolution shall be effective immediately upon its passage by a majority of the Legislature.

APPROVED AS TO FORM:

*Ray D. Holden*  
Chief/Deputy County Counselor

*W. [Signature]*  
County Counselor

Certificate of Passage

I hereby certify that the attached resolution, Resolution #17939 of July 2, 2012, was duly passed on July 2, 2012 by the Jackson County Legislature. The votes thereon were as follows:

Yeas 8

Nays 0

Abstaining 0

Absent 1

7-2-12  
Date

*Mary Jo Spino*  
Mary Jo Spino, Clerk of Legislature

There is a balance otherwise unencumbered to the credit of the appropriation to which the expenditure is chargeable and there is a cash balance otherwise unencumbered in the treasury to the credit of the fund from which payment is to be made each sufficient to provide for the obligation herein authorized.

ACCOUNT NUMBER: 003 1601 56210  
ACCOUNT TITLE: Park Fund  
Director - Parks  
Advertising  
NOT TO EXCEED: \$31,491.00

ACCOUNT NUMBER: 001 1221 56210  
ACCOUNT TITLE: General Fund  
Communications  
Advertising  
NOT TO EXCEED: \$15,000.00

*June 29, 2012*  
Date

*[Signature]*  
Director of Finance and Purchasing

# REQUEST FOR LEGISLATIVE ACTION

Completed by County Counselor's Office:

Res/Ord No.: ~~xxx~~ 17939

Sponsor(s): Fred Arbanas

Date: July 2, 2012

<p>SUBJECT</p>	<p>Action Requested  <input checked="" type="checkbox"/> Resolution  <input type="checkbox"/> Ordinance</p> <p>Project/Title: <u>Marketing Campaign – Requesting the County Executive to execute contracts for television air time for use by the Parks &amp; Recreation Department.</u></p>														
<p>BUDGET INFORMATION  <i>To be completed By Requesting Department and Finance</i></p>	<table border="1"> <tr> <td>Amount authorized by this legislation this fiscal year:</td> <td>\$46,491</td> </tr> <tr> <td>Amount previously authorized this fiscal year:</td> <td>\$</td> </tr> <tr> <td>Total amount authorized after this legislative action:</td> <td>\$46,491</td> </tr> <tr> <td>Amount budgeted for this item * (including transfers):</td> <td>\$46,491</td> </tr> <tr> <td>Source of funding (name of fund) and account code number; FROM:</td> <td></td> </tr> <tr> <td>001-1221-56210 Communications Advertising</td> <td>\$15,000</td> </tr> <tr> <td>003-1601-56210 Director of Parks Advertising</td> <td>\$31,491</td> </tr> </table> <p>* If account includes additional funds for other expenses, total budgeted in the account is: \$78,600</p> <p>OTHER FINANCIAL INFORMATION:</p> <p><input type="checkbox"/> No budget impact (no fiscal note required)  <input type="checkbox"/> Term and Supply Contract (funds approved in the annual budget); estimated value and use of contract:  Department: Estimated Use: \$</p> <p>Prior Year Budget (if applicable): \$55,680  Prior Year Actual Amount Spent (if applicable): \$55,680</p>	Amount authorized by this legislation this fiscal year:	\$46,491	Amount previously authorized this fiscal year:	\$	Total amount authorized after this legislative action:	\$46,491	Amount budgeted for this item * (including transfers):	\$46,491	Source of funding (name of fund) and account code number; FROM:		001-1221-56210 Communications Advertising	\$15,000	003-1601-56210 Director of Parks Advertising	\$31,491
Amount authorized by this legislation this fiscal year:	\$46,491														
Amount previously authorized this fiscal year:	\$														
Total amount authorized after this legislative action:	\$46,491														
Amount budgeted for this item * (including transfers):	\$46,491														
Source of funding (name of fund) and account code number; FROM:															
001-1221-56210 Communications Advertising	\$15,000														
003-1601-56210 Director of Parks Advertising	\$31,491														
<p>PRIOR LEGISLATION</p>	<p>Prior ordinances and (date):</p> <p>Prior resolutions and (date): 16303 (5/21/07), 16631 (5/5/08 ), 16898 (5/11/09), 17261 (4/26/10)</p>														
<p>CONTACT INFORMATION</p>	<p>RLA drafted by (name, title, &amp; phone): Michele Newman, Director of Parks &amp; Recreation</p>														
<p>REQUEST SUMMARY</p>	<p>A Resolution authorizing the County Executive to execute contracts for television air time, with Meredith Corporation d/b/a KCTV 5 of Fairway, KS; KCCP Trust d/b/a Time Warner Cable of Milwaukee, WI; Fox Entertainment Group d/b/a WDAF-TV of Kansas City, MO; Hearst-Argyle Television, Inc. d/b/a KMBC-TV and Scripps Howard Broadcasting d/b/a NBC Action News, for use by the Parks &amp; Recreation Department, at an aggregate cost to the County not to exceed \$46,491.00.</p> <p><b>2012 Parks Marketing Campaign</b>  \$10,095 Multimedia package – Meredith Corporate – d/b/a KCTV 5  \$12,336 Cable Television – KCCP Trust – d/b/a Time Warner Cable (includes all ad placements for Comcast Cable in Eastern Jackson County)  \$ 7,000 TV ad buy – Fox Entertainment Group – d/b/a WDAF-TV  \$10,000 TV ad buy – Hearst-Argyle Television, Inc. – d/b/a KMBC-TV  <u>\$ 7,060</u> TV ad buy – Scripps Howard Broadcasting – d/b/a NBC Action News  \$46,491</p> <p>The marketing campaign focuses primarily on the medium of television to roll-out the Department's new logo</p>														

