

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

**A RESOLUTION** authorizing the County Executive to execute contracts for television production, marketing, and 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 \$55,680.00.

**RESOLUTION #17261**, April 26, 2010

**INTRODUCED BY** Fred Arbanas, County Legislator

WHEREAS, the Parks and Recreation Department has a need for television production, marketing, and air time for its marketing campaign; 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 award of contracts for this campaign to the following vendors:

<u>VENDORS</u>	<u>AMOUNT</u>
Meredith Corporation d/b/a KCTV 5 Fairway, KS	\$10,220.00
KCCP Trust d/b/a Time Warner Cable Milwaukee, WI	\$14,555.00

Fox Entertainment Group d/b/a WDAF-TV Kansas City (Jackson County), MO	\$10,400.00
Hearst-Argyle Television, Inc. d/b/a/ KMBC-TV Kansas City (Jackson County), MO	\$ 13,500.00
Scripps Howard Broadcasting d/b/a NBC Action News Kansas City (Jackson County), MO	\$ 7,005.00
Total	<u>\$ 55,680.00</u>

now therefore,

BE IT RESOLVED that award be made as recommended by the Director of Parks and Recreation, and that the County Executive 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 of Finance and Purchasing 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:

Pamela Fellini  
Deputy/Assistant County Counselor

Will G. Snyker  
Acting County Counselor

Certificate of Passage

I hereby certify that the attached resolution, Resolution # of April 26, 2010, was duly passed on May 3, 2010 by the Jackson County Legislature. The votes thereon were as follows:

Yeas 9  
Abstaining 0

Nays 0  
Absent 0

5-3-10  
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: \$55,680.00

April 22, 2010  
Date

[Signature]  
Director of Finance and Purchasing

**REQUEST FOR LEGISLATIVE ACTION**

Completed by County Counselor's Office:  
 Res/Ord No.: 17261  
 Sponsor(s): Fred Arbanas  
 Date: April 26, 2010

<p><b>SUBJECT</b></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><b>BUDGET INFORMATION</b>  <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>\$0</td> </tr> <tr> <td>Amount previously authorized this fiscal year:</td> <td>\$0</td> </tr> <tr> <td>Total amount authorized after this legislative action:</td> <td>\$55,680.00</td> </tr> <tr> <td>Amount budgeted for this item * (including transfers):</td> <td>\$55,680.00</td> </tr> <tr> <td>Source of funding (name of fund) and account code number; FROM / TO</td> <td>003-1601-56210 Advertising</td> </tr> </table> <p>* If account includes additional funds for other expenses, total budgeted in the account is: \$78,600.00</p> <p><b>OTHER FINANCIAL INFORMATION:</b></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): \$54,540.00          Prior Year Actual Amount Spent (if applicable): \$54,540.00</p>	Amount authorized by this legislation this fiscal year:	\$0	Amount previously authorized this fiscal year:	\$0	Total amount authorized after this legislative action:	\$55,680.00	Amount budgeted for this item * (including transfers):	\$55,680.00	Source of funding (name of fund) and account code number; FROM / TO	003-1601-56210 Advertising
Amount authorized by this legislation this fiscal year:	\$0										
Amount previously authorized this fiscal year:	\$0										
Total amount authorized after this legislative action:	\$55,680.00										
Amount budgeted for this item * (including transfers):	\$55,680.00										
Source of funding (name of fund) and account code number; FROM / TO	003-1601-56210 Advertising										
<p><b>PRIOR LEGISLATION</b></p>	<p>Prior ordinances and (date):</p> <p>Prior resolutions and (date): 16303 (5/21/07), 16631 (5/5/08 ), 16898 (5/11/09)</p>										
<p><b>CONTACT INFORMATION</b></p>	<p>RLA drafted by (name, title, &amp; phone): Michele Newman, Director of Parks &amp; Recreation, (816) 503-4820</p>										
<p><b>REQUEST SUMMARY</b></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 \$55,680, as a sole source purchase.</p> <p><b>2010 Parks Marketing Campaign</b></p> <p>\$10,220 Multimedia package – Meredith Corporate – d/b/a KCTV 5          \$14,555 Cable Television – KCCP Trust – d/b/a Time Warner Cable (includes all ad placements for Comcast Cable in Eastern Jackson County)          \$10,400 TV ad buy – Fox Entertainment Group – d/b/a WDAF-TV          \$13,500 TV ad buy – Hearst-Argyle Television, Inc. – d/b/a KMBC-TV  <u>\$ 7,005</u> TV ad buy – Scripps Howard Broadcasting – d/b/a NBC Action News  <b>\$55,680</b></p> <p>The marketing campaign focuses primarily on the medium of television, 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 &amp; Recreation during its peak seasons of spring and summer.</p>										

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	Spreadsheet of donors and amounts.	
REVIEW	Department Director: Michèle Newman, Director of Parks & Recreation <i>Michèle Newman</i>	Date 4/14/10
	Finance (Budget Approval): <i>If applicable</i> <i>Mary Rasmussen</i>	Date: 4-21-10
	Division Manager:	Date: 4/16/10
	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.



