

Council Meeting of  
May 9, 2006

Honorable Mayor and Members  
Of the City Council  
City Hall  
Torrance, California

**Members of the Council:**

**SUBJECT: Appropriation of funds and authorization of agreements for radio advertising for the Armed Forces Day Parade**

**RECOMMENDATION**

The City Manager recommends that City Council approve the appropriation of \$20,000 from donation funds for the Armed Forces Day Parade for contractual services and authorize agreements for radio advertising for up to \$20,000.

**FUNDING**

Private donations made to the City to assist in promoting the Armed Forces Day Parade

**BACKGROUND/ANALYSIS**

For the past 47 years, the City of Torrance has honored the men and women of the nation's Armed Forces by holding an annual parade on Armed Forces Day. In an effort to increase participation by the citizens, the City plans to present promotional announcements on two local radio stations.

Respectfully Submitted,

LeROY JACKSON  
City Manager



By Fran Fulton  
Management Associate

Concur:



LeRoy J. Jackson  
City Manager

Attachment: Invoice and advertising schedule



501 Esplanade, Suite #235  
 Redondo Beach, CA 90277  
 (310) 543-1292

Facsimile (310) 543-1292

# INVOICE

*Management*

**Date: May 1, 2006**

**Attn: Torrance Armed Forces Day Parade Committee**

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*Marketing*

The following invoice will cover the entire <sup>2</sup>/~~3~~-station radio schedule to promote the Annual Torrance Armed Forces Day Parade including attached schedules, promotions and station promotional announcements as presented:

*Advertising*

<b>KNX-AM</b>	<b>\$8,576.00</b>
<b>KFWB-AM</b>	<b><u>\$8,275.00</u></b>
<b>Total:</b>	<b>\$16,851.00</b>

*Media*

Please make check payable to:

*Research*

**Advertising & Marketing Network**

*Public Relations*

Mail to the address listed on this invoice.  
 Thank you for this order.

**TAPSCAN****Broadcast Order**

**City of Torrance  
Flag Day Parade**

LOS ANGELES FALL 2005 ARBITRON MaximiSer Metro Survey Area	ADULTS 25+ Population/Intab:8,359,500/5,725 1 Week Schedule Analysis Using MediaPRO Metro
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Advertising &amp; Marketing Network

Station: KFWB

Rep:

Address:

Phone:

Fax:

Buyer: John Schoen

Phone:

Fax:

Client: City of Torrance  
Campaign: Flag Day Parade 2006  
Control #:  
Invoice #:

Flight Dates: 05/16/06 to 05/19/06

Date: 4/25/06

Order Type: New

**KFWB**

Daypart	Spots	Len	ROT	T	W	T	F	S	S	M	Rate	Cost	BB
<b>Week 1: 05/16/06 - 05/19/06</b>													
TU-F 6A-10A	5	:60	5	0	0	0	0	--	--	--	\$750	\$3,750	100
TU-F 10A-3P	5	:60	5	0	0	0	0	--	--	--	\$475	\$2,375	100
TU-F 3P-8P	3	:60	3	0	0	0	0	--	--	--	\$550	\$1,650	100
TU-F 8P-12M	5	:60	5	0	0	0	0	--	--	--	\$100	\$500	100
Totals	18		18	0	0	0	0	0	0	0	\$460	\$8,275	

<b>Station Totals</b>
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Total Spots: 18

Total Cost: \$8,275.00

Makegood: Spots must run within scheduled flight dates and must be approved in advance by the buyer. All invoices must exactly match this broadcast order. Invoices are due on the 5th of the month in duplicate.

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 Buyer

**TAPSCAN****Broadcast Order****City of Torrance  
Flag Day Parade**

LOS ANGELES FALL 2005 ARBITRON MaxiSer Metro Survey Area	ADULTS 25+ Population/Intab:8,359,500/5,725 1 Week Schedule Analysis Using MediaPRO Metro
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Advertising &amp; Marketing Network

 Station: KNX  
 Rep:  
 Address:

Phone:

Fax:

Buyer: John Schoen

Phone:

Fax:

 Client: City of Torrance  
 Campaign: Flag Day Parade 2006  
 Control #:  
 Invoice #:

 Flight Dates: 05/16/06 to 05/19/06  
 Date: 4/25/06  
 Order Type: New
**KNX**

Daypart	Spots	Len	ROT	T	W	T	F	S	S	M	Rate	Cost	BB
<b>Week 1: 05/16/06 - 05/19/06</b>													
TU-F 5:30A-10A	4	:60	4	0	0	0	0	--	--	--	\$825	\$3,300	100
TU-F 10A-3P	4	:60	4	0	0	0	0	--	--	--	\$550	\$2,200	100
TU-F 3P-8P	4	:60	4	0	0	0	0	--	--	--	\$599	\$2,396	100
TU-F 5A-12M	8	:60	8	0	0	0	0	--	--	--	\$85	\$680	100
Totals	20		20	0	0	0	0	0	0	0	\$429	\$8,576	

**Station Totals**
 Total Spots: 20  
 Total Cost: \$8,576.00

Makegood: Spots must run within scheduled flight dates and must be approved in advance by the buyer. All invoices must exactly match this broadcast order. Invoices are due on the 5th of the month in duplicate.

