

May 22, 2018

Mr. Brent McCallie, Director of Athletics
San Angelo Independent School District
1621 University
San Angelo, Texas 76904

Dear Mr. McCallie,

Foster Communications Co., Inc. is pleased to respond to your request for proposals for the 2018-2020 athletic events. We believe we have a lot to offer the San Angelo Independent School District by providing the most professional, experienced Sports Broadcast package available in the Concho Valley, backed by a locally owned company celebrating nearly 65 years invested in San Angelo. We also plan to provide promotional features that benefit all the students of the District.

To begin, we are offering to broadcast both Central High School and Lake View High School football and give the San Angelo Independent School District exposure on KIXY-FM and KWFR-FM – consistently the top rated 100,000 watt FM stations in the market, as well as international coverage via the web and smartphone aps allowing out of town family and friends as well as fans traveling with the team to listen to the hometown broadcast no matter where the teams play.

Foster Communications created a new standard of excellence in broadcasting high school sports and will continue those innovative features. KWFR-FM will be home for Lake View High School football. KIXY-FM will be bringing all the Bobcat action to listeners of Central High School football.

Foster will continue cross-promoting both Central and Lake View with in-game action updates during the broadcasts which we have found to be a very popular feature for listeners of both broadcasts. Other in-game features returning will be pre-game coaches interviews and halftime interviews promoting other areas of interest of the San Angelo Schools such as academics, band, orchestra, ROTC and all other sports.

Foster Communications will also continue live streaming of all football games on www.kixyfm.com and www.kwfrfm.com, along with archived broadcasts of previous contests that will be available on the websites after each game. Further exposure and promotion will be provided via an encoding system for both KIXY and KWFR that allows us to post updated scores to the listener's radio display. This feature appears on many late-model vehicle radios where the station frequency would typically be displayed. We have received many positive comments from fans of the teams being able to check the score at the touch of a button. The electronic sign at our location on Sherwood Way will also announce each week's games for both Central and Lake View football and celebrate all sports' championships at district and beyond as well.

Additional promotional support will continue in the form of live and recorded promotional announcements on all four of Foster Communications' stations that will invite the San Angelo community to support all sports events in the District with their attendance. We will continue to invite the cheerleading squads to appear live on the air from time to time to promote upcoming games. Foster Communications will also air pre-game remotes before home football games hosted by KIXY Personalities David Carr and Rick Andrews, welcoming Booster Clubs from both schools to participate.



2824 Sherwood Way
P.O. Box 2191
San Angelo, Texas 76902
325-949-3333
FAX 325/944-0851

KIXY-FM 94.7
KWFR-FM 101.9
KCLL-FM 100.1
KKSA-AM 1260

Foster will also continue to offer a Head Coach segment in our *Sports Huddle* program which airs each Monday at 5:00 pm on KKSA-AM. The show is hosted by Jeremy Bryant and will include invitations to Coach Brent Davis and Coach Hector Guevara to be featured every Monday during football season.

We will once again invite the Journalism departments from Central and Lake View to prepare and present weekly segments to air on KIXY-FM informing the audience about what is going on at the campuses for the week. We are prepared to continue and/or implement other features designed to promote the entire District. For each home game we will invite a SAISD journalism student to join us as an *Honorary Member of the Broadcast Team!* This student would be chosen by teachers and/or administrators and would be a guest in the booth at San Angelo Stadium with the opportunity to observe first hand how the broadcast gets on-air and possibly assist our announcers. Each student would be introduced during the half-time break.

To promote and recognize the academic excellence of San Angelo ISD athletes, we will continue to profile a "Student Athlete of the Week" during the football season. A student athlete from each school will be chosen each week and their profile aired in the game broadcast. The student athlete could be from any sport on campus. As an added feature, the profile will also be aired live on the KIXY-FM and KWFR-FM morning shows each Friday during the football season. For special events throughout the year, there will be the opportunity for school representatives to be guests on the stations as well.

In addition to football, we propose to broadcast select ***Varsity boys' and Varsity girls'*** district basketball games on KKSA-AM 1260 and streaming live on the internet. We will also air the annual Central vs. Lake View varsity baseball game on KKSA-AM, if scheduled by the District.

Finally, Foster Communications places two annual full-color ¾ page ads with the San Angelo Standard times promoting Central and Lake View Football at no cost to the district.

Foster Communications remains passionate about offering a unified broadcast opportunity for the San Angelo Independent School District. By continuing to place both schools with our company you allow consistency in the broadcast and loyalty from the listener. Comments from fans, administrators, advertisers, parents and student athletes continue to be positive. To be able to offer the business community the opportunity to support SAISD and both Lake View and Central High Schools through one venue, we are able to provide a much better value for their dollars. We believe this fosters goodwill not only for our company, but also for the San Angelo Independent School District.

