



# County of Santa Cruz<sup>0291</sup>

## DEPARTMENT OF PUBLIC WORKS

701 OCEAN STREET, ROOM 410, SANTA CRUZ, CA 95060  
(831) 454-2160 FAX (831) 454-2385 TDD (831) 454-2123

THOMAS L. BOLICH  
DIRECTOR OF PUBLIC WORKS

AGENDA: NOVEMBER 21, 2000

November 8, 2000

### SANTA CRUZ COUNTY BOARD OF SUPERVISORS

701 Ocean Street  
Santa Cruz, California 95060

SUBJECT: DEPARTMENT OF CONSERVATION ENDOWMENT

Members of the Board:

On May 9, 2000, the Board of Supervisors passed Resolution No. 127-2000, authorizing the submittal of a Funding Request Form to the Department of Conservation (DOC), Division of Recycling for promoting the collection and recycling of beverage containers. The request was successful and we are in receipt of \$40,250. As specified by the DOC, these funds will be used for the specific purpose of promoting the collection and recycling of beverage containers.

Unincorporated Santa Cruz County was allocated these funds for fiscal year 1999/2000. The \$40,250 figure was based upon the population of the unincorporated county, as stated in the Annual Demographic Report submitted to the Governor by the Department of Finance. In the future, these funds will be made available to cities and counties annually.

As stated in our letter to the Board dated May 9, 2000, Public Works recommended the allocation of \$20,000 to the Central Coast Recycling Media Coalition (CCRMC), which is using the DOC funds from jurisdictions in the tri-county area (Santa Cruz, Monterey, and San Benito) to promote beverage container recycling on local television and radio programs. The CCRMC has requested 50 percent of these funds from every city and county entity in the tri-county area to fund the production and airing of these regional public service announcements. By pooling our resources (totaling \$120,000 for this fiscal year), we avoid duplicating efforts and can acquire larger media purchases for less.

Public Works has negotiated an independent contractor agreement with KCBA, Fox 35 to produce and air public service announcements on behalf of the CCRMC. The County of Santa Cruz's \$20,000 contribution to the CCRMC advertising plan will be disbursed through this agreement.

In our funding request we agreed to allocate \$10,000 towards the purchase of an electronic message board to promote beverage container recycling to those residents who choose not to subscribe to curbside collection. This message board would be located at the Buena Vista Landfill gatehouse, and would be programmed and updated by staff to provide information on local beverage container recycling programs.

We also agreed to allocate \$10,250 toward local public education efforts to promote recycling through the purchase and distribution of 20,000 refrigerator magnets to all non Waste Management customers. These magnets would provide specific information regarding beverage container redemption locations in areas of the county that do not heavily subscribe to curbside recycling collection and are most in need of this important information.

As this project and funding were not anticipated during budget hearings, a resolution accepting unanticipated revenue is attached for your Board's approval to authorize receipt and appropriation of the endowment funds from the DOC.

It is therefore recommended that the Board of Supervisors take the following action:

1. Adopt Resolution Accepting Unanticipated Revenue from the DOC in the amount of \$40,250.
2. Approve an independent contractor agreement with KCBA, Fox 35 to carry out the production and airing of recycling public service announcements, for a **not-to-exceed** amount of \$20,000.
3. Authorize the Director of Public Works to sign the agreement on behalf of the County of Santa Cruz.

Yours truly,

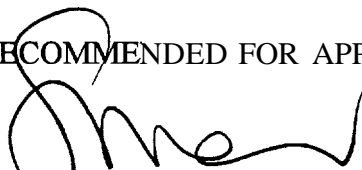


THOMAS L. BOLICH  
Director of Public Works

RLB:mg

Attachments

RECOMMENDED FOR APPROVAL:



County Administrative Officer

**41**

Copy to: Public Works

CONSVM

BEFORE THE BOARD OF SUPERVISORS  
OF THE COUNTY OF SANTA CRUZ, STATE OF CALIFORNIA

0293

RESOLUTION NO. \_\_\_\_\_

On the motion of Supervisor  
duly seconded by Supervisor  
the following resolution is adopted:

RESOLUTION ACCEPTING UNANTICIPATED REVENUE

WHEREAS, the County of Santa Cruz is a recipient of funds from the Department of Conservation, Division of Recycling for the promotion and collection of beverage container recycling activities; and

WHEREAS, the County is a recipient of funds in the amount of \$40,250 which are either in excess of those anticipated or are not specifically set forth in the current fiscal year budget of the County; and

WHEREAS, pursuant to Government Code Sections 29130(c), 29064(b), such funds may be made available for specific appropriation by a four-fifths vote of the Board of Supervisors;

NOW, THEREFORE, BE IT RESOLVED AND ORDERED that the Santa Cruz County Auditor-Controller accept funds in the amount of \$40,250 into Public Works Department

Index No. 625 110

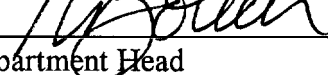
Revenue Subobject No. 1155

and that such funds be and are hereby appropriated as follows:

<u>INDEX NO.</u>	<u>ACCOUNT NO.</u>	<u>PRJ/UCD</u>	<u>ACCOUNT NAME</u>	<u>AMOUNT</u>
625110	51020	03590	Central Coast Recycling Media Coalition	\$20,000
625110	51028	03590	Solid Waste Public Awareness	\$10,250
625110	51435	08404	Electronic Message Board	\$10,000

\*\*\*\*\*

DEPARTMENT HEAD: I hereby **certify** that the fiscal provisions have been researched and that the Revenue(s) (has been) (will be) received within the current fiscal year.

By   
Department Head

Date 11/7/00

\*\*\*\*\*

COUNTY ADMINISTRATIVE OFFICER //Recommended to Board

0294

/\_\_\_/Not Recommended to Board

\*\*\*\*\*

PASSED AND ADOPTED by the Board of Supervisors of the County of Santa Cruz, State of California, this 0 day of                                 , 2000, by the following vote (requires four-fifths vote approval):

AYES: SUPERVISORS

NOES: SUPERVISORS

ABSENT: SUPERVISORS

\_\_\_\_\_  
Chairperson of the Board

ATTEST: \_\_\_\_\_  
Clerk of the Board

APPROVED AS TO FORM:

APPROVED  
AS TO ACCOUNTING DETAIL:

DMCae 10-18-00  
Chief Assistant County Counsel

Linae Rose 11 7 00  
Auditor-Controller

Distribution: Auditor-Controller  
Public Works Department

AUD60.DOC

(3/00)

COUNTY OF SANTA CRUZ  
REQUEST FOR APPROVAL OF AGREEMENT

0295

TO: Board of Supervisors  
County Administrative Officer  
County Counsel  
Auditor-Controller

FROM: PUBLIC WORKS DEPARTMENT (Dept.)

(Signature) 11-6-00 (Date)

The Board of Supervisors is hereby requested to approve the attached agreement and authorize the execution of the same.

1. Said agreement is between the COUNTY OF SANTA CRUZ (Agency)  
KCBA, P.O. BOX 3560  
and SALINAS, CA 93912 (Name & Address)

2. The agreement will provide PRODUCTION AND AIRING OF PUBLIC SERVICE TELEVISION COMMERCIALS

3. The agreement is needed BECAUSE THE WORK CAN BE HANDLED MOST EXPEDITIOUSLY BY CONTRACT.

4. Period of the agreement is from BOARD APPROVAL to JUNE 30, 2001

5. Anticipated cost is \$20,000 (Fixed amount; Monthly rate; Not to exceed)

6. Remarks: CONTRACT \$20,000; 7% OVERHEAD \$1,400; TOTAL \$21,400

7. Appropriations are budgeted in 625110! 51020! 3665! (Index#) 3590 (Subobject)

FD 50/11/00 NOTE: IF APPROPRIATIONS ARE INSUFFICIENT, ATTACH COMPLETED FORM A-115 74

Appropriations are available and have been encumbered. Contract No. CO 02296 Date 11/7/00

GARY A. KNUTSON, Auditor - Controller

By Linda Chou Deputy.