4/2/2010 2:10PM  
Est # 221746  
Kansas City SBK May09-Sep09 C-DMA Nielsen CBL #

Jackson Co P & R Plan A, 2010 (R)



Client: Jackson County Parks and Rec  
Buyer: Angie Jeffries  
Advertiser: JACKSON CO. PARKS & RECREATION  
Product: Entertainment - Parks  
Sched Dates: 5/24/10 - 9/5/10

AE: Kristi Goodloe  
Asst: JoAnne Blackwell (816) 222-5609  
Phone: (816) 222-5428  
Fax: (816) 358-0445  
Email: kristi.goodloe@twcable.com

Lengths: 30  
Dayparts: RT

All-Wks Avrg	Note	Rate \$\$	Unit Tot	Wk 1 - Wk 15				Wk 1 5/24 '10	Wk 3 6/7 '10	Wk 4 6/14 '10	Wk 6 6/28 '10	Wk 8 7/12 '10	Wk 9 7/19 '10	Wk 10 7/26 '10	Wk 11 8/2 '10	Wk 13 8/16 '10	Wk 15 8/30 '10
				Women 25-49		Men 25-49											
				Rtg	Rich	Rtg	Rich										
Kansas City SBK May09- Sep09 C-DMA Nielsen CBL #		\$14555.00	726	0.4	73.0%	3.6	0.2	47.8%	2.9	74	74	72	72	72	72	72	72
5961, Time Warner/Central Zone		\$8650.00	350	0.7	73.5%	3.5	0.4	47.2%	2.8	35	35	35	35	35	35	35	35
FAM-TV		\$920.00	70	0.3	9.9%	2.3	0.1	4.0%	2.3	7	7	7	7	7	7	7	7
M-F 3p-7p		\$6.00	50	>0.3	7.5%	2.1	0.1	2.8%	2.1	5	5	5	5	5	5	5	5
M-Su 12:01a-11:59p		\$1.00	20	>0.4	5.7%	1.3	0.2	2.6%	1.3	2	2	2	2	2	2	2	2
BRVO-TV		\$1520.00	70	0.7	19.2%	2.4	0.3	9.0%	2.4	7	7	7	7	7	7	7	7
W-Su 5p-12m		\$30.00	50	>0.8	17.6%	2.2	0.4	8.2%	2.2	5	5	5	5	5	5	5	5
M-Su 12:01a-11:59p		\$1.00	20	>0.4	5.9%	1.5	0.2	2.8%	1.5	2	2	2	2	2	2	2	2
HGTV-TV		\$1920.00	70	0.8	22.6%	2.5	0.3	10.0%	2.4	7	7	7	7	7	7	7	7
W-Su 5p-12m		\$38.00	50	>0.9	20.5%	2.2	0.4	9.2%	2.2	5	5	5	5	5	5	5	5
M-Su 12:01a-11:59p		\$1.00	20	>0.6	7.7%	1.5	0.2	3.2%	1.5	2	2	2	2	2	2	2	2
LIF-TV		\$1870.00	70	0.8	24.4%	2.2	0.2	7.3%	2.2	7	7	7	7	7	7	7	7
W-Su 5p-12m		\$37.00	50	>0.9	22.1%	2.0	0.3	6.6%	2.0	5	5	5	5	5	5	5	5
M-Su 12:01a-11:59p		\$1.00	20	>0.5	7.7%	1.4	0.2	2.3%	1.4	2	2	2	2	2	2	2	2
USA-TV		\$3020.00	70	1.2	36.1%	2.2	0.9	27.3%	2.2	7	7	7	7	7	7	7	7
W-Su 5p-12m		\$60.00	50	>1.3	33.2%	2.0	1.0	25.1%	2.0	5	5	5	5	5	5	5	5
M-Su 12:01a-11:59p		\$1.00	20	>0.7	10.0%	1.4	0.6	7.8%	1.4	2	2	2	2	2	2	2	2
5963, TV- Comcast/Eastern Jackson Cnt		\$5905.00	376	0.7	72.3%	3.8	0.4	48.8%	3.1	39	39	37	37	37	37	37	37
FAM-TV		\$920.00	70	0.3	9.4%	2.3	0.1	3.8%	2.3	7	7	7	7	7	7	7	7
M-F 3p-7p		\$6.00	50	>0.3	7.1%	2.1	0.1	2.6%	2.1	5	5	5	5	5	5	5	5
M-Su 12:01a-11:59p		\$1.00	20	>0.4	5.4%	1.3	0.2	2.5%	1.3	2	2	2	2	2	2	2	2
BRVO-TV		\$770.00	70	0.6	18.2%	2.4	0.3	8.4%	2.4	7	7	7	7	7	7	7	7

