

TO: James L. App, City Manager

FROM: Jim Throop, Director of Administrative Service

SUBJECT: Radio Advertising Contract with KLUN radio for transit promotion

DATE: July 16, 2013

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Needs:

For the City Council to consider a contract with station KLUN (Radio Laser) for advertising services related to the Paso Robles Transit system (Paso Express) from July 2013 through April 2014.

Facts:

1. Ongoing marketing efforts are made to improve awareness of, and ridership on, the Paso Express.
2. The Transit Needs Assessment done by SLOCOG identifies Paso Robles as having a concentration of monolingual Spanish speakers. Outreach to persons of Limited English Proficiency (LEP) is recommended.
3. Paso Robles has utilized radio advertising for Transit regularly during the past 13 years, though Spanish-language radio was used only briefly during that period. Regular Spanish -language advertising began in October 2012, on KLUN (Radio Laser, 103.1 FM), a popular station locally.
4. While the impact of radio advertising is difficult to quantify, ridership on the Paso Express has risen 5% since the Spanish-language radio advertising began.
5. Under the proposed contract with KLUN radio, fifteen sixty-second ads will be broadcast weekly, Monday through Friday, between 6:00 a.m. and 7:00 p.m., at the rate of \$300 per week. Sufficient Transit funds are available to cover this expense.
6. The contract would be valid through April 25, 2014, for a contract total of \$12,300. This contract is timed to end with the implementation of the planned consolidation of transit services with the Regional Transit Authority.

Analysis &  
Conclusion:

Radio advertising for Transit has previously been used to promote awareness and encourage ridership. Spanish language radio advertising has been implemented in the past year. Ridership on the transit system is increasing. Continuing radio advertising may further improve ridership and the systems' performance.

Fiscal

Impact:

\$12,300 from the Transit Fund would be spent during the 2013/14 Fiscal year for radio advertising. The General fund will not be affected by these transit expenditures.

Options:

- a. Approve the Contract with KLUN radio for advertising services for \$12,300 through April 25, 2014, or
- b. Amend, modify or reject the above option.

Attachments

- 1) Contract with KLUN (Radio Laser)
- 2) Resolution

LAZER BROADCASTING ADVERTISING AGREEMENT

LA MEJOR NETWORK   
 KXSB 101.7 FM   
 KXRS 105.7 FM   
 KBTW 104.5 FM   
 KCAL 1410 AM   
 KXSM 93.5 FM   
 KXZM 93.7 FM

