

## Legislation Details (With Text)

File #:	16631	Version:	0	Name:	contracts for television production, marketing and air time
Туре:	Resolution			Status:	Passed
File created:	5/5/2008			In control:	County Legislature
On agenda:	5/5/2008			Final action:	5/5/2008
Title:	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 of \$67,250.00.				
Sponsors:	Fred Arbanas	3			
Indexes:	PARKS + RE	CREATION	, TELI	EVISION PRODU	JCTION
Code sections:					
Attachments:					
Data	Vor Action B			Act	ion Pocult

Date	Ver.	Action By	Action	Result		
5/5/2008	0	County Legislature	adopt	Pass		

## 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 of \$67,250.00.

## **RESOLUTION #16631,** May 5, 2008

**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

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,

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Recreation recommends award of contracts for this campaign to the following vendors:

VENDORS	AMOUNT	
Meredith d/b/a KCTV 5	\$20,000.00	Corporation
Fairway, KS KCCP Trust d/b/a Time Milwaukee, WI	Warner \$15,250.00	Cable
Fox d/b/a WDAF-TV Kansas City (Jackson County	Entertainment \$14,000.00 /), MO	Group
Hearst-Argyle d/b/a/ KMBC-TV Kansas City (Jackson County	Television, \$ 11,000.00 /), MO	Inc.
d/b/a Scripps Howard Broadcasting NBC Kansas City (Jackson County	Action \$ 7,000.00 /), MO	News
Total	\$ 67,250.00	

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.

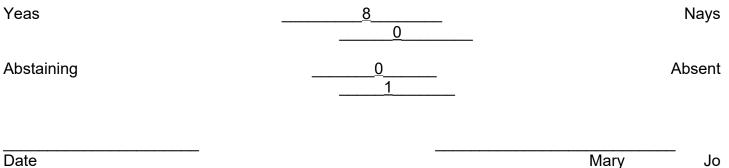
APPROVED AS TO FORM:

Chief Deputy County Counselor

**County Counselor** 

Certificate of Passage

I hereby certify that the attached resolution, Resolution #16631 of May 5, 2008, was duly passed on May 5, 2008 by the Jackson County Legislature. The votes thereon were as follows:



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: ACCOUNT TITLE:	003 Park Fund Director - Parks Advertising	1601	56210
NOT TO EXCEED:	\$66,839.15		
ACCOUNT NUMBER: ACCOUNT TITLE:	300 Enterprise F Registration & Pern	und	56210 tising

NOT TO EXCEED:

\$410.85

Date

Director of Finance and Purchasing