



PUBLIC SERVICES COMMITTEE MEETING

Meeting Date: November 19, 2024

Nextstar Broadcasting, Inc. (WJBF) Barter Agreement with Airport

Department:	Augusta Regional Airport
Presenter:	Herbert L. Judon, Jr., Airport Executive Director
Caption:	Motion to approve the Augusta Regional Airport (AGS) – Approve two-year contract with Nextstar Broadcasting, Inc. (WJBF)
Background:	<p>WJBF has contracted with the Augusta Regional Airport, for over a decade, to utilize the weather building tower to house their VIPIR Doppler Radar system and allow the station to mount and stream a live feed of the weather at AGS. In return, WJBF historically provided advertising time via television airtime and digital media. In 2017 the Radar system housed at AGS broke and has not been/will not be replaced. Due to the broken equipment, the pandemic, and managerial changes within the station, the barter agreement has lapsed since 2019. The agreement presented today, was formed to continue the relationship via barter contract offering advertising time AGS and to relinquish control of the weather building tower in return of continuation of their live camera feed based at the Airport.</p>
Analysis:	<p>The Nextstar Broadcasting, Inc. (WJBF) will provide AGS with \$1,250.00 per month in advertising via television and digital media, equating to \$30,000.00 over the two-year period. In return Nextstar Broadcasting, Inc. will continue to house a live camera feed on Airport property and relinquish control of the weather building tower.</p>
Financial Impact:	<p>This contracted \$1,250.00 will be utilized to offset expenses in Airport advertising through the Marketing & Customer Service budget 551081122-52.33112.</p>
Alternatives:	N/A

Recommendation: Approve the two year contract between the Airport and Nextstar Broadcasting, Inc. (WJBF).

**Funds are available in
the following accounts:** N/A

**REVIEWED AND
APPROVED BY:** N/A