

RGR  
6/11/14

**AGREEMENT**

**Res. 18521**

**THIS AGREEMENT**, made and entered into on this 9th day of June, 2014, by and between **JACKSON COUNTY, MISSOURI**, hereinafter called "the County" and **TRIBUNE BROADCASTING OF KANSAS CITY d/b/a WDAF-TV**, hereinafter called "WDAF."

**WITNESSETH:**

WHEREAS, WDAF 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, WDAF 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 WDAF respectively promise, covenant and agree with each other as follows:

1. Duties. WDAF shall provide air time for marketing purposes as more fully set out in the TV Sales Summary, attached hereto as Exhibit A.
2. Independent Contractor. WDAF shall work as an independent contractor and not as an employee of the County. WDAF 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. WDAF 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 shall operate its business independent of the business of the County

**FILED**  
**JUN 09 2014**  
**MARY JO SPINO**  
**COUNTY CLERK**



Jackson County WDAF 2014 Revision 4-25

Author: Bridget Breen

Proposal ID: 30514  
Market: KANSAS CITY [31]  
Schedule Date: 6/9/2014 - 10/5/2014  
Advertiser: Jackson County  
Product: Parks  
Buyer: Angie Jeffries  
Spot Length(s): :30

Acct. Exec: Bridget Breen  
Phone #: 816-932-9183  
FAX #: 816-931-3984  
Email: bridget.breen@wdaftv4.com  
Web Site: fox4kc.com

Rates subject to change after 5 days.

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

Program Time	Spot Length	DMA P25-54												Wks	Rate Spots		
		JN 9	JN 16	JN 23	JN 30	JL 7	JL 14	JL 21	JL 28	AU 18	AU 25	SE 8	SE 15			SE 29	RTG
<b>WDAF</b>																	
FOX4-MORNG SHW Mo-Fr 7:00a-9:00a	:30	4	1	2	2	1	2	2	1	--	2	1	1	1	2.9	12	\$350.00 20
FOX4 NWS-NOON Mo-Fr 12:00p-1:00p	:30	3	2	2	2	1	2	2	1	--	2	1	1	1	1.1	12	\$150.00 20
FOX 4 ROTATORS Mo-Su 4:00a-4:00a	:30	3	2	2	2	2	3	2	--	2	2	--	--	--	1.7	9	\$0.00 20
FOX4 SUN AM Sun 7:00a-9:00a	:30	1	1	3	1	1	1	1	--	--	1	--	--	--	1.9	8	\$200.00 10

**Total Cost: \$12,000.00**

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

Name	Spots	Cost
WDAF	70	\$12,000.00

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

Week	Spots	Cost
6/9/2014	11	\$2,050.00
6/16/2014	6	\$850.00
6/23/2014	9	\$1,600.00
6/30/2014	7	\$1,200.00
7/7/2014	5	\$700.00
7/14/2014	8	\$1,200.00
7/21/2014	7	\$1,200.00
7/28/2014	2	\$500.00
8/18/2014	2	\$0.00
8/25/2014	7	\$1,200.00
9/8/2014	2	\$500.00
9/15/2014	2	\$500.00
9/29/2014	2	\$500.00
<b>Total Name (DMA P25-54)</b>	<b>70</b>	<b>\$12,000.00</b>