Proposal reviewed and approved. It is recommended that the Board of Supervisors approve the agreement and authorize the DIRECTOR OF PUBLIC WORKS to execute the same on behalf of the PUBLIC WORKS DEPARTMENT

(Agency).

Remarks: pm (Analyst)

County Administrative Officer  
By [Signature] Date 11/13/00

Agreement approved as to form. Date \_\_\_\_\_

RLB:mg

Distribution:

Bd. of Supv. - White  
Auditor-Controller - Blue  
County Counsel - Green \*  
Co. Admin. Officer - Canary  
Auditor-Controller - Pink  
Originating Dept. - Goldenrod

\*To Orig. Dept. if rejected.

State of California )  
County of Santa Cruz ) ss

I \_\_\_\_\_ ex-officio Clerk of the Board of Supervisors of the County of Santa Cruz,  
State of California, do hereby certify that the foregoing request for approval of agreement was approved by  
said Board of Supervisors as recommended by the County Administrative Officer by an order duly entered  
in the minutes of said Board on \_\_\_\_\_

County Administrative Officer  
By \_\_\_\_\_ Deputy Clerk

INDEPENDENT CONTRACTOR AGREEMENT

THIS CONTRACT is entered into this 21<sup>st</sup> day of November, 2000, by and between the COUNTY OF SANTA CRUZ, hereinafter called COUNTY, and KCBA, FOX 35 hereinafter called CONTRACTOR. The parties agree as follows:

1. DUTIES. CONTRACTOR agrees to exercise special skill to accomplish the following result: For production and airing of public service television commercials at the rate described in the attached scope of work.

2. COMPENSATION. In consideration for CONTRACTOR accomplishing said result, COUNTY agrees to pay CONTRACTOR as follows: Produce and air various recycling public service commercials at the rate described in the attached scope of work and rate sheet, for a total amount not to exceed \$20,000.

3. TERM. The term of this contract shall be: From approval through June 30, 2001.

4. EARLY TERMINATION. Either party hereto may terminate this contract at any time by giving 30 days written notice to the other party.

5. INDEMNIFICATION FOR DAMAGES. TAXES AND CONTRIBUTIONS. CONTRACTOR shall exonerate, indemnify, defend, and hold harmless COUNTY (which for the purpose of paragraphs 5 and 6 shall include, without limitation, its officers, agents, employees and volunteers) from and against:

A. Any and all claims, demands, losses, damages, defense costs, or liability of any kind or nature which COUNTY may sustain or incur or which may be imposed upon it for injury to or death of persons, or damage to property as a result of, arising out of, or in any manner connected with the CONTRACTOR'S performance under the terms of this Agreement, excepting any liability arising out of the sole negligence of the COUNTY. Such indemnification includes any damage to the person(s), or property(ies) of CONTRACTOR and third persons.

B. Any and all Federal, State and Local taxes, charges, fees, or contributions required to be paid with respect to CONTRACTOR and CONTRACTOR'S officers, employees and agents engaged in the performance of this Agreement (including, without limitation, unemployment insurance, social security and payroll tax withholding).

6. INSURANCE. CONTRACTOR, at its sole cost and expense, for the full term of this Agreement (and any extensions thereof), shall obtain and maintain at a minimum compliance with all of the following insurance coverage(s) and requirements. Such insurance coverage shall be primary coverage as respects COUNTY and any insurance or self-insurance maintained by County shall be excess of CONTRACTOR'S insurance coverage and shall not contribute to it.

If CONTRACTOR utilizes one or more subcontractors in the performance of this Agreement, CONTRACTOR shall obtain and maintain Independent Contractor's Insurance as to each subcontractor or otherwise provide evidence of insurance coverage for each subcontractor equivalent

to that required of CONTRACTOR in this Agreement, unless CONTRACTOR and COUNTY both initial here \_\_\_\_/\_\_\_\_.

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A. Types of Insurance and Minimum Limits

(1) Worker's Compensation in the minimum statutorily required coverage amounts. This insurance coverage shall not be required if the CONTRACTOR has no employees and certifies to this fact by initialing here \_\_\_\_.

(2) Automobile Liability Insurance for each of CONTRACTOR's vehicles used in the performance of this Agreement, including owned, non-owned (e.g. owned by CONTRACTOR's employees), leased or hired vehicles, in the minimum amount of \$500,000 combined single limit per occurrence for bodily injury and property damage. This insurance coverage shall not be required if vehicle use by CONTRACTOR is not a material part of performance of this Agreement and CONTRACTOR and COUNTY both **certify** to this fact by initialing/here \_\_\_\_.

(3) Comprehensive or Commercial General Liability Insurance coverage in the minimum amount of \$1,000,000 combined single limit, including coverage for: (a) bodily injury, (b) personal injury, (c) broad-form property damage, (d) contractual liability, and (e) cross-liability.

(4) Professional Liability Insurance in the minimum amount of \$1,000,000.00 combined single limit, **if, and only if,** this Subparagraph is initialed by CONTRACTOR and COUNTY \_\_\_\_/\_\_\_\_.

B. Other Insurance Provisions

(1) If any insurance coverage required in this Agreement is provided on a "Claims Made" rather than "Occurrence" form, CONTRACTOR agrees to maintain the required coverage for a period of three (3) years after the expiration of this Agreement (hereinafter "post agreement coverage") and any extensions thereof. CONTRACTOR may maintain the required post agreement coverage by renewal or purchase of prior acts or tail coverage. This provision is contingent upon post agreement coverage being both available and reasonably affordable in relation to the coverage provided during the term of this Agreement. For purposes of interpreting this requirement, a cost not exceeding 100% of the last annual policy premium during the term of this Agreement in order to purchase prior acts or tail coverage for post agreement coverage shall be deemed to be reasonable.

(2) All required Automobile and Comprehensive or Commercial General Liability Insurance shall be endorsed to contain the following clause:

"The County of Santa Cruz, its **officials**, employees, agents and volunteers are added as an additional insured as respects the operations and activities of, or on behalf of, the named insured performed under Agreement with the County of Santa Cruz."

(3) All required insurance policies shall be endorsed to contain the following clause:

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“This insurance shall not be canceled until after thirty (30) days prior written notice has been given to: Rose Bayles, Department of Public Works, 701 Ocean Street, Room 410, Santa Cruz, CA 95060.”

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(4) CONTRACTOR agrees to provide its insurance broker(s) with a full copy of these insurance provisions and provide COUNTY on or before the effective date of this Agreement with Certificates of Insurance for all required coverages. All Certificates of Insurance shall be delivered or sent to: Rose Bayles, Department of Public Works, 701 Ocean Street, Room 410, Santa Cruz, CA 95060.

7. EQUAL EMPLOYMENT OPPORTUNITY. During and in relation to the performance of this Agreement, CONTRACTOR agrees as follows:

A. The CONTRACTOR shall not discriminate against any employee or applicant for employment because of race, color, religion, national origin, ancestry, physical or mental disability, medical condition (cancer related), marital status, pregnancy, sex, sexual orientation, age (over 18), veteran status or any other non-merit factor unrelated to job duties. Such action shall include, but not be limited to the following: recruitment; advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training (including apprenticeship), employment, upgrading, demotion, transfer. The CONTRACTOR agrees to post in conspicuous places, available to employees and applicants for employment, notice setting forth the provisions of this non-discrimination clause.