For more than sixty-four years, Foster Communications has exhibited our commitment to broadcast excellence and community support. In addition to what we have done in broadcasting and air-time on our stations for the District as a whole, we continue to support SAISD through our sponsorship of the scoreboard and audio/video system at San Angelo Stadium as well as founding and continuing sponsorships of both the Central and Lake View Halls of Fame. We are proud of our association with San Angelo ISD and we truly hope to continue that relationship by bringing a professional broadcast and listening experience to the fans of SAISD athletics, the student athletes and their families and friends. As always, if there are questions that we can answer for you regarding this proposal, please do not hesitate to contact us.

Sincerely,


Fred M. Key
President/CEO

Request for Proposal – Additional Information

According to the RFP, listed below will be will be standards for grading each bid.

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| Purchase price | |
| Reputation of the vendor ¹ | 20% |
| Quality of vendor’s goods and services ² | 20% |
| Extent to which the goods meet the district’s needs ³ | 30% |
| Vendor’s past relationship with district ⁴ | 30% |

Please take the following into consideration:

1. Members of Foster Communications’ team currently serve on more than one hundred boards, agencies and committees. This culture of service in the community combined with two former “Citizens of the Year” give Foster Communications a well-earned reputation of integrity and leadership throughout west Texas.
2. Quality in the radio business tends to be subjective. However, our reach to listeners in the community – a benchmark of our professional performance – is measurable: According to the latest Nielsen Ratings, by running 20 commercials Monday through Sunday, 6am-12midnight on KWFR/KIXY you will reach approximately 19,900 listeners. To reach the same number of listeners on any other radio station in San Angelo you would have to run more than 504 commercials (One every fifteen minutes every day).
3. Constantly and consistently through the term of our agreement with SAISD we have intentionally studied the practices of other schools to gauge and grade our own performance often resulting in the purchase of better and more up to date equipment for use with event broadcasting. We have also engaged the booster clubs, school administrators and personnel as well as other interested parties so that we may improve our service to the district. When we are offered suggestions for improvement, we carefully weigh those suggestions and often add them to our procedures and processes.
4. Foster’s relationship with the District has included:
 - Membership on the district’s Marketing Advisory Committee intended to design an advertising campaign promoting Public Schools.
 - Professional support of recent school bond initiatives by the company, as well as significant financial support by individual members of the staff of Foster Communications.
 - Founding Sponsorship of the Scoreboard at San Angelo Stadium since 2005.
 - Sponsorship of the Hall of Fame Tournament of Champions intended for providing scholarships to Lake View and Central athletes (one male and one female athlete at each school).
 - Recognition by the School Board of Jeff Rottman, Jeremy Bryant, Rick Mantooth and Fred Key as members of the Media Honor Roll for many years.
 - Placement of a bulletin board, mounted at the radio station, dedicated to School News so that employees and listeners will remain aware of positive news at SAISD.
 - Ongoing relationships with High School Journalism classes who are offered the opportunity to come to the radio station to record and prepare school news programs for air on KIXY at no charge.
 - Broadcast of a weekly show, called Monday Morning Report Card, on KKSA at no charge for the SAISD Superintendent.
 - Involvement with other special events as needed and requested (from raising money for special calculators back in the eighties to working with the John Lennon Bus just last month).

Broadcast Personnel

Jay Michaels, Vice President and General Manager for Foster Communications Co., Inc. and the voice of the Bobcats since 2003, has over forty years' broadcast experience with play by play and color experience dating back to the mid 1970's, bringing a wealth of professionalism and knowledge to the broadcasts. Jay has broadcast and emceed events for Lake View and Central High Schools as well as Angelo State University dating back to 1983. Mr. Michaels has been honored with membership in the TASB Media Honor Roll many times and in January 2018 was named Citizen of the Year for San Angelo. Joining Jay in the broadcast booth will be KLST – KSAN news director **David Wagner** and former District Athletic Director **Rex Scofield**. David brings an abundance of knowledge in athletics broadcasting. He begins his fourth year on the Bobcat broadcast crew. **Rex Scofield** is perhaps one of the best loved sports figures in all of San Angelo having coached Bobcats' athletic teams and then moving to the front office to lead all of SAISD athletics. Prior to arriving in San Angelo Rex coached in Big Spring. He is currently assisting the Ram's baseball coaching staff at Angelo State University.

We will be expanding the Lake View broadcast crew by adding one more voice to the broadcast. After seventeen seasons as the play-by-play announcer for Lake View on KWFR-FM **Jeremy Bryant**, Sports Director for Foster Communications will take on a new role as consultant for the Lake View broadcasts, having spent 21 years in sports broadcasting, with the majority of those years as a play-by-play announcer for West Texas High School football, Jeremy will be guiding the talents of Lake View Athletic Hall of Fame coach **Jim Slaughter**, former SAISD Director of Athletics, and **Garrett Powers** who has been most recently heard broadcasting Angelo State University baseball. The new voice of Lake View sports will be **Dr. Herman Howard**. Dr. Howard is Department Chair for Mass Communication and Mass Media at Angelo State University and brings more than twenty years of play by play experience in football, basketball and hockey.