

**AGREEMENT**

**Res. 18521**

**THIS AGREEMENT**, made and entered into on this 27 day of May, 2014, by and between **JACKSON COUNTY, MISSOURI**, hereinafter called "the County" and **HEARST TELEVISION, INC. d/b/a KMBC-TV**, hereinafter called "KMBC."

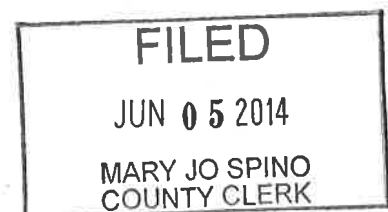
**WITNESSETH:**

WHEREAS, KMBC has agreed to provide professional services for the County in the form of air time for its marketing campaign, in accordance with the terms, conditions and covenants set forth in this Agreement; and,

WHEREAS, KMBC and the County have agreed to be bound by the provisions hereof,

NOW THEREFORE, in consideration of the foregoing and the terms and provisions herein contained, the County and KMBC respectively promise, covenant and agree with each other as follows:

1. Duties. KMBC shall provide air time for marketing purposes as more fully set out in the proposed commercial schedule, attached hereto as Exhibit A.
2. Independent Contractor. KMBC shall work as an independent contractor and not as an employee of the County. KMBC shall be subject to the direction of the County only as to the result to be accomplished and not as to the means and methods for accomplishing the result. KMBC shall report all earnings received hereunder as gross income and be responsible for its own Federal, State and City withholding taxes and all other taxes, and operate its business independent of the business of the County except as



collect from the breaching party all costs incurred as a result of said breach including reasonable attorney's fees, reasonable accountant's fees, investigation expenses, court costs and sheriff's mileage and service fees without limitation by enumeration.

6. Severability. If any covenant or other provision of this Agreement is invalid, or incapable of being enforced, by reasons of any rule of law or public policy, all other conditions and provisions of this Agreement shall nevertheless remain in full force and effect and no covenant or provision shall be deemed dependent upon any other covenant or provision unless so expressed herein.

7. Incorporation. This Agreement incorporates the entire understanding and agreement of the parties.

8. Conflict of Interest. KMBC warrants that no officer or employee of the County, whether elected or appointed, shall in any manner whatsoever be interested in or receive any benefit from the profits or emoluments of this contract.

(Signature page to follow)

IN WITNESS WHEREOF, the parties hereto have signed and executed this Agreement on the date first above written.

APPROVED AS TO FORM:

JACKSON COUNTY, MISSOURI

By W. Stephen Nixon  
W. Stephen Nixon  
County Counselor

By Q. Troy Thomas  
Q. Troy Thomas  
Director of Finance and Purchasing

ATTEST:

HEARST TELEVISION, INC.  
d/b/a KMBC-TV

Mary Jo Spino  
Mary Jo Spino  
Clerk of the Legislature

By Shannon Hart  
Federal Tax I.D. No. 88-0326834

### REVENUE CERTIFICATE

I hereby certify that there is a balance otherwise unencumbered to the credit of the appropriation to which this contract is chargeable, and a cash balance otherwise unencumbered in the treasury from which payment is to be made, each sufficient to meet the obligation of \$10,000.00 which is hereby authorized.

June 3, 2014  
Date

Q. Troy Thomas  
Director of Finance and Purchasing  
Account No. 003-1601-56210

16012014002

Jackson County Lakes Summer 2014

Author: Shannon Hart



Proposal ID: 21269  
 Schedule Date: 6/9/2014 - 10/5/2014  
 Spot Length(s): :30

Acct. Exec: Shannon Hart  
 Phone #: 816-760-9150  
 Email: smhart@hearst.com  
 Web Site: www.kmbc.com