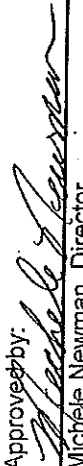
Note	Rate \$\$	Unit Tot	Wk 1 - Wk 15						Wk 1 5/24 '10	Wk 3 6/7 '10	Wk 4 6/14 '10	Wk 6 6/28 '10	Wk 8 7/12 '10	Wk 9 7/19 '10	Wk 10 7/26 '10	Wk 11 8/2 '10	Wk 13 8/16 '10	Wk 15 8/30 '10
			Women 25-49			Men 25-49												
			Rtg	Rch	Freq	Rtg	Rch	Freq										
W-Su 5p-12m	\$15.00	50	>0.7	16.7%	2.2	0.3	7.7%	2.2	5	5	5	5	5	5	5	5	5	
M-Su 12:01a-11:59p	\$1.00	20	>0.4	5.5%	1.5	0.2	2.6%	1.5	2	2	2	2	2	2	2	2	2	
FOOD-TV	\$1520.00	80	0.8	22.7%	2.7	0.4	13.3%	2.7	8	8	8	8	8	8	8	8	8	
W-Su 5p-12m	\$25.00	60	>0.8	20.9%	2.4	0.5	12.3%	2.4	6	6	6	6	6	6	6	6	6	
M-Su 12:01a-11:59p	\$1.00	20	>0.5	7.4%	1.5	0.3	4.1%	1.5	2	2	2	2	2	2	2	2	2	
LIF-TV	\$1292.00	73	0.7	23.6%	2.3	0.2	7.0%	2.3	8	8	7	7	7	7	7	7	7	
W-Su 5p-12m	\$24.00	53	>0.8	21.5%	2.0	0.2	6.4%	2.0	6	6	5	5	5	5	5	5	5	
M-Su 12:01a-11:59p	\$1.00	20	>0.5	7.3%	1.4	0.2	2.2%	1.4	2	2	2	2	2	2	2	2	2	
USA-TV	\$2003.00	83	1.1	36.9%	2.5	0.8	27.7%	2.5	9	9	8	8	8	8	8	8	8	
W-Su 5p-12m	\$33.00	60	>1.3	34.2%	2.2	0.9	25.6%	2.2	6	6	6	6	6	6	6	6	6	
M-Su 12:01a-11:59p	\$1.00	23	>0.7	10.4%	1.5	0.5	8.0%	1.5	3	3	3	3	3	3	3	3	3	
<b>Total</b>	<b>\$14555.00</b>	<b>726</b>	<b>0.4</b>	<b>73.0%</b>	<b>3.6</b>	<b>0.2</b>	<b>47.8%</b>	<b>2.9</b>	<b>74</b>	<b>74</b>	<b>74</b>	<b>72</b>	<b>72</b>	<b>72</b>	<b>72</b>	<b>72</b>	<b>72</b>	

**Broadcast Month Costs - Grand Total**

Month	Gross Cost	Total Units
05/2010	\$1,473	74
06/2010	\$2,946	148
07/2010	\$4,344	216
08/2010	\$4,344	216
09/2010	\$1,448	72
<b>Total</b>	<b>\$14,555</b>	<b>726</b>

This report has been prepared using Strata NuMath research.  
 Strata NuMath and report designs Copyright ©2010 Strata Marketing, Inc. 312-222-1555  
 Nielsen Audience Estimates Copyright ©2010 Nielsen Media Research  
 Adjustments: Network Insertability and Network Carriage have been factored into calculations.  
 Kansas City SBK May09-Sep09 C-DMA Nielsen CBL #  
 Cable Zones: TIME WARNER CABLE Time Warner/Central Zone  
 Kansas City SBK May09-Sep09 C-DMA Nielsen CBL #  
 Cable Zones: COMCAST, TV-Comcast/Eastern Jackson Crt  
 » Estimate information indicated has been supplied by the user.

Air Time reserved for the use and benefit of Jackson County, Missouri subject to final approval of an agreement for payment by the Jackson County Legislature.

Approved by:   
 Michelle Newman, Director  
 Jackson County Parks & Recreation

Date: 4-8-10





JACKSON COUNTY PARKS AND RECREATION 2010 Option 1

Kirt Brown

Advertiser: JACKSON COUNTY PARKS AND RECREATION
Advertiser Product: OT PSA|52822
Spot Length(s): :30
Plan Number: 8012

Acct. Exec: Kirt Brown
Phone #: 816-932-4130
Email: brownk@nbcactionnews.com

Flight Dates: 06/07/2010-08/08/2010

Table with columns: Station, Program, Length, Time, DMA P18+ RTG, DMA P18+ (000), Wks, Rate Spots. Includes rows for various news and show segments and a totals section.

General Summary

Summary table with columns: Name, Spots, Cost, Grps, Grimps, Reach, Freq, 3+ Reach, CPP, CPM, Net Reach, Population.