B. If this Agreement provides compensation in excess of \$50,000 to CONTRACTOR and if CONTRACTOR employs fifteen (15) or more employees, the following requirements shall apply:

(1) The CONTRACTOR shall, in all solicitations or advertisements for employees placed by or on behalf of the CONTRACTOR state that all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, ancestry, physical or mental disability, medical condition (cancer related), marital status, pregnancy, sex, sexual orientation, age (over 18), veteran status, or any other non-merit factor unrelated to job duties. In addition, the CONTRACTOR shall make a good faith effort to consider Minority/Women/Disabled Owned Business Enterprises in CONTRACTOR's solicitation of goods and services. Definitions for Minority/Women/Disabled Business Enterprises are available from the COUNTY General Services Purchasing Division.

(2) The CONTRACTOR shall furnish COUNTY Affirmative Action Office information and reports in the prescribed reporting format (PER 4012) identifying the sex, race, physical or mental disability and job classification of its employees and the names, dates and methods of advertisement and direct solicitation efforts made to subcontract with Minority/Women/Disabled Business Enterprises.

(3) In the event of the CONTRACTORS non-compliance with the non-discrimination clauses of this Agreement or with any of the said rules, regulations, or orders said CONTRACTOR may be declared ineligible for further agreements with the COUNTY.

(4) The CONTRACTOR shall cause the foregoing provisions of this Subparagraph 7B. to be inserted in all subcontracts for any work covered under this Agreement by a



subcontractor compensated more than \$50,000 and employing more than fifteen (15) employees, provided that the foregoing provisions shall not apply to contracts or subcontracts for standard commercial supplies or raw materials.

0299

8. INDEPENDENT CONTRACTOR STATUS. CONTRACTOR and COUNTY have reviewed and considered the principal test and secondary factors below and agree that CONTRACTOR is an independent contractor and not an employee of COUNTY. CONTRACTOR is responsible for all insurance (workers compensation, unemployment, etc.) and all payroll related taxes. CONTRACTOR is not entitled to any employee benefits. COUNTY agrees that CONTRACTOR shall have the right to control the manner and means of accomplishing the result contracted for herein.

PRINCIPAL TEST: The CONTRACTOR rather than COUNTY has the right to control the manner and means of accomplishing the result contracted for.

SECONDARY FACTORS: (a) The extent of control which, by agreement, COUNTY may exercise over the details of the work is slight rather than substantial; (b) CONTRACTOR is engaged in a distinct occupation or business; (c) In the locality, the work to be done by CONTRACTOR is usually done by a specialist without supervision, rather than under the direction of an employer; (d) the skill required in the particular occupation is substantial rather than slight; (e) The CONTRACTOR rather than the COUNTY supplies the instrumentalities, tools and work place; (f) The length of time for which CONTRACTOR is engaged is of limited duration rather than indefinite; (g) The method of payment of CONTRACTOR is by the job rather than by the time; (h) The work is part of a special or permissive activity, program, or project, rather than part of the regular business of COUNTY; (i) CONTRACTOR and COUNTY believe they are creating an independent contractor relationship rather than an employer-employee relationship; and (j) The COUNTY conducts public business.

It is recognized that it is not necessary that all secondary factors support creation of an independent contractor relationship, but rather that overall there are significant secondary factors which indicate that CONTRACTOR is an independent contractor.

By their signatures to this Agreement, each of the undersigned certifies that it is his or her considered judgment that the CONTRACTOR engaged under this Agreement is in fact an independent contractor.

9. CONTRACTOR represents that its operations are in compliance with applicable County planning, environmental and other laws or regulations,

10. CONTRACTOR is responsible to pay prevailing wages and maintain records as required by Labor Code Section 1770 and following.

11. NONASSIGNMENT. CONTRACTOR shall not assign this agreement without the prior written consent of the COUNTY.

12. RETENTION AND AUDIT OF RECORDS. CONTRACTOR shall retain records pertinent to this Agreement for a period of not less than five (5) years after final payment under this Agreement or until a final audit report is accepted by COUNTY, whichever occurs first. CONTRACTOR hereby agrees to be subject to the examination and audit by the Santa

Cruz County Auditor-Controller, the Auditor General of the State of California, or the designee of either for a period of five (5) years **after** final payment under this Agreement.

13. PRESENTATION OF CLAIMS. Presentation and processing of any or all claims<sup>0300</sup> arising out of or related to this Agreement shall be made in accordance with the provisions contained in Chapter 1.05 of the Santa Cruz County Code, which by this reference is incorporated herein.

14. ACKNOWLEDGMENT. CONTRACTOR shall acknowledge in all reports and literature ~~that~~ the Santa Cruz County Board of Supervisors has provided **funding** to the CONTRACTOR.

15. ATTACHMENTS. This Agreement includes the following attachments: KCBA Rate Sheet.

IN WITNESS WHEREOF, the parties hereto have set their hands the day and year first above written.

COUNTY OF SANTA CRUZ

By: \_\_\_\_\_  
Director of Public Works

CONTRACTOR  
KCBA, FOX 35

By: Vicki Dixon

Address: P. O. BOX 3560  
SALINAS. CA 939 12

Telephone: (831) 426-1742

FAX: 831-754-1120

E-MAIL kdilger@ackerley.com  
vdixon@ackerley.com

APPROVED AS TO FORM:

By: D. McPae 11-6-00  
Chief Assistant County Counsel

DISTRIBUTION: Auditor-Controller  
Contractor  
Public Works

RB:rb/contract

Attachment

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## ATTACHMENT

### **Scope of Work**

0301

KCBA will produce and air public service announcement commercials. KCBA will air one free spot for every one purchased. **Broadcasting** to be determined by Public Works.

Production for two commercials will be free of charge, at a production value not to exceed \$550 per :30 second commercial.

For frequency and air times, commercials will be billed at the lead agency rate (see attached rate sheet).

KCBA will provide free production for one Kid's Club Vignette. Vignettes are either :90 or :60 seconds in length and air approximately 3 to 9 months with over 25 commercial placements per month.



**TVSCAN  
OMEGA<sup>32</sup>**

Kate Dilger - 10112100 8:09 PM

0302

## Availabilities - KCBA

Monterey-Sallinas - Nielsen

Agency:	Length: :30	Acct. Exec. Kate Dilger
Buyer:	Dayparts: CDE1AP2NLWSXKO	Assistant:
Advertiser: 4th Quarter Rates	Sched Dates: 10/1 WOO-12/03/00	Telephone: 831-784-8351
Product: New		Fax: 631-764-1120
		E-Mail: kdilger@ackertey.com

