

Order Schedule Report

Run Date: Apr 19 2018 09:58

Page: 1 of 2

Selected Customer : ALL

Selected Spot Types : Normal

Selected Region: ALL

Selected Retail unit: ALL

Selected Order(s) : 11212988

Schedule Report

For the Period:

Apr 16, 2018 to Apr 22, 2018

Exclude Unplaced Spot: N

Summarize by Uniform Region: Y

Cust ID	Customer	Order #	Ln #	Ntwk	Reg	Retail Unit	Head	Spot Type	Spot ID	Spot Title	Spot Class	-----Schedule-----		
												Date	Time	Day
900040289	Terris, Barnes, Walt	11212988	1	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 16, 2018	17:48	Mon
900040289	Terris, Barnes, Walt	11212988	1	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 16, 2018	20:48	Mon
900040289	Terris, Barnes, Walt	11212988	1	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 17, 2018	17:49	Tue
900040289	Terris, Barnes, Walt	11212988	1	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 17, 2018	20:48	Tue
900040289	Terris, Barnes, Walt	11212988	1	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 18, 2018	17:48	Wed
900040289	Terris, Barnes, Walt	11212988	1	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 18, 2018	19:20	Wed
900040289	Terris, Barnes, Walt	11212988	1	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 19, 2018	17:49	Thu
900040289	Terris, Barnes, Walt	11212988	1	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 19, 2018	20:49	Thu
900040289	Terris, Barnes, Walt	11212988	1	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 20, 2018	17:49	Fri
900040289	Terris, Barnes, Walt	11212988	1	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 20, 2018	21:20	Fri
900040289	Terris, Barnes, Walt	11212988	5	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 21, 2018	09:20	Sat
900040289	Terris, Barnes, Walt	11212988	5	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 21, 2018	10:48	Sat
900040289	Terris, Barnes, Walt	11212988	5	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 21, 2018	12:48	Sat
900040289	Terris, Barnes, Walt	11212988	5	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 21, 2018	14:20	Sat
900040289	Terris, Barnes, Walt	11212988	5	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 22, 2018	10:48	Sun
900040289	Terris, Barnes, Walt	11212988	5	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 22, 2018	12:20	Sun
900040289	Terris, Barnes, Walt	11212988	5	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 22, 2018	15:20	Sun
900040289	Terris, Barnes, Walt	11212988	5	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 22, 2018	15:49	Sun
900040289	Terris, Barnes, Walt	11212988	9	ESPN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 16, 2018	19:31	Mon
900040289	Terris, Barnes, Walt	11212988	9	ESPN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 17, 2018	21:31	Tue
900040289	Terris, Barnes, Walt	11212988	9	ESPN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 18, 2018	19:31	Wed
900040289	Terris, Barnes, Walt	11212988	9	ESPN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 18, 2018	21:31	Wed
900040289	Terris, Barnes, Walt	11212988	9	ESPN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 19, 2018	16:45	Thu
900040289	Terris, Barnes, Walt	11212988	9	ESPN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 19, 2018	20:46	Thu
900040289	Terris, Barnes, Walt	11212988	9	ESPN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 19, 2018	21:31	Thu
900040289	Terris, Barnes, Walt	11212988	9	ESPN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 20, 2018	21:46	Fri
900040289	Terris, Barnes, Walt	11212988	13	ESPN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 21, 2018	09:45	Sat
900040289	Terris, Barnes, Walt	11212988	13	ESPN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 21, 2018	12:45	Sat
900040289	Terris, Barnes, Walt	11212988	13	ESPN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 21, 2018	14:45	Sat
900040289	Terris, Barnes, Walt	11212988	13	ESPN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 22, 2018	11:45	Sun
900040289	Terris, Barnes, Walt	11212988	13	ESPN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 22, 2018	15:31	Sun
900040289	Terris, Barnes, Walt	11212988	17	CNN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 16, 2018	17:50	Mon
900040289	Terris, Barnes, Walt	11212988	17	CNN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 17, 2018	21:50	Tue
900040289	Terris, Barnes, Walt	11212988	21	CNN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 16, 2018	07:15	Mon
900040289	Terris, Barnes, Walt	11212988	21	CNN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 16, 2018	09:31	Mon
900040289	Terris, Barnes, Walt	11212988	21	CNN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 17, 2018	08:15	Tue
900040289	Terris, Barnes, Walt	11212988	21	CNN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 17, 2018	09:31	Tue
900040289	Terris, Barnes, Walt	11212988	21	CNN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 18, 2018	09:50	Wed
900040289	Terris, Barnes, Walt	11212988	21	CNN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 19, 2018	06:15	Thu
900040289	Terris, Barnes, Walt	11212988	21	CNN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 19, 2018	08:50	Thu
900040289	Terris, Barnes, Walt	11212988	21	CNN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 19, 2018	09:31	Thu
900040289	Terris, Barnes, Walt	11212988	21	CNN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 20, 2018	09:15	Fri
900040289	Terris, Barnes, Walt	11212988	21	CNN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 20, 2018	09:50	Fri
900040289	Terris, Barnes, Walt	11212988	25	CNN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 21, 2018	12:15	Sat
900040289	Terris, Barnes, Walt	11212988	25	CNN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 21, 2018	15:50	Sat
900040289	Terris, Barnes, Walt	11212988	25	CNN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 22, 2018	11:15	Sun
900040289	Terris, Barnes, Walt	11212988	25	CNN	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 22, 2018	14:50	Sun
900040289	Terris, Barnes, Walt	11212988	29	DISC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 16, 2018	16:50	Mon
900040289	Terris, Barnes, Walt	11212988	29	DISC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 16, 2018	17:09	Mon
900040289	Terris, Barnes, Walt	11212988	29	DISC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 17, 2018	17:09	Tue
900040289	Terris, Barnes, Walt	11212988	29	DISC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 17, 2018	19:50	Tue
900040289	Terris, Barnes, Walt	11212988	29	DISC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 17, 2018	21:50	Tue
900040289	Terris, Barnes, Walt	11212988	29	DISC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 18, 2018	16:29	Wed