Air Time reserved for the use and benefit of Jackson County, Missouri subject to final approval of an agreement for payment by the Jackson County Legislature.

Approved by: Michele Newman, Director
Jackson County Parks & Recreation

Date 4-8-10

# CONTRACT



**KMBC**  
 6455 Winchester Ave  
 Kansas City, MO 64133-6409  
 (816)221-9999

www.kmbc.com

And:

Jackson County Missouri  
 415 East 12th Street  
 Ste #200  
 Kansas City, MO 64106-2706

<u>Contract / Revision</u> 628590 / 1		<u>Alt. Order #</u>
<u>Product</u> 2010		
<u>Contract Dates</u> 06/14/10 - 07/25/10		<u>Est. #</u>
<u>Advertiser</u> Jackson County Missouri		<u>Original Date / Revision</u> 04/02/10 / 04/02/10
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KMBC	<u>Account Executive</u> Amy Arnold	<u>Sales Office</u> Kansas City
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
		<u>Total Ratings</u> 131.50
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

Hiatus Dates: 06/28/10-07/04/10

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KMBC	06/14/10	07/25/10	First News at 5:30am	5:30-6am		:30				NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	06/14/10	06/20/10	MTWTF--				1	\$250.00	2.10			
	Week:	06/21/10	06/27/10	MTWTF--				1	\$250.00	2.10			
	Week:	06/28/10	07/04/10	-----				0	\$0.00	0.00			
	Week:	07/05/10	07/11/10	MTWTF--				1	\$250.00	2.10			
	Week:	07/12/10	07/18/10	MTWTF--				1	\$250.00	2.10			
	Week:	07/19/10	07/25/10	MTWTF--				1	\$250.00	2.10			
N 2	KMBC	06/14/10	07/25/10	First News at 6am	6-7am		:30				NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	06/14/10	06/20/10	MTWTF--				1	\$450.00	3.40			
	Week:	06/21/10	06/27/10	MTWTF--				1	\$450.00	3.40			
	Week:	06/28/10	07/04/10	-----				0	\$0.00	0.00			
	Week:	07/05/10	07/11/10	MTWTF--				1	\$450.00	3.40			
	Week:	07/12/10	07/18/10	MTWTF--				1	\$450.00	3.40			
	Week:	07/19/10	07/25/10	MTWTF--				1	\$450.00	3.40			
N 3	KMBC	06/14/10	07/25/10	Good Morning America	7-9am		:30				NM	10	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	06/14/10	06/20/10	MTWTF--				2	\$300.00	2.90			
	Week:	06/21/10	06/27/10	MTWTF--				2	\$300.00	2.90			
	Week:	06/28/10	07/04/10	-----				0	\$0.00	0.00			
	Week:	07/05/10	07/11/10	MTWTF--				2	\$300.00	2.90			
	Week:	07/12/10	07/18/10	MTWTF--				2	\$300.00	2.90			
	Week:	07/19/10	07/25/10	MTWTF--				2	\$300.00	2.90			
N 4	KMBC	06/14/10	07/25/10	KMBC Weekend News Rotat	7-9am		:30				NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	06/14/10	06/20/10	-----SS				1	\$125.00	2.00			
	Week:	06/21/10	06/27/10	-----SS				1	\$125.00	2.00			
	Week:	06/28/10	07/04/10	-----				0	\$0.00	0.00			
	Week:	07/05/10	07/11/10	-----SS				1	\$125.00	2.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or gender. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or gender.