	and brand, while also driving traffic to Jackson County's website, and significantly promoting on-line registration. Our goal is to continue to increase revenue through marketing, while raising the profile of Jackson County Parks & Recreation during its peak seasons.	
CLEARANCE	<input type="checkbox"/> Tax Clearance Completed (Purchasing & Department) <input type="checkbox"/> Business License Verified (Purchasing & Department) <input type="checkbox"/> Chapter 6 Compliance - Affirmative Action/Prevailing Wage (County Auditor's Office)	
ATTACHMENTS		
REVIEW	Department Director:	Date: 6/28/12
	Finance (Budget Approval): <i>If applicable Deborah S Ball</i>	Date: 6-28-12
	Division Manager:	Date:
	County Counselor's Office:	Date:

Fiscal Information (to be verified by Budget Office in Finance Department)

- This expenditure was included in the annual budget.
- Funds for this were encumbered from the \_\_\_\_\_ Fund in \_\_\_\_\_.
- There is a balance otherwise unencumbered to the credit of the appropriation to which the expenditure is chargeable and there is a cash balance otherwise unencumbered in the treasury to the credit of the fund from which payment is to be made each sufficient to provide for the obligation herein authorized.
- Funds sufficient for this expenditure will be/were appropriated by Ordinance # \_\_\_\_\_
- Funds sufficient for this appropriation are available from the source indicated below.

Account Number:	Account Title:	Amount Not to Exceed:

- This award is made on a need basis and does not obligate Jackson County to pay any specific amount. The availability of funds for specific purchases will, of necessity, be determined as each using agency places its order.
- This legislative action does not impact the County financially and does not require Finance/Budget approval.

**Fiscal Note:**

This expenditure was included in the Annual Budget.

PC# \_\_\_\_\_

Date: June 28, 2012

RES # 17939

Department / Division	Character/Description	Not to Exceed
<b>Park Fund - 003</b>		
1601 - Director of Parks	56210 - Advertising	31,491
<b>General Fund - 001</b>		
1221 - Communications	56210 - Advertising	15,000

*Deborah S Ball 6-28-12*  
Budgeting



Schedule Date: 7/16/2012 - 10/5/2012  
 Advertiser: JACKSON COUNTY MISSOURI  
 Spot Length: :30  
 Proposal ID: 16278  
 Author: Amy Arnold