Plan No: T25T	DMA RTG	DMA RTG	DMA RTG										
Program	P 18-49	P 18-49	P 25-54										
Time Period	Book	Rtg	Shr	CPP	Rtg	Shr	CPP	Rtg	Shr	CPP		Rate	Rate
<b>Ally McBeal</b>													
Mon 9:00p-10:00p	FEBNOVPJ	10.2	21	tee.04	12.7	27	\$78.74	12.5	28	fa0.00		4th Q3	\$1 oco
X-Files													
Sun 9:00p-10:00p	FEBNOVPJ	7.3	18	5136.99	10.0	26	5100.00	10.4	25	\$96.15		4th a3	\$1,000
Simpson's/Malcolm in Middle													
Sun 8:00p- 9:00p	FEBNOVPJ	6.7	16	\$111.94	9.7	25	\$77.32	8.7	22	\$86.21		4th Q3	5750
NFL 3F 49ers													
Sun 10:00a- 4:00p	FEBNOVPJ	6.7	34	\$164.18	6.1	35	\$160.33	6.7	34	\$164.18		4th Q3	51,100
NFL Pre-Season Game 1													
Sun 8:00p- 9:00p	FEBNOVPJ	6.1	25	\$0.00	5.1	26	so.00	9.3	25	so.00		4th Q3	so
NFL Pre-Season Game 2													
Sat 6:00p- 9:00p	FEBNOVPJ	6.1	25	\$0.00	5.1	26	so.00	5.3	25	90.00		4th Q3	\$0
NFL Regular Season													
Sun 10:00a- 4:00p	FEBNOVPJ	5.8	30	\$77.59	5.8	32	\$77.59	6.0	31	875.00		4th Q3	\$450
Fax Various Specials													
Mon 8:00p- 9:00p	FEQNOVPJ	4.7	10	ss5.74	5.9	14	576.27	6.0	13	675.00		4th Q3	\$450
Boston Public													
Mon 8:00p- 9:00p	FEBNOVPJ	4.7	10	\$95.74	5.9	14	578.27	0.0	13	575.00		4th Q3	\$450
America's Most Wanted													
Sat 9:00p-10:00p	FEBNOVPJ	4.4	12	f56.82	4.7	13	\$53.19	4.8	12	\$52.08		4th Q3	\$250
Cops													
Sat 9:00p- 9:00p	FEBNOVPJ	4.1	10	\$73.17	4.1	11	373.17	4.5	11	\$66.67		4th a3	\$300
Prime Rotator													
Mo-Su 8:00p-10:00p	FEBNOVPJ	3.9	9	\$64.10	4.8	12	552.08	4.8	12	552.08		4th Q3	\$250
Simpsons													
Access Rotator 8:00p	FEBNOVPJ	3.7	10	\$67.57	3.3	10	\$75.76	3.9	11	\$64.10		4th Q3	\$250
Mo-Fr 7:00p- 8:00p	FEBNOVPJ	3.7	9	\$52.70	3.6	10	\$54.17	4.2	12	s46.43		4th Q3	\$195
Seinfeld													
Access/Prime/News Rotator	FEBNOVPJ	3.6	9	\$69.44	4.0	11	\$62.50	4.5	13	\$55.56		4th Q3	\$250
Mo-Su 7:00p-10:35p	FEBNOVPJ	3.6	9	\$54.17	4.2	12	\$48.43	4.4	11	\$44.32		4th Q3	\$195
Dan Aykari													
Access 9:00p-10:00p	FEBNOVPJ	3.5	9	f114.29	4.7	12	\$85.11	4.4	11	\$90.91		4th Q3	\$400
KCBA Fox News First	FEBNOVPJ	3.4	8	\$57.35	3.8	10	\$51.32	4.0	10	\$40.75		4th Q3	9195
KCBA Fox News First @ 10:30p	FEBNOVPJ	3.3	11	575.76	3.5	13	\$71.43	3.6	12	469.44		4th Q3	\$250
Sat 10:00p-10:30p	FEBNOVPJ	3.3	10	\$75.76	3.8	13	\$69.44	4.2	13	\$59.52		4th Q3	\$250

p - Denotes program average applied.  
 Prepared with omega32 v3.1k 32bit. © 2000 TAPSCAN, Inc. (205) 847-7468. omega32, TAPSCAN and the TAPSCAN design are trademarks, service marks and registered marks of TAPSCAN, Inc. Data © Nielsen Company. Subject to the limitations and restrictions stated in the original report.



**Availabilities - KCBA**

Kate Dilger - 10/12/00 8:09 PM

Monterey-Salinas - Nielsen

Plan No: 1251		DMA RTG				DMA RTG			DMA RTG			Rate	Rate
Program		P 18+				P 18-49			P 25-54				
Time Period	Book	Rtg	Shr	CPP	Rtg	Shr	CPP	Rtg	Shr	CPP			
Star Trek:Voyager													
Sun 6:00p-7:00p	FEBNOVPJ	3.2	10	554.69	3.8	13	\$48.61	3.8	13	546.05	4th a3	\$175	
King Hill/Futurama													
Sun 7:00p-8:00p	FEBNOVPJ	3.2	8	\$109.38	4.5	12	sn.70	3.9	10	\$89.74	4th Q3	\$350	
News Rotator													
Mo-Su 10:00p-10:35p	FEBNOVPJ	3.2	11	\$54.69	3.4	12	\$51.47	3.8	12	\$48.61	4th a3	5175	
Malcolm/Normal, Ohio													
Wed 8:00p-9:00p	FEBNOVPJ	2.9	7	\$172.41	3.5	9	\$142.86	3.4	9	\$147.06	4th Q3	\$500	
The Street													
Wed 9:00p-10:00p	FEBNOVPJ	2.9	7	\$155.17	3.5	10	5128.57	3.7	9	\$121.62	4th a3	\$450	
KCBA Fox News First @ 10 Satur													
NFL 10:00p-10:30p	FEBNOVPJ	2.7	9	\$64.81	2.7	10	\$64.81	3.0	10	\$58.33	4th a3	\$175	
Sunday Programs													
Sun 9:00a-10:00a	FEBNOVPJ	2.4	25	\$133.33	3.8	46	\$52.63	3.5	35	\$57.14	4th Q3	\$200	
The Point After													
Wed 4:00p-5:00p	FEBNOVPJ	2.1	11	\$71.43	2.8	17	553.57	2.7	15	955.56	4th Q3	\$150	
Widest Police Videos													
Wed 8:00p-9:00p	FEBNOVPJ	2.0	5	5100.00	2.1	6	\$95.24	1.8	5	\$111.11	4th Q3	\$200	
Spin City													
Wed 8:00p-9:00p	FEBNOVPJ	1.9	6	\$47.37	2.7	8	\$33.33	1.9	7	\$47.37	4th Q3	\$90	
3rd Rock from the Sun													
Mo-Fr 6:30p-7:00p	FEBNOVPJ	1.9	5	\$47.37	2.7	9	\$33.33	2.2	7	\$40.91	4th a3	\$90	
70's Show/Titus													
Tue 8:00p-9:00p	FEBNOVPJ	1.9	4	\$236.84	2.4	8	\$187.50	1.9	4	\$236.84	4th Q3	5450	
Spin City/3rd Rock fr													
Mo-Fr 6:00p-7:00p	FEBNOVPJ	1.9	6	\$47.37	2.7	9	\$33.33	2.1	7	\$42.86	4th Q3	SW	
Thursday Movie													
Thu 8:00p-9:00p	FEBNOVPJ	1.8	4	\$156.25	1.7	4	\$147.06	2.1	4	\$119.05	4th Q3	\$250	
Fox NFL Sunday Progs													
Sun 9:00a-10:00a	FEBNOVPJ	1.6	18	\$125.00	1.8	22	\$111.11	2.1	22	\$95.24	4th a3	\$200	
Freakylinks													
Fri 9:00p-10:00p	FEBNOVPJ	1.5	4	\$133.33	1.7	5	\$117.65	1.9	5	\$105.26	4th a3	\$200	
Xena													
Sat 5:00p-6:00p	FEBNOVPJ	1.3	7	\$46.15	1.1	7	\$54.55	1.5	9	\$40.00	4th Q3	\$60	
X-Files													
Sat 7:00p-8:00p	FEBNOVPJ	1.3	4	\$57.69	1.5	5	\$50.00	1.5	5	\$50.00	4th a3	\$75	
Bill & Ted													
Sat 10:30p-11:00p	FEBNOVPJ	1.3	5	\$38.46	1.6	6	\$31.25	1.5	5	\$33.33	4th a3	\$50	
San Francisco Giants													
Mo-Su 1 1:00a-10:00p	FEBNOVPJ	1.3	6	\$115.38	1.5	8	\$100.00	1.5	7	\$100.00	4th a3	\$150	
Frasier													
Mo-Fr 10:35p-11:05p	FEBNOVPJ	1.2	4	\$25.00	1.5	6	\$20.00	1.3	5	\$23.08	4th a3	\$30	
Mac TV													
Sat 11:00p-12:00a	FEBNOVPJ	1.1	8	\$90.91	1.4	9	\$71.43	1.3	9	\$76.92	4th a3	\$100	
Seinfeld													
Sun 10:30p-11:00p	FEBNOVPJ	1.1	4	\$54.55	1.1	5	\$54.55	1.3	5	\$46.15	4th Q3	\$60	