**KMBC-TV**  
 KANSAS CITY  **KMBC**  
 6455 Winchester Ave  
 Kansas City, MO 64133-6409  
 (816)221-9999

www.kmbc.com

<u>Contract / Revision</u> 628690 /	<u>Alt. Order #</u>
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<u>Contract Dates</u> 06/14/10 - 07/25/10	<u>Product</u> 2010	<u>Est. #</u>
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<u>Advertiser</u> Jackson County Missouri	<u>Original Date / Revision</u> 04/02/10 / 04/02/10
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 5	KMBC	06/14/10	07/25/10	Rachael Ray	9-10am		:30				NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/12/10	07/18/10	-----SS				1	\$125.00	2.00			
Week:		07/19/10	07/25/10	-----SS				1	\$125.00	2.00			
N 6	KMBC	06/14/10	07/25/10	Dr. Phil	3-4pm		:30				NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/14/10	06/20/10	MTWTF--				1	\$175.00	1.20			
Week:		06/21/10	06/27/10	MTWTF--				1	\$175.00	1.20			
Week:		06/28/10	07/04/10	-----				0	\$0.00	0.00			
Week:		07/05/10	07/11/10	MTWTF--				1	\$175.00	1.20			
Week:		07/12/10	07/18/10	MTWTF--				1	\$175.00	1.20			
Week:		07/19/10	07/25/10	MTWTF--				1	\$175.00	1.20			
N 7	KMBC	06/14/10	07/25/10	5pm News	5-530pm		:30				NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/14/10	06/20/10	MTWTF--				1	\$450.00	2.70			
Week:		06/21/10	06/27/10	MTWTF--				1	\$450.00	2.70			
Week:		06/28/10	07/04/10	-----				0	\$0.00	0.00			
Week:		07/05/10	07/11/10	MTWTF--				1	\$450.00	2.70			
Week:		07/12/10	07/18/10	MTWTF--				1	\$450.00	2.70			
Week:		07/19/10	07/25/10	MTWTF--				1	\$450.00	2.70			
N 8	KMBC	06/14/10	07/25/10	5pm News Saturday	5-530pm		:30				NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/14/10	06/20/10	-----S-				1	\$175.00	3.70			
Week:		06/21/10	06/27/10	-----S-				1	\$175.00	3.70			
Week:		06/28/10	07/04/10	-----				0	\$0.00	0.00			
Week:		07/05/10	07/11/10	-----S-				1	\$175.00	3.70			
Week:		07/12/10	07/18/10	-----S-				1	\$175.00	3.70			
Week:		07/19/10	07/25/10	-----S-				1	\$175.00	3.70			
N 9	KMBC	06/14/10	07/25/10	The Office	1105-1135pm		:30				NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/14/10	06/20/10	MTWTF--				1	\$250.00	2.70			
Week:		06/21/10	06/27/10	MTWTF--				1	\$250.00	2.70			
Week:		06/28/10	07/04/10	-----				0	\$0.00	0.00			
Week:		07/05/10	07/11/10	MTWTF--				1	\$250.00	2.70			
Week:		07/12/10	07/18/10	MTWTF--				1	\$250.00	2.70			
Week:		07/19/10	07/25/10	MTWTF--				1	\$250.00	2.70			
N 10	KMBC	06/14/10	07/25/10	Nightline	1205-1235am		:30				NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/14/10	06/20/10	MTWTF--				1	\$75.00	1.30			
Week:		06/21/10	06/27/10	MTWTF--				1	\$75.00	1.30			
Week:		06/28/10	07/04/10	-----				0	\$0.00	0.00			
Week:		07/05/10	07/11/10	MTWTF--				1	\$75.00	1.30			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or gender. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or gender.

**KMBC-TV** **KMBC**  
 KANSAS CITY **9** 6455 Winchester Ave  
 Kansas City, MO 64133-6409  
 (816)221-9999

www.kmbc.com

Contract / Revision 628590 /	Alt. Order #
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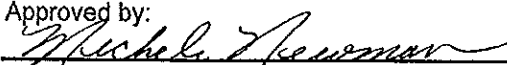
Contract Dates 06/14/10 - 07/25/10	Product 2010	Est. #
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Advertiser Jackson County Missouri	Original Date / Revision 04/02/10 / 04/02/10
---------------------------------------	---

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals Spots Amount		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		07/12/10	07/18/10	MTWTF--				1	\$75.00	1.30				
Week:		07/19/10	07/25/10	MTWTF--				1	\$75.00	1.30				
<b>Totals</b>												131.50	55	\$13,600.00

Time Period	# of Spots	Gross Amount	Net Amount
05/31/10 - 06/27/10	22	\$5,400.00	\$5,400.00
06/28/10 - 07/25/10	33	\$8,100.00	\$8,100.00
<b>Totals</b>	55	\$13,500.00	\$13,500.00

Air Time reserved for the use and benefit of Jackson County, Missouri subject to final approval of an agreement for payment by the Jackson County Legislature.

Approved by:  
  
 Michele Newman, Director  
 Jackson County Parks & Recreation

Date 4-8-10

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# Jackson Co Parks & Recreation 06/14/10-07/25/10

Agency: Jackson Co Parks &  
 Advertiser: Jackson Co Parks &  
 Description: 2010 Plan B  
 Estimate#:   
 Flight(s): 06/14/10-07/25/10  
 Hiatus:   
 Books:   
 Demos: A25-54, W25-49  
 Unit Length: :0, :15, :30

Account Executive: Chris Owens  
 Station(s): WDAF  
 Sales office: Kansas City WDAF  
 Phone: (816)932-9180  
 Email: chris.owens@wdaftv4.com



Buyer: Michele Newman  
 Phone: (816)881-3000  
 Email:

Daypart	Program	Time	Dates	Length	2010							Total	Book(s)	A25-54 Primary	W25-49
					June 06/14	June 06/21	July 06/28	July 07/05	July 07/12	July 07/19	July 07/26				
<b>WDAF</b>															
AM	Fox 4 News Morning Show	M-F 7-9 AM	TFN	Units :30	2	2	2	2	2	2	2	12	Default	Rtg	
				CPP	\$225	\$225	\$225	\$225	\$225	\$225	\$225	\$2,700		Shr	
				Units :15	3	3	3	3	3	3	3	18		H/P	
				CPP	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$2,250			
DY	Fox 4 News at Noon	M-F 12-1 PM	TFN	Units :30	3	3	3	2	2	2	15	Default	Rtg		
				CPP	\$80	\$80	\$80	\$80	\$80	\$90	\$90	\$1,200		Shr	
				Units :15	2	2	2	1	1	1	6		H/P		
				CPP	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$1,800			
LN	Fox 4 News @ 9pm	M-F 9-10 PM	TFN	Units :30	1	1	1	1	1	1	6	Default	Rtg		
				CPP	\$500	\$500	\$500	\$500	\$450	\$500	\$500	\$1,450		Shr	
				Units :15	2	2	2	2	2	2	12		H/P		
				CPP	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$1,800			
	WDAF Run of Site		TFN	Units NonBroad	1	0	0	0	0	0	1	Default	Rtg		
				CPP	\$1,000	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000		Shr	
													H/P		
	Main Comment: FOX4KC.com Online exposure to be 85,000 impressions over the course of your campaign														
ON	WDAF ROS	M-Su 4-3:59 AM	06/14/10-07/25/10	Units :30	2	2	2	2	2	2	12	Default	Rtg		
				CPP	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		Shr	
													H/P		
<b>PROPOSAL SUMMARY</b>					<b>SUMMARY</b>										
					June 06/14	June 06/21	July 06/28	July 07/05	July 07/12	July 07/19	A25-54 (Primary)			W25-49	
				Units	14	12	13	9	10	9	67			67	
				Total \$	\$3,185	\$1,685	\$2,165	\$985	\$1,435	\$985	\$10,400			\$10,400	
				GRPs											
				Reach											
				Frequency											
	Kansas City														

Air Time reserved for the use and benefit of Jackson County, Missouri subject to final approval of an agreement for payment by the Jackson County Legislature.

Approved by: Michele Newman  
 Michele Newman, Director  
 Jackson County Parks & Recreation

Date 4-8-10



**KCTV5**  
 FEIN: 42-0410230  
 4500 Shawnee Mission Pkwy  
 Fairway, KS 66205  
 (913)677-5555

www.KCTV5.com  
 www.kctv5.com

# CONTRACT

<u>Contract / Revision</u> 361844 /		<u>Alt Order #</u>
<u>Product</u> MAY FLIGHT		
<u>Contract Dates</u> 05/24/10 - 05/30/10		<u>Estimate #</u>
<u>Advertiser</u> Jackson County Parks & Rec		<u>Original Date / Revision</u> 04/05/10 / 04/05/10
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KCTV	<u>Account Executive</u> Tom Schulte	<u>Sales Office</u> KCTV Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Jackson County Parks & Rec**  
 Attn: Amy Coffey  
 22807 Woods Chapel  
 Blue Spring, MO 64015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
N 1	KCTV	05/24/10	05/30/10	More In the Morning 6A	6-7am		:30			NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/24/10	05/30/10	MTWTF--				1	\$220.00			
N 2	KCTV	05/24/10	05/30/10	CBS Soaps	1230-3pm		:30			NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/24/10	05/30/10	MTWTF--				1	\$110.00			
N 3	KCTV	05/24/10	05/30/10	Ellen	3-4pm		:30			NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/24/10	05/30/10	MTWTF--				1	\$170.00			
N 4	KCTV	05/24/10	05/30/10	Letterman	1035-1137pm		:30			NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/24/10	05/30/10	MTWTF--				1	\$180.00			
<b>Totals</b>											<b>4</b>	<b>\$680.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
04/26/10 - 05/28/10	4	\$680.00	\$680.00
<b>Totals</b>	<b>4</b>	<b>\$680.00</b>	<b>\$680.00</b>

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Approved by:

*Michele Newman*  
 Michele Newman, Director  
 Jackson County Parks & Recreation

Date 4-8-10

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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**KCTV5**  
 FEIN: 42-0410230  
 4500 Shawnee Mission Pkwy  
 Fairway, KS 66205  
 (913)677-5555

