



# City of West Allis

7525 W. Greenfield Ave.  
- West Allis, WI 53214

## Resolution

File Number: R-2014-0175

Final Action:

Sponsor(s): Administration & Finance Committee

AUG 05 2014

Resolution relative to accepting the sole source proposal of Journal Radio Networks for providing Commercial Broadcast services for a total net sum of \$6,000.

WHEREAS, Mayor Devine has reported that he has received a proposal for commercial broadcast services for promotion and marketing of the City of West Allis; and

WHEREAS, the Common Council deems it to be in the best interests of the City of West Allis that the proposal of Journal Radio Networks be accepted; and

WHEREAS, the Director of Finance has determined that this contract is inappropriate for competitive selection because Journal Radio Networks has exclusive advertising rights with the Green Bay Packers, Inc.

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Common Council of the City of West Allis that the proposal submitted by Journal Radio Networks for providing commercial broadcast services for the total net sum of \$6,000 be and is hereby accepted.

BE IT FURTHER RESOLVED that the funding will come from the City's Promotion and Marketing General Fund Budget.

BE IT FURTHER RESOLVED that the proper City Officials be and are hereby authorized to enter into the agreement for the aforesaid services.

ADM\ORDRES\ADMR473

ADOPTED 8-5-14

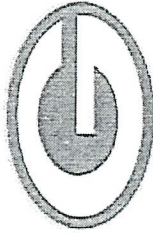
APPROVED 8-6-14

*Monica Schultz*

*Dan Devine*

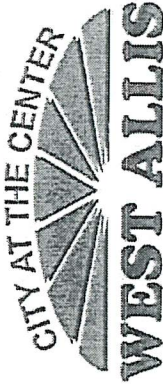
Monica Schultz, City Clerk

Dan Devine, Mayor



## PACKERS RADIO NETWORK

### 2014 Letter of Agreement For:



Journal Broadcast Group warrants and represents that it has acquired and holds the rights to create and originate game broadcasts and establish and operate the Packers Radio Network ("Network") from the Green Bay Packers, Inc. This letter of agreement will summarize the elements of the 2014 sponsorship of the Packers Radio Network broadcast between Journal Radio Networks (hereafter "WTMJ"), a division of Journal Broadcast Group, Green Bay Packers, Inc., (hereafter "Packers"), and City of West Allis, (hereafter "Sponsor"), consisting of a sponsorship during the twenty (20) game broadcast schedule and sponsor will be included in any and all additional pre and post-season games.

#### SPONSORSHIP ANNOUNCEMENTS:

One (1) 30-second commercial in Packers OT on 620 WTMJ in twenty (20) broadcasts. Packers OT is a two hour post-game program immediately following Packers Playback. Sponsor name identification in Packers OT on 620 WTMJ each game.



**PACKERS RADIO NETWORK**



**LETTER OF AGREEMENT**

**MERCHANDISING ELEMENT DETAIL:**

- ✦ A cash merchandising allowance of \$240 has been allocated to Sponsor.
- ✦ Merchandising allowance will not be carried forward from season to season and must be used by 01/31/15.
- ✦ The cash merchandising allowance has been factored into the final marketing program total investment.
- ✦ The cash merchandising allowance may not be used to offset the sponsorship investment.
- ✦ Additional expense in excess of the specified cash merchandising budget above will be passed through at cost to the Sponsor.

**SPONSORSHIP INVESTMENT:**

- SPONSOR shall remit the following payment for this marketing program net 30 days after receipt of itemized station invoice. The total shall be based on the Standard Broadcast Month billing cycles and shall commence with the first month containing a scheduled game for the season.