Selected Customer : ALL
 Selected Spot Types : Normal
 Selected Region: ALL
 Selected Retail unit: ALL
 Selected Order(s) : 11212988

Schedule Report

For the Period:

Apr 16, 2018 to Apr 22, 2018

Exclude Unplaced Spot: N

Summarize by Uniform Region: Y

Cust ID	Customer	Order #	Ln #	Ntwk	Reg	Retail		Spot Type	Spot ID	Spot Title	Spot Class	-----Schedule-----		
						Unit	Head					Date	Time	Day
900040289	Terris, Barnes, Walt	11212988	29	DISC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 18, 2018	17:50	Wed
900040289	Terris, Barnes, Walt	11212988	29	DISC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 18, 2018	18:29	Wed
900040289	Terris, Barnes, Walt	11212988	29	DISC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 19, 2018	16:29	Thu
900040289	Terris, Barnes, Walt	11212988	29	DISC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 19, 2018	17:50	Thu
900040289	Terris, Barnes, Walt	11212988	29	DISC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 19, 2018	18:29	Thu
900040289	Terris, Barnes, Walt	11212988	29	DISC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 20, 2018	17:29	Fri
900040289	Terris, Barnes, Walt	11212988	29	DISC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 20, 2018	18:50	Fri
900040289	Terris, Barnes, Walt	11212988	29	DISC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 20, 2018	21:50	Fri
900040289	Terris, Barnes, Walt	11212988	33	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 20, 2018	10:49	Fri
900040289	Terris, Barnes, Walt	11212988	33	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 20, 2018	15:48	Fri
900040289	Terris, Barnes, Walt	11212988	33	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 20, 2018	23:20	Fri
900040289	Terris, Barnes, Walt	11212988	33	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 21, 2018	07:49	Sat
900040289	Terris, Barnes, Walt	11212988	33	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 21, 2018	16:20	Sat
900040289	Terris, Barnes, Walt	11212988	33	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 22, 2018	13:20	Sun
900040289	Terris, Barnes, Walt	11212988	33	FXNC	LAOS	LAOS	LAOS	N	JCZ61438	LagunaBeach30secondS	NONE	Apr 22, 2018	23:49	Sun