www.KCTV5.com  
 www.kctv5.com

# CONTRACT

<u>Contract / Revision</u> 361847 /		<u>Alt Order #</u>
<u>Product</u> JUNE FLIGHT		
<u>Contract Dates</u> 06/07/10 - 06/27/10		<u>Estimate #</u>
<u>Advertiser</u> Jackson County Parks & Rec		<u>Original Date / Revision</u> 04/05/10 / 04/05/10
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KCTV	<u>Account Executive</u> Tom Schulte	<u>Sales Office</u> KCTV Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Jackson County Parks & Rec  
 Attn: Amy Coffey  
 22807 Woods Chapel  
 Blue Spring, MO 64015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
N 1	KCTV	06/07/10	06/27/10	More in the Morning 6A	6-7am		:30			NM	3	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/07/10	06/13/10	MTWTF--				1	\$220.00			
		Week: 06/14/10	06/20/10	MTWTF--				1	\$220.00			
		Week: 06/21/10	06/27/10	MTWTF--				1	\$220.00			
N 2	KCTV	06/07/10	06/27/10	CBS Soaps	1230-3pm		:30			NM	3	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/07/10	06/13/10	MTWTF--				1	\$110.00			
		Week: 06/14/10	06/20/10	MTWTF--				1	\$110.00			
		Week: 06/21/10	06/27/10	MTWTF--				1	\$110.00			
N 3	KCTV	06/07/10	06/27/10	Ellen	3-4pm		:30			NM	3	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/07/10	06/13/10	MTWTF--				1	\$170.00			
		Week: 06/14/10	06/20/10	MTWTF--				1	\$170.00			
		Week: 06/21/10	06/27/10	MTWTF--				1	\$170.00			
N 4	KCTV	06/07/10	06/27/10	Letterman	1035-1137pm		:30			NM	3	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/07/10	06/13/10	MTWTF--				1	\$180.00			
		Week: 06/14/10	06/20/10	MTWTF--				1	\$180.00			
		Week: 06/21/10	06/27/10	MTWTF--				1	\$180.00			
<b>Totals</b>											12	\$2,040.00

Time Period	# of Spots	Gross Amount	Net Amount
05/31/10 - 06/25/10	12	\$2,040.00	\$2,040.00
<b>Totals</b>	12	\$2,040.00	\$2,040.00

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Approved by:

*Michele Newman*  
 Michele Newman, Director  
 Jackson County Parks & Recreation

Date 4-8-10

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 FEIN: 42-0410230  
 4500 Shawnee Mission Pkwy  
 Fairway, KS 66205  
 (913)677-5555

www.KCTV5.com  
 www.kctv5.com

# CONTRACT

<b>Contract / Revision</b> 361851 /		<b>Alt Order #</b>
<b>Product</b> JULY FLIGHT		
<b>Contract Dates</b> 07/05/10 - 07/30/10		<b>Estimate #</b>
<b>Advertiser</b> Jackson County Parks & Rec		<b>Original Date / Revision</b> 04/08/10 / 04/08/10
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KCTV	<b>Account Executive</b> Tom Schulte	<b>Sales Office</b> KCTV Local
<b>Special Handling</b>		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>	<b>Advertiser Ref</b>	

And:

Jackson County Parks & Rec  
 Attn: Amy Coffey  
 22807 Woods Chapel  
 Blue Spring, MO 64015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
1	KCTV	07/05/10	07/30/10	More in the Morning 6A	6-7am		:30			NM	5	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/05/10	07/11/10	MTWTF--				1	\$220.00			
	Week:	07/12/10	07/18/10	MTWTF--				1	\$220.00			
	Week:	07/19/10	07/25/10	MTWTF--				2	\$220.00			
	Week:	07/26/10	08/01/10	MTWTF--				1	\$220.00			
2	KCTV	07/05/10	07/30/10	CBS Soaps	1230-3pm		:30			NM	5	\$550.00
	Week:	07/05/10	07/11/10	MTWTF--				1	\$110.00			
	Week:	07/12/10	07/18/10	MTWTF--				1	\$110.00			
	Week:	07/19/10	07/25/10	MTWTF--				2	\$110.00			
	Week:	07/26/10	08/01/10	MTWTF--				1	\$110.00			
E 3	KCTV	07/05/10	07/30/10	Ellen	3-4pm		:30			NM	8	\$1,360.00
	Week:	07/05/10	07/11/10	MTWTF--				1	\$170.00			
	Week:	07/12/10	07/18/10	MTWTF--				4	\$170.00			
	Week:	07/19/10	07/25/10	MTWTF--				2	\$170.00			
	Week:	07/26/10	08/01/10	MTWTF--				1	\$170.00			
4	KCTV	07/05/10	07/30/10	Letterman	1035-1137pm		:30			NM	7	\$1,260.00
	Week:	07/05/10	07/11/10	MTWTF--				1	\$180.00			
	Week:	07/12/10	07/18/10	MTWTF--				3	\$180.00			
	Week:	07/19/10	07/25/10	MTWTF--				2	\$180.00			
	Week:	07/26/10	08/01/10	MTWTF--				1	\$180.00			
<b>Totals</b>											25	\$4,270.00

Time Period	# of Spots	Gross Amount	Net Amount
06/28/10 - 07/25/10	21	\$3,590.00	\$3,590.00
07/26/10 - 07/30/10	4	\$680.00	\$680.00
<b>Totals</b>	25	\$4,270.00	\$4,270.00

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 Approved by: Michelle Newman Date 4-8-10