Acct. Exec: Amy Arnold  
 Phone #: 816-760-9250  
 Email: aarnold@hearst.com  
 Web Site: www.kansascitychannel.com

Flight Dates: 7/16/2012-10/5/2012

Program Time	SpotLength(s)	JL 16	JL 23	JL 30	AU 6	AU 13	AU 20	AU 27	SE 3	SE 10	SE 17	SE 24	OC 1	DMA P25-54 RTG	W k s	Rate Spots
<b>KMBC</b>																
FIRSTNEWS 5AM	:30	--	--	--	--	--	--	--	1	1	--	--		p1.3	2	\$200.00
GRPs/Impressions														2.6		2
SHR														25.0		
CPP/CPM														\$153.85		
Mo-Fr 5:00a-5:30a																
FIRST NEWS AT 530A	:30	1	1	--	--	1	1	--	1	1	--	--		p1.9	6	\$300.00
GRPs/Impressions														11.4		6
SHR														28.5		
CPP/CPM														\$157.89		
Mo-Fr 5:30a-6:00a																
FIRST NEWS	:30	1	1	--	--	1	1	--	--	--	--	--		p2.5	4	\$525.00
GRPs/Impressions														10.0		4
SHR														27.0		
CPP/CPM														\$210.00		
Mo-Fr 6:00a-7:00a																
GOOD MORNING AMERICA	:30	1	1	--	--	1	1	--	1	1	--	--		p1.9	6	\$425.00
GRPs/Impressions														11.4		6
SHR														19.7		
CPP/CPM														\$223.68		
Mo-Fr 7:00a-9:00a																
SAT 7-9A FIRSTNEWS	:30	1	1	--	--	--	--	--	--	--	--	--		p1.5	2	\$150.00
GRPs/Impressions														3.0		2
SHR														15.2		
CPP/CPM														\$100.00		
Sat 7:00a-9:00a																
SAT 7-9A FIRSTNEWS	:30	--	--	--	--	1	--	--	1	--	--	--		p1.5	2	\$175.00
GRPs/Impressions														3.0		2
SHR														15.2		
CPP/CPM														\$116.67		
Sat 7:00a-9:00a																
SUN 7-9A FIRSTNEWS	:30	1	1	--	--	1	--	--	--	--	--	--		p1.8	3	\$150.00
GRPs/Impressions														5.4		3
SHR														17.4		
CPP/CPM														\$83.33		
Sun 7:00a-9:00a																
KMBC 9 NEWS AT 5P	:30	1	--	--	--	--	1	--	--	--	--	--		p2.5	2	\$425.00
GRPs/Impressions														5.0		2
SHR														14.9		
CPP/CPM														\$170.00		
Mo-Fr 5:00p-5:30p																
BIG BANG	:30	--	--	--	--	1	1	--	1	1	--	--		1.5	4	\$300.00
GRPs/Impressions														6.0		4
SHR														7.9		
CPP/CPM														\$200.00		
Mo-Fr 11:05p-11:35p																
<b>KMBC Totals</b>		6	5	0	0	0	6	5	0	5	4	0	0			
														GRP/(000)	57.8	
														CPP/CPM:	\$173.01	
														Reach:	27.3	
														Frequency:	2.1	
															<b>\$10,000.00</b>	
															Spts:	<b>31</b>



Schedule Date: 7/16/2012 - 10/5/2012  
 Advertiser: JACKSON COUNTY MISSOURI  
 Spot Length: :30  
 Proposal ID: 16278  
 Author: Amy Arnold

Acct. Exec: Amy Arnold  
 Phone #: 816-760-9250  
 Email: aarnold@hearst.com  
 Web Site: www.kansascitychannel.com