From: Egbert, Paul
To: [Avila, Liz PW](#)
Subject: RE: Coast line ad this week
Date: Wednesday, April 4, 2018 6:48:55 PM
Attachments: [image001.png](#)

Thanks Liz:

Cost for ½ page ad is \$525. Same as last year.

With Respect,

Paul Egbert

Account Executive

e | paul.egbert@latimes.com

o | 213-237-3281

m | 323-533-8015

202 W. First St.

Los Angeles, CA 90012

The story begins here

Los Angeles Times

From: Avila, Liz PW [mailto:lavila@lagunabeachcity.net]
Sent: Wednesday, April 4, 2018 6:31 PM
To: Egbert, Paul
Subject: FW: Coast line ad this week

Paul,

Attached is the 1/2 ad for [Friday, April 6](#). Please let me know the cost for the half page.

Thank you,

Liz Vazquez-Avila
Senior Public Works Analyst/Solid Waste Program Coordinator
City of Laguna Beach
Public Works Department
505 Forest Avenue
(949)497-0344
lavila@lagunabeachcity.net

Open House and Advertising Expenses
As of April 18, 2018

			Estimates	Actual
Newspapers			\$ 1,125	
	Coastline Pilot		\$ 525	\$ 525
	Laguna Beach Independent		\$ 400	\$ 400
	Stu's News		\$ 200	\$ 200
Television			\$ 10,000	
	Spectrum		\$ 10,000	
Digital Web Site Banners			\$ 2,000	
	Spectrum		\$ 2,000	
Web Page			\$ 2,050	
	Video Production		\$ 1,250	\$ 1,250
	Edits		\$ 450	\$ 450
	10 and 30 Second versions		\$ 350	\$ 350
Printing			\$ 10,371	
	Post Card Printing		\$ 3,156	\$ 3,156
	Mailing List		\$ 945	\$ 945
	Postage		\$ 2,157	\$ 2,157
	Design and Management		\$ 3,813	\$ 3,813
	Foam Core Displays		\$ 300	
Consultants Attending Open House			\$ 835	
	Andrea Roess		\$ 500	
	Joy Tatarka		\$ 335	\$ 335
Total			\$ 26,381	\$ 26,381

Safe, Stronger Laguna

Addressing Risks of Utility Poles and Overhead Electricity Wires



Community Open House on Utility Undergrounding

Stop by our informational open house to learn more about the City's efforts to address the risks associated with overhead utility poles and electrical wires. Speak one-on-one with City staff, ask questions and share your comments.

Wednesday, April 11, 2018
6:00 p.m. to 7:00 p.m.

Community and Susi Q Center, Multipurpose Rooms 1 & 2
380 Third Street, Laguna Beach, CA 92651



The Problem: Utility Poles and Electrical Wires Pose Multiple Risks

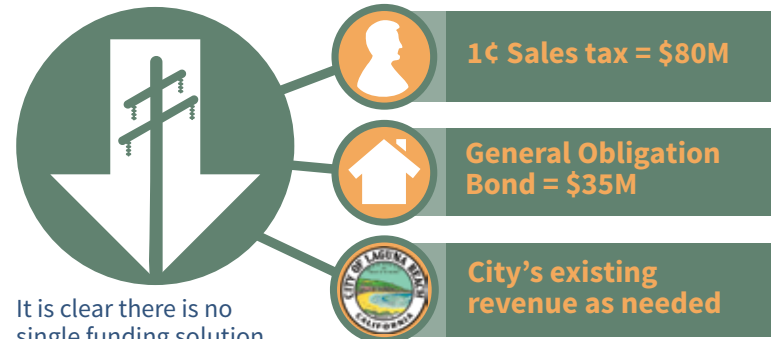
Laguna Canyon Road, Coast Highway and key evacuation routes are lined with utility poles, dangerous overhead power lines and transformers, posing multiple risks:

- In the last 10 years, at least six fires in Laguna have been caused by power lines and utility equipment
- Fallen poles and electrical wires can block roadways, preventing evacuation from affected neighborhoods
- Overhead electricity wires are more prone to power outages than underground wires, reducing reliability of utility service
- There have been 58 vehicle collisions with utility poles in the City since 2007

More than 90% of our city is designated a “very high fire severity zone”, according to CalFire. It's believed that fallen power lines sparked last year's devastating fires resulting in 43 fatalities and destroying thousands of homes in California.

Exploring Potential Options

The City of Laguna Beach is evaluating funding strategies for undergrounding of utilities along Laguna Canyon Road and other key evacuation routes. Existing city funds alone cannot cover the significant cost of utility undergrounding — estimated at up to \$135 million for Laguna Canyon Road and other key routes — without major cuts to police, fire and public works services.



It is clear there is no single funding solution for these needs.

Learn More at www.lagunabeachcity.net.

Provided for Informational Purposes Only.

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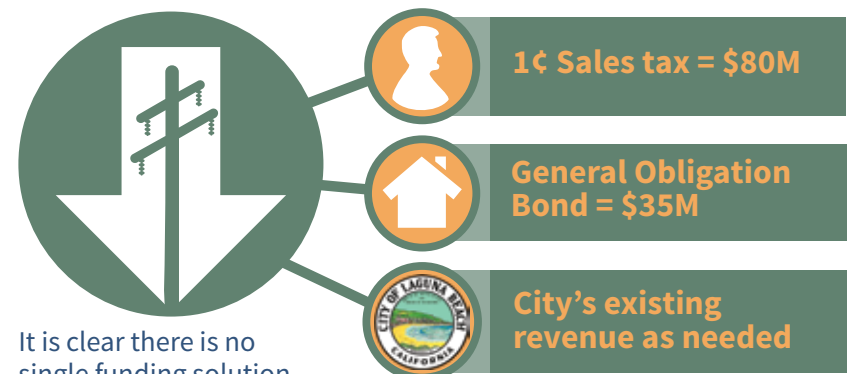
Laguna Canyon Road, Coast Highway and key evacuation routes are lined with utility poles, dangerous overhead power lines and transformers, posing multiple risks:

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380 Third Street, Laguna Beach, CA 92651

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Confirming Spectrum media buy.

Details below for the :30 Jump Start video:

Ads will air from 4/16 - 5/11 on the following channels:
FOX, ESPN, CNN, Discovery

Mostly prime time schedules, with some day time on CNN during the week, and on FOX, ESPN and CNN on the weekends. This should cover most watchers of TV in Laguna.

Weekly buy will start heavier and taper like so:

Week 1: 69 Ads air

Week 2: 55 Ads air

Week 3: 47 Ads air

Week 4: 45 Ads air

Digital Display Ads will only run the first 2 weeks, and will include both digital display as well as our shorter video spot.

TV spots for 4 weeks, including placement, production management and sales tax: \$9,577

Digital spots for 2 weeks, including placement, production management and sales tax: \$1,975

Total: \$11,552

StuNewsLaguna.com

Advertising Invoice

13 April 2018

Invoice Number: 1128607

***Pay by Major Credit Card
Call Shaena Stabler – 949-315-0259***

**City of Laguna Beach
(Undergrounding Open House Ad)**

Liz Avila

Via Email:

lavila@lagunabeachcity.net

Ads:

#2 Middle Ad on Front Page II

One week (two editions) starting on 4/6/18

**Now Due:
\$200.00**

Please Pay Upon Receipt

**Please make check payable to:
4S Publishing, LLC**

668 N. Coast Highway #1125

Laguna Beach, CA 92651

949.315.0259

Thank You!