Michelle Newman, Director  
 Jackson County Parks & Recreation

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 FEIN: 42-0410230  
 4500 Shawnee Mission Pkwy.  
 Fairway, KS 66205  
 (913)677-5555

www.KCTV5.com  
 www.kctv5.com

# CONTRACT

<u>Contract / Revision</u> 361854 /		<u>Alt Order #</u>
<u>Product</u> AUGUST FLIGHT		
<u>Contract Dates</u> 08/02/10 - 08/29/10	<u>Estimate #</u>	
<u>Advertiser</u> Jackson County Parks & Rec		<u>Original Date / Revision</u> 04/08/10 / 04/08/10
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KCTV	<u>Account Executive</u> Tom Schulte	<u>Sales Office</u> KCTV Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Jackson County Parks & Rec**  
 Attn: Amy Coffey  
 22807 Woods Chapel  
 Blue Spring, MO 64015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
1	KCTV	08/02/10	08/29/10	More in the Morning 6A	6-7am		:30			NM	6	\$1,140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/02/10	08/08/10	MTWTF--				2	\$190.00			
	Week:	08/09/10	08/15/10	MTWTF--				2	\$190.00			
	Week:	08/16/10	08/22/10	MTWTF--				2	\$190.00			
	Week:	08/23/10	08/29/10	-----				0	\$0.00			
E 2	KCTV	08/02/10	08/29/10	CBS Soaps	1230-3pm		:30			NM	4	\$360.00
	Week:	08/02/10	08/08/10	MTWTF--				2	\$90.00			
	Week:	08/09/10	08/15/10	MTWTF--				1	\$90.00			
	Week:	08/16/10	08/22/10	MTWTF--				1	\$90.00			
	Week:	08/23/10	08/29/10	-----				0	\$0.00			
E 3	KCTV	08/02/10	08/29/10	Ellen	3-4pm		:30			NM	4	\$560.00
	Week:	08/02/10	08/08/10	MTWTF--				2	\$140.00			
	Week:	08/09/10	08/15/10	MTWTF--				1	\$140.00			
	Week:	08/16/10	08/22/10	MTWTF--				1	\$140.00			
	Week:	08/23/10	08/29/10	-----				0	\$0.00			
E 4	KCTV	08/02/10	08/29/10	Letterman	1035-1137pm		:30			NM	4	\$600.00
	Week:	08/02/10	08/08/10	MTWTF--				2	\$150.00			
	Week:	08/09/10	08/15/10	MTWTF--				1	\$150.00			
	Week:	08/16/10	08/22/10	MTWTF--				1	\$150.00			
	Week:	08/23/10	08/29/10	-----				0	\$0.00			
<b>Totals</b>											18	\$2,660.00

Time Period	# of Spots	Gross Amount	Net Amount
07/26/10 - 08/20/10	18	\$2,660.00	\$2,660.00
<b>Totals</b>	18	\$2,660.00	\$2,660.00

Air Time reserved for the use and benefit of Jackson County, Missouri subject to final approval of an agreement for payment by the Jackson County Legislature.

Approved by:

*Michele Newman*  
 Michele Newman, Director  
 Jackson County Parks & Recreation

Date 4-8-10

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



**KCTV5**  
 FEIN: 42-0410230  
 4500 Shawnee Mission Pkwy  
 Fairway, KS 66205  
 (913)677-5555

www.KCTV5.com  
 www.kctv5.com

**CONTRACT**

<u>Contract / Revision</u> 361855 /		<u>Alt Order #</u>
<u>Product</u> SEPTEMBER FLIGHT		
<u>Contract Dates</u> 09/06/10 - 09/19/10		<u>Estimate #</u>
<u>Advertiser</u> Jackson County Parks & Rec		<u>Original Date / Revision</u> 04/08/10 / 04/08/10
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KCTV	<u>Account Executive</u> Tom Schulte	<u>Sales Office</u> KCTV Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Jackson County Parks & Rec**  
 Attn: Amy Coffey  
 22807 Woods Chapel  
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 1	KCTV	09/06/10	09/19/10	More In the Morning 6A	6-7am		:30			NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/06/10	09/12/10	MTWTF--				1	\$190.00			
Week:		09/13/10	09/19/10	-----				0	\$0.00			
E 2	KCTV	09/06/10	09/19/10	CBS Soaps	1230-3pm		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/06/10	09/12/10	MTWTF--				1	\$90.00			
Week:		09/13/10	09/19/10	-----				0	\$0.00			
E 3	KCTV	09/06/10	09/19/10	Ellen	3-4pm		:30			NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/06/10	09/12/10	MTWTF--				1	\$140.00			
Week:		09/13/10	09/19/10	-----				0	\$0.00			
E 4	KCTV	09/06/10	09/19/10	Letterman	1035-1137pm		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/06/10	09/12/10	MTWTF--				1	\$150.00			
Week:		09/13/10	09/19/10	-----				0	\$0.00			
<b>Totals</b>											<b>4</b>	<b>\$570.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/30/10 - 09/10/10	4	\$570.00	\$570.00
<b>Totals</b>	<b>4</b>	<b>\$570.00</b>	<b>\$570.00</b>

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Approved by:

*Michelle Newman*  
 Michele Newman, Director  
 Jackson County Parks & Recreation

Date: 4-8-10

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