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## Availabilities - KCBA

Kate Dilger - 10/12/08:09 PM

Monterey-Sailinas - Nielsen

Plan No	1251	Program	Time Period	Book	DMA RTG			DMA RTG			DMA RTG			Rate	Rate
					Rtg	Shr	CPP	Rtg	Shr	CPP	Rtg	Shr	CPP		
Weekend Early Fringe Rotator															
Sac	4:00p- 8:00p	FEBNOVPJ		1.1	5	\$40.91	1.2	6	\$37.50	1.3	7	\$34.62	4th Q3	\$45	
Profiler															
Sat	4:00p- 5:00p	FEBNOVPJ	0.9	8	\$66.67		1.2	11	\$50.00	1.0	10	\$60.00	4th Q3	\$60	
StarGate SG1															
Sat	6:00p- 7:00p	FEBNOVPJ		0.8	3	\$112.50	0.9	5	\$100.00	1.1	5	\$81.82	4th Q3	\$90	
Weekend Late Fringe Rotator															
Sat	7:00p- 8:00p	FEBNOVPJ	0.6	5	982.50		0.8	6	562.50	0.9	6	355.56	4th Q3	\$50	
Kid Teen Rotator															
Sat	10:00a	FEBNOVPJ	0.8	6	\$12.50		1.1	8	\$9.09	1.0	7	\$10.00	4th Q3	\$10	
Mo-Fr 4:30p- 6:30p FEBNOVPJ															
MLB	on fox			0.7	3	\$35.71	0.9	5	\$27.78	0.7	3	\$35.71	4th Q3	\$25	
Weekend 10:00p-4:00p Rotator															
Day		FEBNOVPJ		0.6	5	\$250.00	0.5	5	\$300.00	0.6	5	\$250.00	4th Q3	\$150	
High School Sports															
Sat	3:00p	FEBNOVPJ		0.6	4	\$50.00	0.7	5	\$42.86	0.7	5	\$42.86	4th Q3	\$30	
Sun 5:00p- 5:30p FEBNOVPJ															
X-Files				0.5	2	\$100.00	0.4	2	\$125.00	0.7	3	271.43	4th Q3	\$50	
Sun 11:00p-12:00a FEBNOVPJ															
Ricci Lake				0.5	5	\$50.00	0.6	6	\$41.67	0.6	6	\$41.67	4th Q3	\$25	
Mo-Fr 9:00a-10:00a FEBNOVPJ															
Sabrina				0.4	4	\$37.50	0.4	5	\$37.50	0.3	4	1650.00	4th Q3	\$15	
Mo-Fr 5:00p- 5:30p FEBNOVPJ															
Street Smarts				0.4	2	\$100.00	0.5	3	\$80.00	0.3	2	513333	4th Q3	\$40	
Mo-Fr 5:30p- 6:00p FEBNOVPJ															
Sally Jessy Raphael				0.4	2	\$100.00	0.6	3	\$66.67	0.5	2	\$80.00	4th Q3	\$40	
Mo-Fr 10:00a-11:00a FEBNOVPJ															
Blind Date/Real				0.3	3	\$50.00	0.2	3	\$75.00	0.3	4	\$50.00	4th Q3	\$15	
Mo-Fr 10:30p- 2:00a FEBNOVPJ															
Clinic				0.3	4	\$50.00	0.4	5	\$37.50	0.4	5	\$37.50	4th Q3	\$15	
Sat 12:00a- 1:00a FEBNOVPJ															
Tennis on Fox				0.3	6	\$33.33	0.5	8	\$20.00	0.4	7	125.00	4th Q3	\$10	
Sun 10:00a- 4:00p FEBNOVPJ															
Skiing on Fox				0.3	1	\$166.67	0.2	1	\$250.00	0.3	1	\$166.67	4th Q3	\$50	
Sun 10:00a- 4:00p FEBNOVPJ															
Racing on Fox				0.3	1	\$166.67	0.2	1	\$250.00	0.3	1	\$166.67	4th Q3	\$50	
Sun 10:00a- 4:00p FEBNOVPJ															
AM Rotator				0.3	1	\$166.67	0.2	1	\$250.00	0.3	1	\$166.67	4th Q3	\$50	
Mo-Fr 9:00a-12:00p FEBNOVPJ															
Late Fringe Rotator				0.3	3	\$50.00	0.3	3	\$50.00	0.2	3	\$75.00	4th Q3	\$15	
Mo-Su 10:30p- 12:00a FEBNOVPJ															
Sat				0.3	4	\$33.33	0.5	6	\$20.00	0.5	5	\$20.00	4th Q3	\$10	
Mo-Fr 6:00a- 7:00a FEBNOVPJ															
Fox Kido				0.2	2	\$25.00	0.3	4	\$16.67	0.2	3	\$25.00	4th Q3	\$5	
Sat 7:00a- 11:00a FEBNOVPJ															
Sat				0.2	3	\$375.00	0.4	5	\$187.50	0.4	5	\$187.50	4th Q3	\$75	



**Availabilities - KCBA**

Kate Gilger - 10/12/00 8:09 PM

Monterey-Salinas - Nielsen

Plan No: 1251		DMA RTG P 18+				DMA RTG P 18-49			DMA RTG P 25-54				
Program	Time Period	Book	Rtg	Shr	CPP	Rtg	Shr	CPP	Rtg	Shr	CPP	Rate	Rate
Fox35 Saturday Movie													
Total Recall	3:00p-3:30p	FEBNOVPJ	0.2	2	\$200.00	0.3	3	\$133.33	0.1	1	\$400.00	4th Q3	\$40
Sun	4:00p-5:00p	FEBNOVPJ	0.2	1	\$225.00	0.3	2	\$150.00	0.3	1	\$150.00	4th Q3	\$45
Daytime Rotator													
Mo-Fr	3:00p-3:30p	FEBNOVPJ	0.2	2	\$50.00	0.2	2	\$50.00	0.1	2	\$100.00	4th a3	\$10
Maury Povich	7:00p-9:00a	FEBNOVPJ	0.1	1	\$250.00	0.2	2	\$125.00	0.2	2	\$125.00	4th Q3	425
PM Kids Club	10:00a-12:00p	FEBNOVPJ	0.1	1	\$150.00	0.2	2	\$75.00	0.1	2	\$150.00	4th a3	\$15
Star Trek Voyager	3:00p-4:00p	FEBNOVPJ	0.1	1	\$250.00	0.1	1	\$250.00	0.1	1	\$250.00	4th a3	\$25
Mo-Fr	1:00a-2:00a	FEBNOVPJ	0.1	10	\$50.00	0.2	16	\$25.00	0.2	21	\$25.00	4th Q3	\$5
Under the Helmet													
Sat	11:00a-11:30a	FEBNOVPJ	0.1	1	\$300.00	0.0	0	\$0.00	0.0	0	\$0.00	4th Q3	\$30
Eat	11:30a-12:00p	FEBNOVPJ	0.1	1	\$300.00	0.2	2	\$150.00	0.0	0	\$0.00	4th Q3	\$30
Re: C Hunter													
Sat	3:00p-4:00p	FEBNOVPJ	0.1	1	\$300.00	0.0	0	\$0.00	0.1	1	\$300.00	4th Q3	\$30
Fox News Sunday													
Mo-Fr	7:00a-8:00a	FEBNOVPJ	0.1	1	\$250.00	0.2	3	\$125.00	0.1	2	\$250.00	4th a3	\$25
Meri Mars													
Mo-Fr	12:00p-1:00p	FEBNOVPJ	0.0	0	\$0.00	0.0	0	\$0.00	0.0	0	\$0.00	4th Q3	\$15
7th Heaven													
Mo-Fr	1:00p-3:00p	FEBNOVPJ	0.0	1	\$0.00	0.1	1	\$100.00	0.1	1	\$100.00	4th Q3	310
Bill Nye, the Science Guy													
Sat	6:30a-7:00a	FEBNOVPJ	0.0	0	\$0.00	0.0	0	\$0.00	0.0	0	\$0.00	4th a3	\$25
Thru New Hours													
Sun	8:30a-9:00a	FEBNOVPJ	0.0	1	\$0.00	0.1	1	\$0.00	0.1	1	\$300.00	4th Q3	\$30
Profiler													
Sun	12:00a-1:00a	FEBNOVPJ	0.0	0	\$0.00	0.0	0	\$0.00	0.0	0	\$0.00	4th Q3	\$10