 \_\_\_\_\_  
 Buyer

# KNX 10.70 NEWSRADIO

February 27, 2006

To: John Schoen  
Advertising & Marketing

Fr: Steve Sullivan  
KNX 1070 NEWSRADIO

RE: Flag Day promotion / City of Torrance

## **KNX promotion of Flag Day in the City of Torrance on May 20, 2006**

Based on the \$15,000 commercial broadcast commitment outlined in the radio proposal KNX will provide the following added elements in increase the results of the campaign.

- ❖ 8 recorded 30 second promotional announcements, value \$600 each, total value \$4800
- ❖ Event description on KNX's event page on [www.KNX1070.com](http://www.KNX1070.com). Post for 1 one month, value \$1000
- ❖ Distribution of press release from City of Torrance to KNX newsroom with the goal of securing news coverage from the event.
- ❖ PROMOTION VALUE \$5800

## **KFWB promotion of Flag Day in the City of Torrance on May 20, 2006**

### **APPEARANCE PACKAGE - Team Blue Base Hit, BASED ON \$15,000 ADVERTISING BUY**

- ❖ KFWB is the Flagship radio station for Dodger play by play. KFWB is offering the opportunity to have TEAM BLUE make an appearance at the City of Torrance Flag Day parade.
- ❖ 2 hour appearance by TEAM BLUE / promotion staff
- ❖ Sponsor giveaway items
- ❖ Inflatable batting cage and pitching machine
- ❖ On-air support to drive listeners to the event, 12:20 second promotional commercials, 5a-9p the day of the event.
- ❖ PROMOTION VALUE \$5800

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# KNX 10.70<sup>TM</sup> NEWSRADIO

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**KRTH promotion of Flag Day in the City of Torrance on May 20, 2006**  
**BASED ON \$15,000 ADVERTISING BUY**

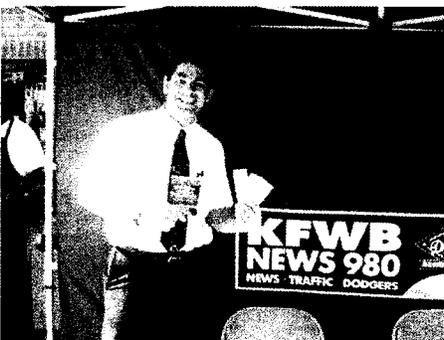
- ❖ 2 hour on site appearance promotion staff
- ❖ Inflatable batting cage and pitching machine
- ❖ On-air support to drive listeners to the event, 14:10 second recorded promotional commercials running Monday-Friday the week prior to the event.
- ❖ K-EARTH tent and prize wheel with giveaways such as T-shirts, water bottles, concert tickets, etc.
- ❖ K-EARTH personality appearance----optional, talent fee applies paid directly to talent. Based on availability.
- ❖ PROMOTION VALUE \$8400

**KCBS / JACK is unable to provide added value.**



# KFWB NEWS 980 TEAM BLUE

KFWB 980 is on the streets of Southern California constantly. Whether it be a retail store grand opening/sale, a Dodger/NFL player appearance, charity or benefit event, festival or fair, TEAM BLUE delivers a crowd. On-site with trademark super-size interactive baseball inflatable games, the party never stops. With handfuls of Dodger tickets and many other prizes, everyone walks away happy. Conducting a minimum of 14 or more promotions a month TEAM BLUE is a visible and high profile street team that has a reputation for creating excitement.



## TEAM BLUE PROMOTIONS



## **TEAM BLUE Base Hit**

As in any game you'll play the Base Hit is essential. This is the best way to start a great relationship with the KFWB listening audience and your business.

**KFWB 980 TEAM BLUE events always attract a crowd! This two hour on-site event includes:**

- **KFWB's TEAM BLUE appearing at your location with tons of KFWB and sponsor give-aways, and an inflatable pitching cage (space permitting)**
- **On-air support to drive listeners to the event to air the week of the event with a minimum of two (2) :20 second promotional commercials per day (5a-9p) for a total of fourteen (14) :20 second promotional commercials**

**Term and Investment: \$1,500 Per Event**

