



HEALTH FIRST
KOSCIUSKO

Memorandum of Understanding

THIS AGREEMENT made between the **KOSCIUSKO COUNTY COMMISSIONERS FOR THE KOSCIUSKO COUNTY HEALTH DEPARTMENT**, Kosciusko County, Indiana, ("County") and La Raza Radio, ("*Grantee*").

SECTION 1. **RECITALS**

- 1.1 County desires to obtain from the Grantee the services outlined in Exhibit "A" attached hereto.
- 1.2 The Grantee desires to provide to the County the services described in Exhibit "A" for the sum of one thousand six hundred and eighty dollars (\$1,680) which is provided through the Health First Kosciusko fund.

SECTION 2. **CONSIDERATION**

- 2.1 The consideration for this Agreement is the providing of services by the Grantee and the payment to the Grantee by the County of the sum of one thousand six hundred and eighty dollars (\$1,680).

SECTION 3.
TERMS

3.1 County shall pay the total sum to the Grantee after the 30-day notice period has ended and it has been concluded to proceed with the execution of this agreement.

3.2 As a condition of use of Health First Kosciusko funds, Grantee shall incorporate either the Health First Kosciusko logo or name in all correspondence, advertisements, or communications regarding Health First Kosciusko funds.

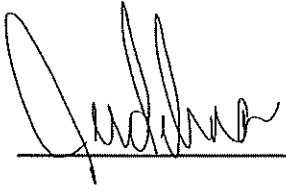
3.4 To the fullest extent permitted by law, Kensington Digital Media agrees to indemnify, defend and hold the Kosciusko County Commissioners and Kosciusko County Council, harmless from and against any and all claims, damages, losses and expenses.

3.5 This Agreement shall be in effect through December 31, 2025.

The parties have executed this Agreement this ____ day of ____, 2024.

La Raza Radio

"Grantee"



Signature

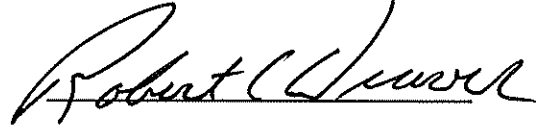
Jennifer De Luna/ Assistant Manager

Printed Name & Title

12/4/2024

Date

Kosciusko County Health Department



Signature

Robert Weaver, Administrator

Printed Name & Title

12-17-24

Date

EXHIBIT "A"

The following services are provided by the GRANTEE to the KOSCIUSKO COUNTY HEALTH DEPARTMENT:



WKAM 98.1 FM WHLY
1460 1580
 GOSHEN ELKHART SOUTH BEND

930 East Lincoln Ave Goshen, IN 46528
 Office: (574) 533-3330



LA RAZA
SALES CONTRACT

Sales Person Name: Yolo Lopez DeMarco
 Date of Order: 12/4/2024
 Account Number: _____

Customer
 Advertiser Name: Kosciusko County Health Department

Agency Name: _____
 Billing address: 100 W. Center St.
Warsaw, IN 46580

Contact Name: Liz McCullough
 Phone Number: 574-549-0247

E-mail: eMcCullough@kosciusko.in.gov
 Product Type: _____

Package Program: _____
 Special Note to Traffic: 30 sec spot is the same one we aired as a PSA
Air dates are estimates

Special Note to Accounting: _____

check one

Direct

Agency

Regional

Political

National

Trade

check one

Credit

Cash in Advance

www.larazaindiana.com
laraza.indiana@yahoo.com

check one

New Advertiser

New Agency

check one

New Order

Addition to existing order

Revision to existing order

Cancel existing order

Original order date

Check one

Mail Invoice

Hand Deliver Invoice

Other special instructions

Total Units:

Broadcast dates		Length	Time schedule		Spots per week	Broadcast Pattern							RATE
START	END		START	END		MON	TUE	WED	THU	FRI	SAT	SUN	
1/1/25	4/1/25	0:30	5 AM	7 PM	14	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	\$10/spot; \$560/month for 3 months

Buyer Signature: _____
 I am the duly authorized representative of the advertiser above and hereby agree to pay for these services and to abide by the terms and conditions given to me by my Sales Representative

STATION AUTHORIZATION	Total gross	1,680.00
Sales Executive Signature	% Agency	
<i>Yolo Lopez DeMarco</i>	Total	1,680.00

HEALTH FIRST INDIANA CORE PUBLIC HEALTH SERVICES

- 1.0 Tobacco and Vaping Prevention and Cessation
- 2.0 Chronic Disease Prevention
- 3.0 Trauma and Injury Prevention
- 4.0 Fatality Review
- 5.0 Maternal and Child Health
- 6.0 School Health Liaison
- 7.0 Lead Case Management and Risk Assessment
- 8.0 Access to and Linkage to Clinical Care
- 9.0 Tuberculosis (TB) Prevention and Case Management
- 10.0 Health Related Areas During Emergency/Disasters (Emergency Preparedness)
- 11.0 Immunizations
- 12.0 Infectious Disease Prevention and Control
- 13.0 Vital Records

Not to exceed 40% of Funds

- 14.0 Food Protection
- 15.0 Environmental Public Health

SIMULCAST 24/7 DAYS



REGIONAL MEXICAN MUSIC.