**TVSCAN  
OMEGA<sup>32</sup>**

Kate Dilger - 10/12/00 8:15 PM

0306

## Availabilities - KCBA

Montarey-Salinas - Nielsen

Agency:	Length: :30	Acct. Exec. Kate Dilger
Buyer:	Dayparts: CDE1AP2NLWSXKO	Assistant:
Advertiser: 1st 2nd and 3rd Quarter Rates		Telephone: 831-784-6351
Product: New	Sched Dates: 10/16/00- 12/03/00	Fax: 031-754-f 120
		E-Mail: kdilger@ackerley.com

Prm No: 125Z	DMA RTG	DMA RTG	DMA RTG										
Program	P 18+	P 18-49	P 25-54										
Time Period	Book	Rtg	Shr	CPP	Rtg	Shr	CPP	Rtg	Shr	CPP		Rate	Rate
Ally McBeal													
Mon 9:00p-10:00p	FEBNOVPJ	10.2	21	\$107.84	12.7	27	\$86.61	12.5	26	\$86.00		3rd Q3	\$1,100
X-Files													
Sun 9:00p-10:00p	FEBNOVPJ	7.3	18	\$150.68	10.0	26	\$110.00	10.4	25	\$105.77		3rd a3	\$1,100
Simpson's/Malcolm In Middle													
Sun 8:00p-9:00p	FEBNOVPJ	6.7	16	\$111.94	9.7	25	\$77.32	8.7	22	\$86.21		3rd a3	\$750
NFL SF 49ers													
Sun 10:00a-4:00p	FEBNOVPJ	6.7 p	34	\$149.25	6.1 p	35	\$163.93	6.7 p	34	\$149.25		3rd Q3	\$1,000
NFL Pre-Season Game 1													
Sat 8:00p-9:00p	FEBNOVPJ	6.1	25	\$105.57	5.1	28	\$78.43	5.3	25	\$75.47		3rd a3	\$400
NFL Pre-Season Game 2													
NFL Monday Night Football Regular	FEBNOVPJ	8.1	25	\$65.57	5.1	26	\$73.43	5.3	25	\$75.47		3rd Q3	\$400
Sun 10:00a-4:00p	FEBNOVPJ	5.8 p	30	\$77.59	5.8 p	32	\$77.59	6.0 p	31	\$75.00		3rd a3	\$450
Fox Various Specials													
Mon 8:00p-9:00p	FEBNOVPJ	4.7	10	\$63.83	5.9	14	\$50.85	8.0	13	\$50.00		3rd a3	\$300
Boston Public													
Mon 8:00p-9:00p	FEBNOVPJ	4.7	10	\$85.11	5.3	14	\$87.80	6.0	13	\$66.67		3rd a3	\$400
America's Most Wanted													
Sat 9:00p-10:00p	FEBNOVPJ	4.4	12	\$56.82	4.7	13	\$53.19	4.3	12	\$52.08		3rd Q3	\$250
Cops													
Sat 8:00p-9:00p	FEBNOVPJ	4.1	10	\$73.17	4.1	11	\$73.17	4.5	11	\$68.67		3rd Q3	\$300
Prime Rotator													
Mo-Su 8:00p-10:00p	FEBNOVPJ	3.9	9	\$57.69	4.8	12	\$46.88	4.8	12	\$46.88		3rd Q3	\$225
Simpsons													
Mo-Fr 7:30p-8:00p	FEBNOVPJ	3.7	10	\$67.57	3.3	10	\$75.76	3.9	11	\$64.10		3rd Q3	\$250
Access Rotator													
Mo-Fr 7:00p-8:00p	FEBNOVPJ	3.7	9	\$50.00	3.6	10	\$51.39	4.2	12	\$44.05		3rd Q3	\$185
Seinfeld													
Mo-Fr 7:00p-7:30p	FEBNOVPJ	3.6	9	\$62.50	4.0	11	\$56.25	4.5	13	\$50.00		3rd a3	\$225
Access/Prime/News Rotator													
Mo-Su 7:00p-10:35p	FEBNOVPJ	3.6	9	\$41.67	4.2	12	\$35.71	4.4	11	\$34.09		3rd a3	\$150
Dark Angel													
Tue 9:00p-10:00p	FEBNOVPJ	3.5	9	\$116.29	4.7	12	\$85.11	4.4	11	\$90.91		3rd a3	\$400
KCBA Fox News First													
Mo-Fr 10:00p-10:35p	FEBNOVPJ	3.3	11	\$66.18	3.5	13	\$64.29	3.6	12	\$62.50		3rd a3	\$225
KCBA Fox News First @ 10:35p													
Sun 10:00a-10:30p	FEBNOVPJ	3.3	10	\$45.45	3.6	13	\$41.67	4.2	13	\$35.71		3rd a3	\$150
Star Trek Voyager													
Sun 8:00p-7:00p	FEBNOVPJ	3.2	10	\$15.63	3.6	13	\$13.89	3.8	13	\$13.16		3rd a3	\$50

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Kate Dilger - 10/12/00 8:15 PM