**Week Summary ( DMA P25-54 D.RTG )**

Week	Spot	%	Cost	%	Grps	%	Imp(000)	CPP	CPM	Reach	Freq	Acc Reach	Acc Freq
7/16/2012	6	19	\$1,975.00	20	12.1	21	121.0	\$163.22	\$16.32	6.5	1.9	6.5	1.9
7/23/2012	5	16	\$1,550.00	16	9.6	17	96.3	\$161.46	\$16.10	4.5	2.2	11.4	1.9
7/30/2012	0	0	\$0.00	0	0.0	0	0.0	\$0.00	\$0.00	0.0	0.0	11.4	1.9
8/6/2012	0	0	\$0.00	0	0.0	0	0.0	\$0.00	\$0.00	0.0	0.0	11.4	1.9
8/13/2012	0	0	\$0.00	0	0.0	0	0.0	\$0.00	\$0.00	0.0	0.0	11.4	1.9
8/20/2012	6	19	\$1,875.00	19	11.1	19	110.9	\$168.92	\$16.91	5.5	2.0	16.7	2.0
8/27/2012	5	16	\$1,975.00	20	10.3	18	102.3	\$191.75	\$19.31	5.7	1.8	21.5	2.0
9/3/2012	0	0	\$0.00	0	0.0	0	0.0	\$0.00	\$0.00	0.0	0.0	21.5	2.0
9/10/2012	5	16	\$1,400.00	14	8.1	14	80.6	\$172.84	\$17.37	4.0	2.0	24.8	2.1
9/17/2012	4	13	\$1,225.00	12	6.6	11	65.8	\$185.61	\$18.62	3.4	1.9	27.3	2.1
9/24/2012	0	0	\$0.00	0	0.0	0	0.0	\$0.00	\$0.00	0.0	0.0	27.3	2.1
10/1/2012	0	0	\$0.00	0	0.0	0	0.0	\$0.00	\$0.00	0.0	0.0	27.3	2.1
<b>Total DMA P25-54</b>	<b>31</b>	<b>100</b>	<b>\$10,000.00</b>	<b>100</b>	<b>57.8</b>	<b>100</b>	<b>576.9</b>	<b>\$173.01</b>	<b>\$17.33</b>	<b>27.3</b>	<b>2.1</b>	<b>0.0</b>	<b>0.0</b>



6/26/2012 1:34PM  
Est # 403037

Jackson Co Parks R2 12







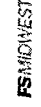







Client: Jackson County Parks and Rec  
Buyer:  
Advertiser:  
Product:  
Sched Dates: 07/16/12 - 09/30/12

AE: Jill Sherman  
Phone: 816-222-5833  
Fax: 913-317-5576  
E-mail: jill.sherman@twcable.com

Lengths: 30  
Dayparts: PT ; RT

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Rate	Total Units	Cost
<b>5961, Time Warner/Central Zone</b>										
<b>AMC</b>										
	M-Su 5p-12m	AMC			30	6	7	\$15.00	44	\$660.00
<b>BRVO</b>										
	M-Su 5p-12m	Bravo			30	3	7	\$18.00	18	\$324.00
	M-F 8a-5p	Bravo			30	3	7	\$4.00	24	\$96.00
<b>FAM</b>										
	M-Su 5p-12m	Family Channel			30	7	7	\$7.00	48	\$336.00
	M-F 8a-5p	Family Channel			30	9	7	\$3.00	64	\$192.00
	Tu 7p-8p	Pretty Little Liars			30	1	4	\$70.00	4	\$280.00
<b>FSMW</b>										
	M 7p-9p	7/16 Royals VS Seattle			30	0	1	\$84.00	1	\$84.00
	Tu 7p-9p	8/28 Royals VS Detroit Tigers			30	0	1	\$84.00	1	\$84.00
	W 7p-9p	9/19 Royals VS Chigaco White Sox			30	0	1	\$84.00	1	\$84.00
<b>FX</b>										
	M-Su 5p-12m	FX			30	3	7	\$16.00	18	\$288.00
	M-F 8a-5p	FX			30	4	7	\$4.00	30	\$120.00
<b>HGTV</b>										
	M-Su 5p-12m	HGTV Prime			30	4	7	\$40.00	30	\$1,200.00
	M-F 8a-5p	HGTV Daytime			30	4	7	\$16.00	30	\$480.00