LA RAZA INDIANA

MEDIA KIT 2024





WHO ARE WE?

- WKAM 1460 AM has been on air since 1947 in Goshen of Elkhart County. On April 15th, 2005, WKAM changed to the Hispanic Market 24/7.
- WHLY 1580 AM has also been on air since 1947 in South Bend of St. Joseph County, Indiana.
- On May 1st, 2013, WHLY 1580 am changed to the Hispanic Market 24/7, also under IB Communications LTD.
- On July 23rd 2015, IB Communications LTD acquired 98.1 FM Goshen, becoming part of WKAM & WHLY simulcast 24/7.
- We are the only Hispanic commercial Radio that is a 24/7 source, to reach Northern Indiana Hispanic Market known as Michiana. Our main goal is to make your business highly visible to the Hispanic market.

WKAM 1460, WHLY 1580, & 98.1 FM plays the best Regional Mexican Music! The format most listened by Hispanics in U.S.A.

Hispanic Population Growth



The Hispanic growth from 2010-2020 U.S. Censuses on Elkhart County and St. Joseph County

	Population	% white Non-Hispanic	%Black Non-Hispanic	% Hispanic	% Asian Alone
Elkhart Co.	206,341	74.1	6.2	17.1 = 35,202	1.2
St. Joseph Co.	271,826	71.3	12.5	9.13 = 24,800	2.61
Indiana	6,754,953	84.5	10.1	7.4	2.7
U.S.	331,449,281	60.1	13.4	18.5	5.9

Hispanics in Elkhart, St. Joseph and surrounding Counties are approximately over **73,000** people.

RACE AND ETHNICITY

Of the Hispanic population, most in Elkhart and St. Joseph Counties, 79.7 % are of Mexican descent, the rest are from Central and South American.

SPEAK SPANISH?

HABLAS ESPAÑOL?

	% Only English	% Only Spanish	% German, West Germanic
Elkhart Co.	80.9%	12.8%	5.5%
St. Joseph Co.	90.0%	5.6%	2.0%
Indiana.	96.1%	3.85%	.05%
U.S.	80.4%	12.1%	0.5%

HISPANIC AGE DISTRIBUTION

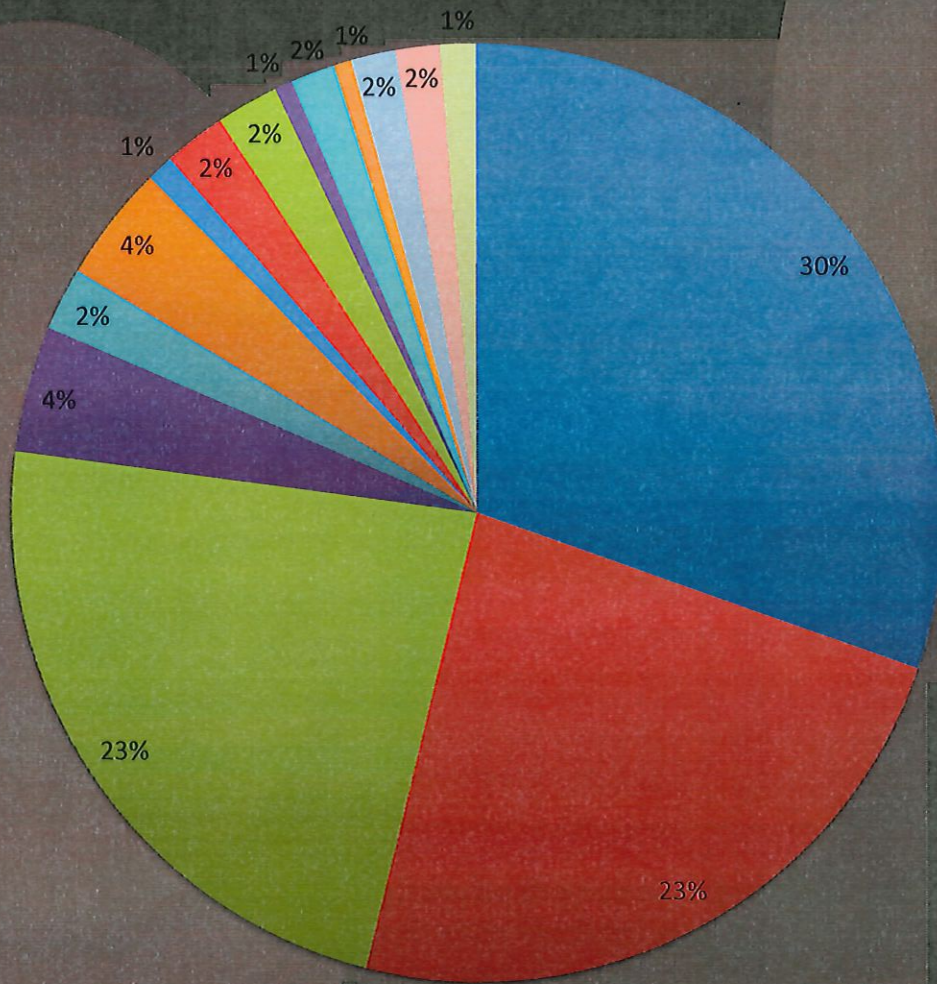
	Median age	%12 plus	%18 to 34	%25 to 54
Elkhart Co.	38.0	19.9	33.9	38.8
St. Joseph Co.	36.8	17.0	36.4	49.1



