

ADAM PENNELL - Initiative Media

From: SUE COVEY
To: ADAM PENNELL; JON REESE
Date: 5/11/2006 2:14 PM
Subject: Initiative Media

Hi Jon/Adam - was good to spend some time with you two the other day. I spoke with Kristi Larsen and anytime you want to head up to R&R for a tour and meeting with her, let us know. I asked her about the IMW billing and amounts that are whited out. I should have realized this as Kristi reminded me that we had talked about this awhile ago, but IMW has been doing this for years. Basically, due to their confidential disclosure, *See D-3c* they are able to keep LVCVA from knowing what they paid the station.

On the other hand, our international media buyer CARAT, does disclose their fees.

Perhaps after I get back from vacation (sometime in June) we could discuss any other questions/items with Kristi & Rayanne.

Thanks, Sue

AP 7/5/06 ✓
D-3c