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Rate	Total Units	Cost	
	M-Su 5p-12m	Metrosports prime			30	6	7	\$4.00	42	\$168.00	
	M-Su 5p-12m	TNT			30	7	7	\$25.00	48	\$1,200.00	
	M-F 8a-5p	TNT			30	9	7	\$6.00	60	\$360.00	
	Tu 9p-10p	Franklin & Bash			30	1	4	\$70.00	4	\$280.00	
	Tu 9p-10p	Covert Affairs			30	1	4	\$125.00	4	\$500.00	
<b>5963, TW-Comcast/Eastern Jackson Cnt</b>									<b>Totals</b>	<b>471</b>	<b>\$6,736.00</b>
	M-Su 5p-12m	AMC			30	6	7	\$15.00	44	\$660.00	
	M-Su 5p-12m	Bravo			30	3	7	\$12.00	18	\$216.00	
	M-F 8a-5p	Bravo			30	3	7	\$3.00	24	\$72.00	
	M-Su 5p-12m	Family Channel			30	7	7	\$8.00	48	\$384.00	
	M-F 8a-5p	Family Channel			30	9	7	\$3.00	64	\$192.00	
	Tu 7p-8p	Pretty Little Liars			30	1	4	\$50.00	4	\$200.00	
	M 7p-9p	7/16 Royals VS Seattle			30	0	1	\$58.00	1	\$58.00	
	Tu 7p-9p	8/28 Royals VS Detroit Tigers			30	0	1	\$58.00	1	\$58.00	
	W 7p-9p	9/19 Royals VS Chigaco White Sox			30	0	1	\$58.00	1	\$58.00	

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Rate	Total Units	Cost
FX	M-Su 5p-12m	FX			30	3	7	\$15.00	18	\$270.00
	M-F 8a-5p	FX			30	4	7	\$3.00	30	\$90.00
<b>HGTV</b>										
	M-Su 5p-12m	HGTV Prime Time			30	4	7	\$16.00	30	\$480.00
	M-F 8a-5p	HGTV Daytime			30	4	7	\$5.00	30	\$150.00
<b>METS</b>										
	M-Su 5p-12m	Metrosports prime			30	6	7	\$6.00	42	\$252.00
	<b>TNT</b>									
	M-Su 5p-12m	TNT			30	7	7	\$20.00	48	\$960.00
	M-F 8a-5p	TNT			30	9	7	\$5.00	60	\$300.00
<b>USA</b>										
	Tu 9p-10p	Covert Affairs			30	1	4	\$90.00	4	\$360.00
	<b>9982, KANSAS SELECT NETWORKS</b>									
	M-Su 5p-12m	Golf Prime time			30	7	6	\$10.00	48	\$480.00
	Sa-Su 8a-5p	Golf Weekends			30	5	6	\$10.00	36	\$360.00
<b>Totals</b>									<b>467</b>	<b>\$4,760.00</b>
<b>Grand Totals</b>									<b>1,022</b>	<b>\$12,336.00</b>

**Broadcast Month Costs - Grand Total**  
 Month 07/2012  
 Gross Cost \$4,406  
 Total Units 344

08/2012	\$2,132	171
09/2012	\$5,798	507
Total	\$12,336	1022

This report has been prepared using STRATA NuMath research.  
 STRATA NuMath and report designs Copyright ©2012 Strata Marketing, Inc. 312-222-1555

Nielsen Audience Estimates Copyright ©2012 The Nielsen Company, used under license, all rights reserved

Adjustments: Network Insertability and Network Carriage have been factored into calculations.

Kansas City Jul11 C-DMA Nielsen Live+7

Cable Zones: TIME WARNER CABLE, Time Warner/Central Zone

Kansas City Jul11 C-DMA Nielsen Live+7

Cable Zones: COMCAST, TW-Comcast/Eastern Jackson Cnt

Kansas City Jul11 C-DMA Nielsen Live+7

Cable Zones: TIME WARNER CABLE, KANSAS SELECT NETWORKS

» Estimate information indicated has been supplied by the user.