Monterey-Sailinas - Nielsen

Plan No: 125Z	DMA RTG			DMA RTG			DMA RTG				
Program	P 18+			P 18-49			P 25-54				
Time Period	Book	Rtg	Shr	CPP	Rtg	Shr	CPP	Rtg	Shr	CPP	Rate
King Hill/Futurama											
Sun 7:00p- 8:00p	FEBNOVPJ	3.2	8	\$78.13	4.5	12	\$55.56	3.9	10	\$64.10	3rd Q3 \$250
News Rotator											
Mo-Su 10:00a-10:35p	FEBNOVPJ	3.2	11	\$50.00	3.4	12	\$47.06	3.6	12	\$44.44	3rd Q3 \$160
Malcolm/Malcolm, On the											
Wed 8:00p- 9:00p	FEBNOVPJ	2.9	7	\$103.45	3.5	9	\$85.71	3.4	9	\$66.24	3rd Q3 \$300
The Street											
Wed 8:00p-10:00p	FEBNOVPJ	2.9	7	\$103.45	3.5	10	\$85.71	3.7	9	\$81.08	3rd Q3 \$300
KCBA Fox News First @ 10:00p											
Sat 1 0:00p-10:30p	FEBNOVPJ	2.7	9	\$46.30	2.7	10	\$46.30	3.0	10	\$41.67	3rd a3 5125
NFL Sunday Pregame Show											
The Point After-10:00a	FEBNOVPJ	2.4	p 25	\$72.92	3.8	p 46	\$46.05	3.5	p 35	\$50.00	3rd Q3 \$175
Wilcat/Police Videos											
Wed 8:00p- 9:00p	FEBNOVPJ	2.1	p 11	\$83.33	2.8	p 17	\$62.50	2.7	p 15	\$64.81	3rd a3 \$175
Spin City											
Fri 8:00p- 9:00p	FEBNOVPJ	2.0	5	\$150.00	2.1	6	\$142.86	1.8	5	\$166.67	3m Q3 \$300
Mo-Fri 6:00p- 8:30p	FEBNOVPJ	1.9	5	\$47.37	2.7	9	\$53.33	1.9	7	\$77.37	3rd Q3 \$80
Third Rock from the Sun											
Mo-Fri 6:30p- 7:00p	FEBNOVPJ	1.9	5	\$47.37	2.7	9	\$53.33	2.2	7	\$40.91	3m Q3 \$80
70's Show/Titus											
Tue 8:00p- 9:00p	FEBNOVPJ	1.9	4	\$473.68	2.4	6	\$375.00	1.9	4	\$73.60	3rd Q3 \$900
Thursday Movie											
Tue 8:00p- 9:00p	FEBNOVPJ	1.6	4	\$187.50	1.7	4	\$178.47	2.1	4	\$142.86	3rd Q3 \$300
Fox NFL Sunday Pregame											
Fri 8:00p-10:00a	FEBNOVPJ	1.6	p 18	\$50.00	1.6	p 22	\$30.00	2.1	p 22	\$50.00	3rd Q3 \$0
Friskylinks											
Fri 9:00p-10:00p	FEBNOVPJ	1.5	4	\$100.00	1.7	5	\$80.24	1.9	5	\$68.95	3rd a3 \$150
Xena											
Sat 5:00p- 6:00p	FEBNOVPJ	1.3	7	\$38.46	1.1	7	\$45.45	1.5	9	\$33.33	3rd Q3 \$50
X-Files											
Blind Date											
Sat 8:00p- 8:00p	FEBNOVPJ	1.3	4	\$57.69	1.5	5	\$50.00	1.5	5	\$50.00	3rd Q3 \$75
San Francisco Giants											
Sat 10:30p-11:00p	FEBNOVPJ	1.3	5	\$38.46	1.6	6	\$31.25	1.5	5	\$33.33	3rd Q3 \$50
Mr. Su 11:00a-10:00p	FEBNOVPJ	1.3	6	\$38.92	1.5	8	\$66.67	1.5	7	\$66.67	3rd Q3 \$100
Fraser											
Mr. Fr 10:35p-11:05p	FEBNOVPJ	1.2	4	\$25.00	1.5	6	\$30.00	1.3	5	\$23.08	3rd Q3 \$30
Mad Tv											
Sat 11:00p-12:00a	FEBNOVPJ	1.1	6	\$68.18	1.4	9	\$53.57	1.3	9	\$57.69	3rd Q3 \$75
Seinfeld											
Sat 10:30p-11:00p	FEBNOVPJ	1.1	4	\$54.55	1.1	5	\$45.45	1.3	5	\$38.46	3rd a3 \$50
Profiler											
Sat 4:00p- 5:00p	FEBNOVPJ	0.8	8	\$33.33	1.2	11	\$25.00	1.0	10	\$30.00	3rd Q3 \$30
Star Gate SG1											
Sat 8:00p- 7:00p	FEBNOVPJ	0.8	3	\$62.50	0.9	5	\$55.56	1.1	5	\$55.56	3rd Q3 \$50

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## Availabilities - KCBA

Kate Dilger - 10/12/00 8:16 PM

Monterey-Sallinas - Nielsen

Plan No: 1252	DMA RTG				DMA RTG			DMA RTG			Rate	Rate
Program	P 18+				P 18-49			P 25-54				
Time Period	Book	Rtg	Shr	CPP	Rtg	Shr	CPP	Rtg	Shr	CPP		
Sat Action Rotator												
Sat 3:00p- 7:00p	FEBNOVPJ	0.8	5	\$37.50	0.8	6	\$37.50	0.9	6	533.33	3rd Q3	\$30
Weekend Late Fringe Rotator												
Sat 10:30p- 1:00a	FEBNOVPJ	0.8	6	\$62.50	1.1	8	\$45.45	1.0	7	\$50.00	3rd Q3	\$50
Kid/Teen Rotator												
MLB on Fox	FEBNOVPJ	0.7	3	\$35.71	0.9	5	\$27.78	0.7	3	535.71	3rd Q3	\$25
Sat 1:00p- 4:00p	FEBNOVPJ	0.6	5	\$166.67	0.5	5	\$200.00	0.6	5	\$166.67	3rd Q3	\$100
Weekend Day Rotator												
Sat 12:00p- 8:00p	FEBNOVPJ	0.6	4	\$41.67	0.7	5	\$35.71	0.7	5	535.71	3rd Q3	\$25
Hlgn School Sports Show												
Sun 5:00p- 5:30p	FEBNOVPJ	0.5	2	\$80.00	0.4	2	\$100.00	0.7	3	\$57.14	3rd Q3	\$40
X-Files												
Sun 11:00p-12:00a	FENOV PJ	0.5	5	\$100.00	0.6	6	\$83.33	0.6	6	\$83.33	3rd Q3	\$50
Rich Lake												
Mo-Fr 9:00a-10:00a	FEBNOVPJ	0.4	4	\$37.50	0.4	5	\$37.50	0.3	4	550.00	3rd Q3	\$15
Sabrina												
Street Smart	FEBNOVPJ	0.4	2	\$125.00	0.5	3	\$100.00	0.3	2	816667	3rd Q3	\$50
Mo-Fr 5:30p- 8:00p												
Sally Jessy Raphael	FEBNOVPJ	0.4	2	\$125.00	0.6	3	\$83.33	0.5	2	\$100.00	3rd Q3	\$50
Mo-Fr 10:00a-11:00a												
Blind Date/Reality	FEBNOVPJ	0.3	3	\$50.00	0.2	3	\$75.00	0.3	4	\$50.00	3rd Q3	\$15
Mo-Fr 10:30p- 2:00a												
Cindy Margolis	FEBNOVPJ	0.3	4	\$250.00	0.4	5	\$187.50	0.4	5	\$187.50	3rd Q3	\$75
Sat 12:00a- 1:00a												
Ten 11a on Fox	FEBNOVPJ	0.3	6	\$33.33	0.5	8	\$20.00	0.4	7	\$25.00	3rd Q3	\$10
Sun 10:00a- 4:00p												
Skating on Fox	FEBNOVPJ	0.3	1	\$250.00	0.2	1	\$375.00	0.3	1	\$250.00	3rd Q3	\$75
Sun 10:00a- 4:00p												
Racing on fox	FEBNOVPJ	0.3	1	\$250.00	0.2	1	\$375.00	0.3	1	\$250.00	3rd Q3	\$75
Sun 10:00a- 4:00p												
AM Rotator	FEBNOVPJ	0.3	1	\$250.00	0.2	1	\$375.00	0.3	1	\$250.00	3rd Q3	\$75
Mo-Fr 9:00a-12:00p												
Late Fringe Rotator	FEBNOVPJ	0.3	3	\$33.33	0.3	3	\$33.33	0.2	3	\$50.00	3rd Q3	\$10
Mo-Su 10:30p- 2:00a												
Screen Gems	FEBNOVPJ	0.3	4	\$16.67	0.5	6	\$10.00	0.5	5	\$10.00	3rd Q3	\$5
Mo-Fr 5:00a- 7:00a												
Fox Kids	FEBNOVPJ	0.2	2	\$25.00	0.3	4	\$16.67	0.2	3	\$25.00	3rd Q3	\$5
Sat 7:00a- 11:00a												
Fox's Saturday Movie	FEBNOVPJ	0.2	3	\$250.00	0.4	5	\$125.00	0.4	5	\$125.00	3rd Q3	\$50
Sat 1:00p- 3:00p												
Total Recall	FEBNOVPJ	0.2	2	\$100.00	0.3	3	\$66.67	0.1	1	\$200.00	3rd Q3	\$20
Sun 4:00p- 5:00p												
Daytime Rotator	FEBNOVPJ	0.2	1	\$200.00	0.3	2	\$133.33	0.3	1	\$133.33	3rd Q3	\$40
Mo-Fr 9:00a- 3:00p												
	FEBNOVPJ	0.2	2	\$25.00	0.2	2	\$25.00	0.1	2	\$50.00	3rd Q3	\$5