LAZER NETWORK   
 KXLM 102.9 FM   
 KLJR 96.7 FM   
 KOXR 910 AM   
 KZER 1250 AM   
 KEAL 106.5 FM   
 KXTT 94.9 FM

KSRN 107.7FM   
 KSRT 107.1 FM   
 KJOR 104.1 FM   
 KSBQ 1480 AM   
 KLMM 94.1 FM   
 KLUN 103.1 FM   
 KSSB 100.9 FM

OX  
 SBO  
 F SM  
 I SBA  
 C RN  
 E RN

ACCOUNT#

ORDER DATE: 7/3

ADV. NO.		P.O./REFERENCE NO.													
CLIENT NAME PASO ROBLES TRANSIT		NEW <input checked="" type="checkbox"/>	ADDITION	REVISION	CANCEL										
AGENCY NAME		LOCAL <input checked="" type="checkbox"/>	NATL	TRADE	COMBO										
ADDRESS 821 PINE STREET SUITE A		CONTRACT DATES FROM: TO:													
CITY PASO ROBLES STATE CA		ACCOUNT EXECUTIVE: GLORIA RUIZ													
PHONE 237-7505 ZIP CODE 93446		PRODUCT TYPE/PROMOTION: PASO ROBLES TRANSIT													
CONTACT JAMES D. THROOP		CO-OP	Affidavits	Scripts											
		BILLING:		CALENDAR	STD BROADCAST	END ORDER									
Sta.	TIME PERIOD	FLIGHT DATES		SPOT	SPOT	DAYS OF WEEK							No.	SPOTS	TOTAL
Ln #	FROM TO	PROM	TO	LGTH	RATE	M	T	W	TH	F	Sa	Su	Wks.	P/WK	DOLLARS
KLUN	6A 7P	7/15/13	4/25/14	60	\$20	3	3	3	3	3			41	15	12300.00
KLUN	6A 7A	7/15/13	4/25/13	15	N/C	2	2	2	2	2			41	10	
3															
4															
5															
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20															
SPECIAL INSTRUCTIONS:		GROSS TOTALS										Total Wks	Total Spots	Total \$	
													1025	12,300.00	
		AGENCY COMMISSION													
Payment with Contract: \$		Check #										TALENT FEE/OTHER ADDITIONS			
Payment Frequency: (Wkly/Mnthly)												NET CONTRACT TOTAL 12,300.00			
<p>All bills to Advertiser shall be due and payable when rendered. Balances not paid after 30 days will incur a service charge of 1.5% per month. Advertiser agrees to pay all collection costs, including but not limited to, court costs and attorney's fees. All program and advertising content is subject to approval by LAZER BROADCASTING (hereinafter "LAZER"). Although LAZER will try to accommodate "last minute" copy changes, it is agreed that LAZER is not bound to effect copy changes without receiving 2 working days prior notice. If for any reason LAZER fails to broadcast Advertiser's programs or announcements, Advertiser may elect to accept "make-goods" or credit his account. Advertiser shall have no other claim against LAZER for broadcast failures regardless of cause. Advertiser shall hold LAZER harmless against a all liability for slander, libel, unfair competition or trade practices, false advertising, infringement of trademarks, trade names and copyrights resulting from Advertiser's broadcasts. Unless otherwise provided herein, this agreement may be terminated by either party by giving the other party 14 days prior written notice. If Advertiser so terminated, he will pay LAZER the rate earned in accordance with the rate card on which this agreement is based (short rate), rather than the rate contracted for. This contract shall not be binding until accepted by an authorized representative (sales manager) of LAZER.</p> <p>Under FCC regulations, Lazer Broadcasting Corporation cannot discriminate in advertising arrangements on the basis of race or ethnicity. Any provision in any advertising agreement entered into with an advertiser whose intent is to discriminate in such manner shall be null and void.</p>															
APPROVED BY CLIENT (SIGNATURE)		DATE		ACCEPTED BY ACCOUNT EXECUTIVE (PRINT)										(SIGNATURE)	
X				X											
PRINT NAME		TITLE		APPROVED BY SALES MANAGER (PRINT)										(SIGNATURE)	
X				X											
<p>Oxnard/Ventura Office - 200 S. "A" Street Suite 400 - Oxnard, CA 93030 - (805)240-2070 - Fax (805) 240-7658                  Santa Barbara Office - 5880 Hollister Ave. - Goleta, CA 93117 - (805) 692-5089 - Fax (805) 692-5109                  Inland Empire Office - 1950 S. Sunwest Lane, Ste.302 - San Bernardino, CA 92408 - (909) 384-9750 - Fax (909) 884-5844                  Santa Maria Office - 312 E. Mill St., Ste.302 - Santa Maria, CA 93454 (805) 928-9796 - Fax (805) 928-4896                  Santa Rosa Office - 5510 Skylane Blvd. #102 - Santa Rosa, CA 95403 - (707) 284-3069 - Fax (707) 284-3174                  Reno Office - 1465 Terminal Way Suite 3 - Reno, NV 89502 (775) 324-4819 - Fax (775) 324-4832                  Monterey/Salinas Office - 600 E. Market St., Suite 200 - Salinas, CA 93905 - (831) 422-5019 - Fax (831) 422-5019                  Big Bear Office - 345 W. Fairway Blvd. - Big Bear, CA 92314 - (909)584-1069 - Fax (909)584-1041                  Calipatria/EI Centro Office - 251 W. Main Street, Ste O - Brawley, CA 92227 - (760) 344-5858 - Fax (760) 351-8557                  Hemet Office - 2627 W. Florida Ave., Suite 109 - Hemet, CA 92345 - (951) 658-3208 - Fax (951) 658-4843                  Barstow Office - 125 E. Fredericks St. - Barstow, CA 92311 - (760)255-1316 - Fax (760) 255-2406                  Bakersfield Office - 6901 McDivitt Dr., Ste. D - Bakersfield, CA 93313-(661) 827-0113 - Fax (661) 827-0114</p>															
Originating Office Use Only:										Traffic Use Only:					
Verified Dates			Verified Signatures			Reviewed and Accepted by:									
Verified Spot Rates			Ready for Traffic			Entered by:									
Arithmetic Checked			Faxed/Sent (date)												

RESOLUTION NO. 13-xxx

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES  
APPROVING AN ADVERTISING CONTRACT WITH KLUN RADIO (RADIO LASER) FOR  
PROMOTING THE PASO ROBLES TRANSIT SYSTEM.

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WHEREAS, the continued marketing and advertising of the City of Paso Robles' transit services is of benefit to the City; and

WHEREAS, radio advertisement to the local population is a cost-effective means of marketing services; and

WHEREAS, the City seeks to continue outreach to the Spanish-speaking community in Paso Robles, and

WHEREAS, under contract with Spanish-language station KLUN (Radio Laser), 15 60-second ads will be broadcast weekly between the hours of 6:00 a.m. and 7:00 p.m., at the cost of \$300/week,

THEREFORE, BE IT HEREBY RESOLVED by the City Council of the City of El Paso de Robles that the advertising contract with KLUN radio through April 25, 2014, in the amount of \$12,300, is hereby approved, and the Director of Administrative Services is authorized to execute said contract.

PASSED AND ADOPTED by the City Council of the City of El Paso de Robles this 16<sup>th</sup> day of July 2013 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST:

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Duane Picanco, Mayor

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Caryn Jackson, Deputy City Clerk