***Please note: Rates are current as of time of submission and are subject to change. Inventory quote good for 1 week. Client must submit at least 2 alternate networks. 2 week cancellation notification required.***

Approved by \_\_\_\_\_ Date \_\_\_\_\_

**Jackson County Parks and F Dates: 07/16/12-10/05/12**



**KSHB**  
**Action News**  
**KSHB-TV**

Proposal ID: 8842  
 Description: 2012 TV Campaign  
 Flight: 07/16/12-10/05/12  
 Hiatus: 07/30/12-08/20/12: 09  
 Books: KSHB: Q3-2012 EST  
 Kirt Brown  
 Kirt.Brown@KSHB.com  
 (816)932-4130

Program	Daypart	Length	Rate	07/16	07/23	07/30	08/06	08/13	08/20	08/27	09/03	09/10	09/17	09/24	10/01	Total	A25-54 RTG		
<b>KSHB</b>																			
NBC Action News Today at 5a	EM	:30	\$75	1													1	0.4	
	M-F	5-6 AM														\$75	\$188		
Olympics Weekend Daytime	SP	:30	\$400		2												2	3.4	
	Sa-Su	5 AM-5 PM														\$800	\$118		
Main Comment: Sa-Su 9a-5p Sun 8/12 11a-3p																			
NBC Action News at 5p.m.	EN	:30	\$375	1													1	1.0	
	M-F	5-5:30 PM														\$375	\$375		
Football Night In America	SP	:30	\$300						1								2	1.0	
	Su	6-7:15 PM														\$600	\$300		
NBC Action News at 10p.m.	LN	:30	\$750								1						1	4.0	
	Su	10-11 PM														\$750	\$188		
NBC Action News Midday	DY	:30	\$400	1													2	1.2	
	M-F	11-12 PM														\$800	\$333		
Olympics Primetime	SP	:30	\$85	2	2												8	0.9	
	M-Su	6-11 PM														\$680	\$94		
Main Comment: M-Sa 7-11p 7/29 & 8/5 Su 6-11p 7/30 M 7-11:30p 8/1 & 8/2 W-Th 7p-12a 8/4 & 8/11 Sa 6:30-11p 8/12 Su 6-10p																			
NBC GOLF - THE RYDER CUP	SP	:30	\$240											2			2	0.4	
	Sa-Su	8 AM-5 PM														\$480	\$600		
Main Comment: 9/29 Sat 8a-6p 9/30 Sun 11a-5p Ryder Cup - Medinah Country Club, Chicago Ryder Cup - Medinah Country Club, Chicago																			
<b>KSHB Weekly Summary</b>																	<b>Total</b>	<b>GRP CPP</b>	
																	Units	20	40.6
																	Total \$	\$7,060	\$174
																	Reach	27.6	
																	Frequency	1.5	

Program	Daypart	Length	Rate	07/16	07/23	07/30	08/06	08/13	08/20	08/27	09/03	09/10	09/17	09/24	10/01	Total	A25-54 RTG
<b>KSHB Monthly Summary</b>																	
			Monthly	July 2012	August 2012	September 2012	October 2012										
			Units	10	1	9											
			Total \$	\$4,490	\$400	\$2,170											
			GRP	29.0	1.2	10.4											

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

Jackson County Parks & Rec Dates: 07/16/12-07/31/12

Tara Pollard

KCTV  
 Nikki Decker  
 nikki.decker@meredith.com  
 (913)677-7149



Program		July		August		Total	Book(s)	Primary A25-54
		07/16	07/23	07/30				
<b>KCTV</b>								
<b>KCTV5 News 5AM</b>	:30						Jul 2011 T L7	Rtg 1.0
M-F 5 AM-6 AM	Units	2	2	2				:30 CPP \$125
	CPP							
	GRP							
<b>KCTV5 News This Morning - SAT</b>	:30						Jul 2011 T L7	Rtg 0.9
Sa 8-10 AM	Units		1					:30 CPP \$139
	CPP							
	GRP							
<b>KCTV5 News 5-630p</b>	:30						Jul 2011 T L7	Rtg 1.9
M-F 5 PM-6:30 PM	Units	3	2	3				:30 CPP \$211
	CPP							
	GRP							