**2014**

**\$6,000.00 Net**



**PACKERS RADIO NETWORK**

**LETTER OF AGREEMENT  
OTHER ELEMENTS:**

- Network affiliate clearances are subject to pre-emption due to local sports conflicts. In the Milwaukee area, games on 620 WTMJ, in conflict with other sports broadcasts, may be placed on other broadcast facilities.
- Sponsor will automatically be scheduled and billed in all additional post-season game broadcasts at the same level of participation and rate as regular season games. Super Bowl broadcast will have a ten percent (10%) premium added to rate schedule. Due to contractual agreements between the NFL and their media partner(s), the Packers Radio Network broadcast of the NFC Championship Game broadcast and Super Bowl will air exclusively on WTMJ in Milwaukee and the Packers Radio Network affiliate(s) in Green Bay. Merchandise for any playoff games is at the sole discretion of JRN.
- Sponsor will receive the terms for the right of first renewal option for the following season. Sponsor must notify WTMJ of acceptance by April 1, 2015 or thirty (30) days after receipt of written proposal, whichever comes first.
- Because of the specialized and custom nature of sports marketing programs, all Journal Radio Networks Sports Marketing agreements are non-cancelable.
- Certain broadcast and merchandising elements included in this marketing program may involve restrictions on usage and may not be used by Sponsor or transferred to a third party without prior written approval of JRN and the Packers. Certain elements, including but not limited to Packers name and logo, may be prohibited from transference to a third party. Use by any party without the express authorization of Journal Broadcast Group is prohibited and could result in legal action.
- If, during the course of this agreement, there is a strike, lockout, work stoppage or other unknown labor-related condition that interrupts regular season game play the JRN will negotiate in good faith with Sponsor to find a resolution that is mutually agreeable to both parties to preserve the Sponsors equity position within the broadcast.
- This agreement is valid during the length of time that the Journal Broadcast Group retains the radio broadcast rights to the Packers television broadcasts. In the event that the Journal Broadcast Group is no longer the broadcast rights holder and primary seller of the commercial inventory, this agreement is null and void.
- Neither this agreement, nor the rights or obligations of any party hereunder, may be assigned without the prior written consent of the other party.



Accepted For: Journal Broadcast Group  
 Accepted By: [Signature]  
 Typed Name: Thomas Sheridan  
 Title: Director of Sales  
 Date: 8/8/14

Accepted For: City of West Allis  
 Accepted By: [Signature]  
 Typed Name: Dan Devine  
 Title: MAYOR  
 Date: 8/6/14

## Jeanette Wardinski

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**From:** Dan Devine  
**Sent:** Friday, July 25, 2014 4:03 PM  
**To:** Mark Wyss; Jeanette Wardinski  
**Subject:** FW: Packers Radio Letter Of Agreement (LOA)  
**Attachments:** kh14cityofwestallisLOA (3).pdf

**From:** Keith Harmon [<mailto:kharmon@jrn.com>]  
**Sent:** Friday, July 25, 2014 4:01 PM  
**To:** Dan Devine  
**Cc:** Jason Bjorson; Tom Sheridan  
**Subject:** Packers Radio Letter Of Agreement (LOA)

Mr Mayor:

Always a pleasure to talk with you. Attached please find the 2014 Packers Radio on WTMJ Letter of Agreement. As we discussed we have an order readied in our system. **When you get council approval on Tuesday, August 5, please sign the LOA and then would you please fax it (414) 967-5262 or scan and email to either Tom Sheridan or Jason Bjorson (who are Cc'd on this email).**

We will also have commercial traffic instructions for the Farmers Market commercial ready to go for the game on Saturday, 8/9.

The Packers OT billboard will begin with start of the regular season on 9/4.

It has been a great working with you, John and the whole city team and please know that I am always available to you with questions or as a resource. Tom and Jason will make sure your transition goes smoothly.

Thank you for your support and your investment in Brewers and Packers Radio on WTMJ.

Best regards,

**Keith Harmon**  
**Sports Account Manager**  
**Journal Broadcast Group**  
**Packers Radio Network - Home of Packers Radio since 1929**  
**Packers TV Network - Official TV Partner of the Green Bay Packers**  
**Brewers Radio Network - Brewers Radio Network flagship for over 40 years**  
**720 E. Capitol Drive**  
**Milwaukee, WI 53212**  
**(414) 967-5576 office**  
**(414) 750-2481 cell**  
**(414) 967-5262 fax**  
[kharmon@jrn.com](mailto:kharmon@jrn.com)



7525 W. Greenfield Avenue  
West Allis, WI 53214  
Fax #(414) 302-8207

Date: 8/6/14

### FACSIMILE COVER LETTER

Destination Fax #: 414-967-5262

Attention: Tom Sheridan or Jason Bjorson

From: Janet Lemanski

Number of pages including cover letter: 5

Please call 414-302-8203 if this transmission is incomplete.

COMMENTS:

TRANSMISSION VERIFICATION REPORT

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DATE, TIME 08/06 16:34  
FAX NO./NAME 99675262  
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MODE STANDARD



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Fax #(414) 302-8207

Date: 8/6/14

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COMMENTS: