

RESOLUTION NO. 1503

RESOLUTION APPROVING ADVERTISING AGREEMENT WITH KCJJ

WHEREAS, the City of West Branch is interested in promoting Hoover's Hometown Days to a wide audience in eastern Iowa; and

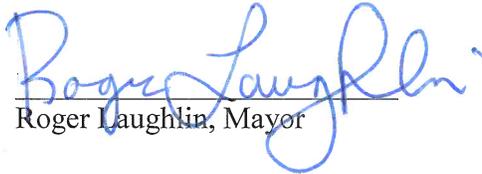
WHEREAS, the City of West Branch would like to advertise Hoover's Hometown Day 2016 with The Mighty 1630 KCJJ in the two weeks preceding the event in the amount of \$1,000.00; and

WHEREAS, KCJJ has proposed a package for radio commercials interviews and live promotional advertisements for the 2016 Hoover's Hometown Day Celebration; and

WHEREAS, it is now necessary to approve said proposal.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of West Branch, Iowa that the aforementioned advertising proposal with KCJJ in the amount of \$1,000.00 is hereby approved. Further, the Mayor is directed to execute the agreement on behalf of the City.

Passed and approved this 18th day of July, 2016.



Roger Laughlin, Mayor

ATTEST:



Matt Muckler, City Administrator/Clerk



Prepared on July 7, 2016

Re: Advertising agreement for Hometown Days between City of West Branch and KCJJ

1630 KCJJ will provide the following services for the City of West Branch to promote Hoover's Hometown Days.

- Six :30 commercials per day for twelve days to be run from July 26th – August 6th 2016
- Noon interview on Tuesday, August 2nd at Midtown 2 in Iowa City
- Morning show interview at 7:30 a.m. Friday, August 5th at KCJJ studio
- Live promotion of event schedule via on-air talent throughout the week of August 1st

For the above services, the City of West Branch agrees to pay 1630 KCJJ the amount of \$1,000 upon receipt.

X

Roger Laughlin
Mayor, City of West Branch

A handwritten signature in blue ink that reads 'Roger Laughlin'.

X

Eric Beck
Account Executive, 1630 KCJJ