PROPOSAL SUMMARY		July		August		Total	DEMO SUMMARY
		07/16	07/23	07/30			
	Total \$	\$1,450	\$1,175	\$1,450		\$4,075	
	Units	5	5	5		15	
	GRPs	7.7	6.7	7.7		22.1	
	GI	76.5	66.9	76.5		219.9	
Kansas City	Reach	6.3	5.7	6.3		12.6	
	Frequency	1.2	1.2	1.2		1.8	

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

Jackson County Parks & Rec Dates: 08/20/12-08/31/12

Tara Pollard

KCTV  
 Nikki Decker  
 nikki.decker@meredith.com  
 (913)677-7149



Program	August - September		Total	Book(s)	Primary A26-64
	08/20	08/27			
<b>KCTV</b>					
KCTV5 News 5AM M-F 5 AM-6 AM	:30 Units CPP GRP	2 1		Jul 2011 T L7	Rtg :30 CPP 1.0 \$125
KCTV5 News This Morning - SAT Sa 8-10 AM	:30 Units CPP GRP	1		Jul 2011 T L7	Rtg :30 CPP 0.9 \$139
KCTV5 News 5-630p M-F 5 PM-6:30 PM	:30 Units CPP GRP	3 2		Jul 2011 T L7	Rtg :30 CPP 1.9 \$211

PROPOSAL SUMMARY	August - September			Total	DEMO SUMMARY A26-64
	08/20	08/27			
	Total \$	\$1,575	\$925	\$2,500	
	Units	6	3	9	
	GRPs	8.6	4.8	13.4	13.4
	GI	85.8	47.7	133.5	133.5
Kansas City	Reach	6.9	4.4	9.4	9.4
	Frequency	1.2	1.1	1.4	1.4

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE



Jackson County Parks & Rec Dates: 09/10/12-09/21/12

Tara Pollard

KCTV  
 Nikki Decker  
 nikki.decker@meredith.com  
 (913)677-7149



Program	September		Total	Book(s)	Primary A25-54
	09/10	09/17			
<b>KCTV</b>					
KCTV5 News at 4pm M-F 4-5 PM	:30 Units CPP GRP	2 2		Q4-2012 PJ :30 CPP	1.5 \$150
KCTV5 News 5-630p M-F 5 PM-6:30 PM	:30 Units CPP GRP	2 2		Q4-2012 PJ :30 CPP	1.3 \$308

PROPOSAL SUMMARY	September			Total	DEMO SUMMARY A25-54
	09/10	09/17			
Total \$	\$1,250	\$1,250		\$2,500	
Units	4	4		8	
GRPs	5.6	5.6		11.2	
GI	54.6	54.6		109.2	
Kansas City Reach	4.6	4.6		7.7	
Frequency	1.2	1.2		1.5	

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

Jackson County Parks & Rec Dates: 10/01/12-10/05/12

Tara Pollard

KCTV  
 Nikkl Decker  
 nikkl.decker@meredith.com  
 (913)677-7149



Program	10/01	Total	Book(s)	Primary A25-54
KCTV				
KCTV5 News at 4pm M-F 4-5 PM	:30 Units 3 CPP GRP	\$1,020 3 \$227 4.5	Q4-2012 PJ :30 CPP	1.5 \$227

PROPOSAL SUMMARY		October		DEMO SUMMARY	
		10/01	Total	A25-54	
	Total \$	\$1,020	\$1,020		
	Units	3	3		
	GRPs	4.5	4.5		4.5
	GI	43.8	43.8		43.8
Kansas City	Reach	3.8	3.8		3.8
	Frequency	1.2	1.2		1.2

General Summary (A25-54)

Station(s)	Units	Total \$	GRP	GI	Reach	Frequency
All Stations	35	\$10,095.00	51.2	506.4	20.2	2.5
KCTV	35	\$10,095.00	51.2	506.4	20.2	2.5