# TvSCAN OMEGA<sup>32</sup>

## Availabilities - KCBA

Monterey-Sallnas - Nielsen

Kate Dilger - 10/12/00 8:15 PM

Plan No: 125Z		DMA RTG P 18+				DMA RTG P 18-49			DMA RTG P 25-54			Rate	Rate
Program	Time Period	Book	Rtg	Shr	CPP	Rtg	Shr	CPP	Rtg	Shr	CPP		
AM Kid's Club													
Mo-Fr 7:00a- 9:00a	FEBNOVPJ		0.1	1	\$250.00	0.2	2	\$125.00	0.2	2	\$125.00	3rd Q3	\$25
Mauri Povich													
Mo-Fr 11:00a-12:00p	FEBNOVPJ		0.1	1	\$100.00	0.2	2	\$50.00	0.1	2	\$100.00	3rd Q3	\$10
PM Kid's Club													
Mo-Fr 3:00p-5:00p	FEBNOVPJ		0.1	1	\$350.00	0.1	1	\$350.00	0.1	1	\$350.00	3rd Q3	\$35
Star Trek voyager													
Mo-Fr 1:00a-2:00a	FEBNOVPJ		0.1	10	\$50.00	0.2	18	\$25.00	0.2	2	\$25.00	3rd Q3	\$5
Under the Helmet													
Sat 11:00a-11:30a	FEBNOVPJ		0.1	1	\$250.00	0.0	0	\$0.00	0.0	0	\$0.00	3rd Q3	\$25
Malibu, CA													
Sat 11:30a-12:00p	FEBNOVPJ		0.1	1	\$250.00	0.2	2	\$125.00	0.0	-	-	3rd Q3	\$25
Relic Hunter													
Sat 3:00p-4:00p	FEBNOVPJ		0.1	1	\$200.00	0.0	0	\$0.00	0.1	1	\$200.00	3rd Q3	\$20
Fox News Sunday													
Sun 7:00a- 8:00a	FEBNOVPJ		0.1	1	\$100.00	0.2	3	\$50.00	0.1	2	\$100.00	3rd Q3	\$10
Men/Mars, Women/Venus													
Mo-Fr 12:00p- 1:00p	FEBNOVPJ		0.0	0	\$0.00	0.0	0	\$0.00	0.0	0	\$0.00	3rd Q3	\$10
7'n Heaven													
Mo-Fr 1:00p-3:00p	FEBNOVPJ		0.0	1	\$0.00	0.1	1	\$100.00	0.1	1	\$100.00	3rd Q3	\$10
Bill Nye, the Science Guy													
Sat 6:30a-7:00a	FEBNOVPJ		0.0	0	\$0.00	0.0	0	\$0.00	0.0	0	\$0.00	3rd Q3	\$15
This New House													
Sun 8:30a- 9:00a	FEBNOVPJ		0.0	1	\$0.00	0.1	1	\$200.00	0.1	1	\$200.00	3rd Q3	\$20
Profiler													
Sun 12:00a- 1:00a	FEBNOVPJ		0.0	0	\$0.00	0.0	0	\$0.00	0.0	0	\$0.00	3rd Q3	\$10

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DATE (MM/DD/YY)  
10/20/00

PRODUCER

Aon Risk Services, Inc. of WA  
1420 5th Avenue, Suite 1200  
Seattle, WA 98101

206-749-4800

INSURED

AK Media Group dba KCBA/KION  
Attn: Silvia Navarre  
2120 "L" Street  
Bakersfield, CA 93301

**THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.**

### COMPANIES AFFORDING COVERAGE

COMPANY  
A St Paul Guardian Ins Co. 0310

COMPANY  
B Liberty Mutual Fire Ins Co

COMPANY  
C

COMPANY  
D

## COVERAGES

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN; THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

30 TR	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POUICY EXPIRATION DATE (MM/DD/YY)	LIMITS			
A	GENERAL UABIUTY	CK08402842	6/30/00	6/30/01	GENERAL AGGREGATE	\$ 2000000		
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY				PRODUCTS - COMP/OP AGG	\$ 2000000		
	<input type="checkbox"/> 3 CLAIMSMADE <input checked="" type="checkbox"/> OCCUR				PERSONAL & ADV INJURY	\$ 1000000		
	<input checked="" type="checkbox"/> OWNER'S & CONTRACTOR'S PROT				EACH OCCURRENCE	\$ 1000000		
					FIRE DAMAGE (Any one fire)	\$ 50000		
					MED EXP (Any one person)	\$ 5000		
A	AUTC MOBILE UABIUTY	CK08402842	6/30/00	6/30/01	COMBINED SINGLE LIMIT	\$ 1000000		
	<input checked="" type="checkbox"/> ANY AUTO				BODILY INJURY (Per person)	\$		
	<input type="checkbox"/> ALL OWNED AUTOS				BODILY INJURY (Per accident)	\$		
	<input type="checkbox"/> SCHEDULED AUTOS				PROPERTY DAMAGE	\$		
	<input type="checkbox"/> HIRED AUTOS							
	<input type="checkbox"/> NON-OWNED AUTOS							
	GAREGE LIABILITY				AUTO ONLY, EA ACCIDENT	\$		
	<input type="checkbox"/> ANY AUTO				OTHER THAN AUTO ONLY:			
					EACH ACCIDENT	\$		
					AGGREGATE	\$		
	EXCESS UABIUTY				EACH OCCURRENCE	\$		
	<input type="checkbox"/> UMBRELLA FORM				AGGREGATE	\$		
	<input type="checkbox"/> OTHER THAN UMBRELLA FORM					\$		
	WORKERS COMPENSATION AND EMPLOYERS' UABIUTY	WA66D004191020	6/30/00	6/30/01	<input checked="" type="checkbox"/> WC STATU- TORY LIMITS	<input type="checkbox"/> OTH- ER		
	THE PROPRIETOR/ PART NERS/EXECUTIVE OFFICERS ARE:				<input checked="" type="checkbox"/> INCL	<input type="checkbox"/> EXCL	EL EACH ACCIDENT	\$ 1000000
							EL DISEASE - POLICY LIMIT	\$ 1000000
							EL DISEASE - EA EMPLOYEE	\$ 1000000
	OTHER							

## DESCRIPTION OF OPERATIONS/LOCATIONS/VESSELS/SPECIAL ITEMS

The County of Santa Cruz, its officials, employees, agents and volunteers are added. as Addl Insd for General and Auto Liab as respects the operations of or on behalf of the Named Insured. Re: Agreement with the County of Santa Cruz

**CERTIFICATE HOLDER**

Courty of Santa Cruz  
Division of Public Works  
Attr: Rose Bayles  
701 Ocean Street, Room 410  
Santa Cruz, CA 95060

### CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING COMPANY WILL ~~INNOVATION~~ **YHAWY** MAIL

30 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT,  
XX

OF ANY KIND UPON THE FORMS OR FORMS OF REPRESENTATIVES  
AUTHORIZED REPRESENTATIVE 30000124

ACORD 25 (1-65)

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