Flight Dates: 6/9/2014-10/5/2014

Program Time	Spot Length	Days												DMA		Wk	Rate Spots		
		JN 9	JN 16	JN 23	JN 30	JL 14	JL 21	JL 28	AU 18	AU 25	SE 8	SE 15	SE 29	P25-54 RTG	P25-54 (000)				
<b>KMBC</b>																			
FIRSTNEWS 5AM	:30							1							p0.8	p7.2	1	\$150.00	
GRPs/Impressions															0.8	7.2		1	
CPP/CPM															\$187.50	\$20.83			
Mo-Fr 5:00a-5:30a																			
FIRSTNEWS 5AM	:30										1	1	1		p0.8	p7.2	3	\$180.00	
GRPs/Impressions															2.4	21.6		3	
CPP/CPM															\$225.00	\$25.00			
Mo-Fr 5:00a-5:30a																			
DR. OZ	:30		1		1		1								p0.6	p5.8	4	\$130.00	
GRPs/Impressions															2.4	23.2		4	
CPP/CPM															\$216.67	\$22.41			
Mo-Fr 4:00p-5:00p																			
KMBC 9 NEWS AT 6P	:30			1		1									*2.2	*21.0	3	\$440.00	
GRPs/Impressions															6.6	63		3	
CPP/CPM															\$200.00	\$20.95			
Mo-Fr 6:00p-6:30p																			
KMBC 9 NEWS AT 6P	:30				1										*2.2	*21.0	1	\$490.00	
GRPs/Impressions															2.2	21		1	
CPP/CPM															\$222.73	\$23.33			
Mo-Fr 6:00p-6:30p																			
MODERN FAMILY	:30												1	1	p2.4	p22.4	2	\$400.00	
GRPs/Impressions															4.8	44.8		2	
CPP/CPM															\$166.67	\$17.86			
Mo-Fr 10:35p-11:05p																			
NITELINE	:30												1	1	1	p1.2	p11.2	3	\$60.00
GRPs/Impressions															3.6	33.6		3	
CPP/CPM															\$50.00	\$5.36			
Mo-Fr 12:35a-1:05a																			
FIRSTNEWS 430AM	:30												1	1	1	p0.5	p4.6	3	\$50.00
GRPs/Impressions															1.5	13.8		3	
CPP/CPM															\$100.00	\$10.87			
Mo-Fr 4:30a-5:00a																			
SAT 5-6A FIRSTNEWS	:30	1													p1.2	p11.7	1	\$60.00	
GRPs/Impressions															1.2	11.7		1	
CPP/CPM															\$50.00	\$5.13			
Sat 5:00a-6:00a																			
SAT 5-6A FIRSTNEWS	:30		2	1	2		1	1		1		1	1		p1.2	p11.7	8	\$50.00	
GRPs/Impressions															12	117		10	
CPP/CPM															\$41.67	\$4.27			
Sat 5:00a-6:00a																			
SAT 7-9A FIRSTNEWS	:30			1	2	1	1	1		1		1	1		p1.1	p10.7	8	\$150.00	
GRPs/Impressions															9.9	96.3		9	
CPP/CPM															\$136.36	\$14.02			
Sat 7:00a-9:00a																			
KMBC 9 NEWS AT 5P SAT	:30	1	1	1											p1.0	p9.1	3	\$120.00	
GRPs/Impressions															3	27.3		3	
CPP/CPM															\$120.00	\$13.19			
Sat 5:00p-5:30p																			

Note: Asterisk (\*) indicates manual adjustment of estimate.

Jackson County Lakes Summer 2014

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 Spot Length(s): :30

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 Email: smhart@hearst.com  
 Web Site: www.kmbc.com

Flight Dates: 6/9/2014-10/5/2014

Program Time	Spot Length	JN 9	JN 16	JN 23	JN 30	JL 14	JL 21	JL 28	AU 18	AU 25	SE 8	SE 15	SE 29	DMA P25-54 RTG	DMA P25-54 (000)	Wks	Rate Spots
<b>KMBC</b>																	
KMBC 9 NEWS AT 6P SAT	:30	--	1	--	1	1	--	--	--	--	--	--	--	p0.9	p8.1	3	\$150.00
GRPs/Impressions														2.7	24.3		3
CPP/CPM														\$166.67	\$18.52		
Sat 6:00p-7:00p																	
SUN 5-6A FIRSTNEWS	:30	1	1	1	2	1	1	1	1	1	--	1	1	p1.1	p10.1	11	\$50.00
GRPs/Impressions														13.2	121.2		12
CPP/CPM														\$45.45	\$4.95		
Sun 5:00a-6:00a																	
SUN 7-9A FIRSTNEWS	:30	--	--	1	2	--	--	1	--	1	1	1	1	p1.7	p15.9	7	\$150.00
GRPs/Impressions														13.6	127.2		8
CPP/CPM														\$88.24	\$9.43		
Sun 7:00a-9:00a																	
KMBC 9 NEWS AT 5P SUN	:30	--	--	--	1	1	--	1	--	1	--	--	--	p0.8	p8.0	4	\$150.00
GRPs/Impressions														3.2	32		4
CPP/CPM														\$187.50	\$18.75		
Sun 5:00p-6:00p																	
TWO & HALF MEN SUN	:30	--	1	--	1	--	--	--	--	1	--	--	--	p1.5	p14.3	3	\$160.00
GRPs/Impressions														4.5	42.9		3
CPP/CPM														\$106.67	\$11.19		
Sun 11:00p-11:30p																	
BIG BANG THEORY	:30	1	--	--	--	--	--	--	--	--	--	--	--	p2.3	p21.2	1	\$150.00
GRPs/Impressions														2.3	21.2		1
CPP/CPM														\$65.22	\$7.08		
Sun 11:30p-12:00a																	
BIG BANG THEORY	:30	--	--	--	1	--	--	--	--	--	--	--	--	p2.3	p21.2	1	\$100.00
GRPs/Impressions														2.3	21.2		1
CPP/CPM														\$43.48	\$4.72		
Sun 11:30p-12:00a																	
<b>KMBC Totals</b>		4	7	6	14	5	4	6	1	8	4	8	8				<b>\$10,000.00</b>
														<b>GRP/(000)</b>	92.2	870.5	<b>Spts: 75</b>
														<b>CPP/CPM:</b>	\$108.46	\$11.49	

Total Cost: \$10,000.00

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**General Summary ( DMA P25-54 D.000 )**

Name	Spots	Cost	Grps	CPP
KMBC	75	\$10,000.00	92.2	\$108.46

**Gregorian Summary ( DMA P25-54 D.000 )**

Month	Spots	Cost	Grps	CPP
Jun/14	17	\$2,050.00	21.4	\$95.79
Jul/14	24	\$3,450.00	29.4	\$117.35
Aug/14	14	\$1,880.00	17.2	\$109.30
Sep/14	12	\$1,530.00	14.2	\$107.75
Oct/14	8	\$1,090.00	10.0	\$109.00
<b>Total Name (DMA P25-54)</b>	<b>75</b>	<b>\$10,000.00</b>	<b>92.2</b>	<b>\$108.46</b>