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

Dates: 07/16/12-09/23/12

WDAF  
 Brant Gillett  
 brant.gillett@wdaftv4.com  
 (816)932-9180



Proposal ID: 57242

Description: Jackson County I

Flight: 07/16/12-09/23/12 Books: WDAF: May 2012 PA L7

Program	Length	Days	Time	Type	July			August			September			Total	Book(s)	Primary A25-54
					07/16	07/23	07/30	08/06	08/13	08/20	08/27	09/03	09/10			
<b>WDAF</b>																
Fox 4 Morning News	:30	M-F	6-9 AM	TFN	Units	\$280	\$280	\$280			\$280	\$280		\$4,200	May 2012 PA L7	3.1
					CPP	2	2	1			1	4		15	000	30
					CPM									\$90	Shr	28
														\$8	H/P	11
FOX 4 NEWS @ 9am	:30	M-F	9-10 AM	TFN	Units	\$100	\$100	\$100			\$100	\$100		\$1,200	May 2012 PA L7	1.2
					CPP	2	2	2			1	5		12	000	12
					CPM									\$83	Shr	15
														\$8	H/P	8
Fox 4 News Sat AM	:30	Sa	7-9 AM	TFN	Units	\$250					\$250			\$1,000	May 2012 PA L7	2.1
					CPP	1					1			4	000	20
					CPM									\$119	Shr	20
														\$13	H/P	10
Fox 4 News Sun AM	:30	Su	7-9 AM	TFN	Units		\$200				\$200			\$800	May 2012 PA L7	1.7
					CPP		1				1			3	000	16
					CPM									\$118	Shr	15
														\$13	H/P	11

PROPOSAL SUMMARY		July			August			September			Total	DEMO SUMMARY
		07/16	07/23	07/30	08/06	08/13	08/20	08/27	09/03	09/10		
	Total \$	\$1,010	\$980	\$480			\$380	\$2,070			\$2,100	\$7,000
	Units	5	5	3			2	11			8	34
	CPP	\$94	\$93	\$87			\$88	\$93			\$98	\$94
	CPM	\$10	\$10	\$9			\$9	\$10			\$10	\$10
Kansas City	Reach	7.8	7.6	4.7			4.0	11.7			11.2	21.6
	Frequenc	1.4	1.4	1.2			1.1	1.9			1.9	3.4

MONTHLY SUMMARY (PRIMARY DEMO ONLY)		July			August			September				
		07/16	07/23	07/30	08/06	08/13	08/20	08/27	09/03	09/10	09/17	
	Total \$	\$1,970		\$860				\$4,170				
	Units	10		5				19				
	CPP	\$94		\$88				\$86				
	CPM	\$10		\$9				\$10				
Kansas City	Reach	11.9		7.3				18.8				
	Frequenc	1.8		1.3				2.6				

SIGNATURE

DATE

Dates: 07/16/12-09/23/12

WDAF  
 Brant Gillett  
 brant.gillett@wdaftv4.com  
 (816)932-9180



Proposal ID: 57242

Description: Jackson County Parks and Rec

Flight: 07/16/12-09/23/12

Books: WDAF: May 2012 PA L7

DAYPART SUMMARY		July		August			September				A25-54		
		07/16	07/23	07/30	08/06	08/13	08/20	08/27	09/03	09/10	09/17	Primary	
AM	Early Morning	Total \$	\$1,010	\$960	\$480	\$0	\$0	\$380	\$2,070	\$0	\$0	\$2,100	\$7,000
		Units	5	5	3	0	0	2	11	0	0	8	34
		GRPs	10.7	10.3	5.5	0.0	0.0	4.3	22.2	0.0	0.0	21.4	74.4
		CPP	\$94	\$93	\$87	\$0	\$0	\$88	\$93	\$0	\$0	\$98	\$94
		CPM	\$10	\$10	\$9	\$0	\$0	\$9	\$10	\$0	\$0	\$10	\$10
		Reach	7.8	7.6	4.7	0.0	0.0	4.0	11.7	0.0	0.0	11.2	21.6
		Frequency	1.4	1.4	1.2	0.0	0.0	1.1	1.9	0.0	0.0	1.9	3.4