Michiana Hispanic Market Graphic

Sales

- | | | | | |
|-----------|------------|--------------|--------------|---------------|
| ■ Elkhart | ■ Goshen | ■ South Bend | ■ Ligonier | ■ Sturgis |
| ■ Warsaw | ■ Syracuse | ■ Mishawaka | ■ Middlebury | ■ Shipshewana |
| ■ Bremen | ■ Nappanee | ■ Milford | ■ Bristol | ■ Plymouth |

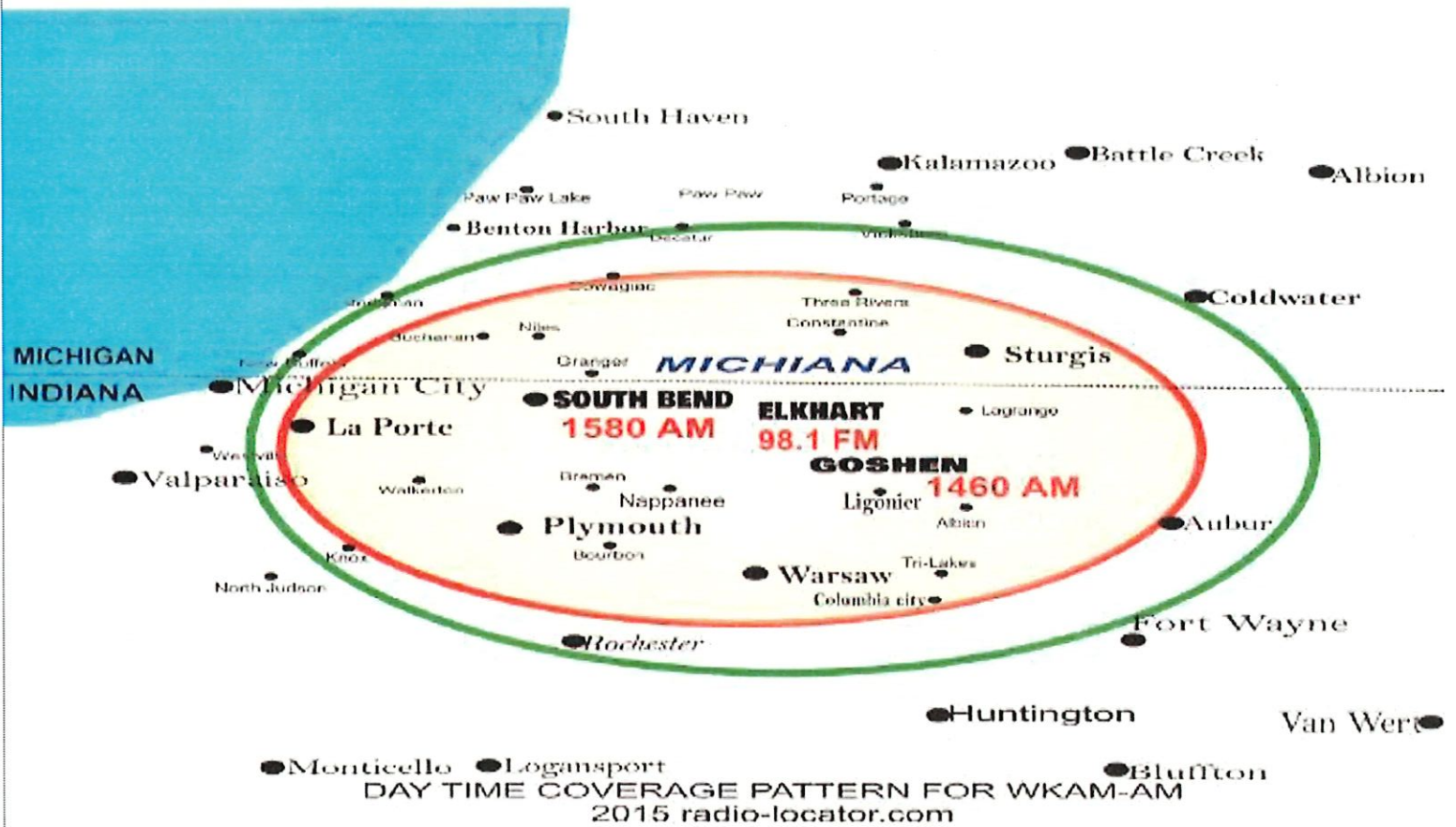




WHY HISPANIC RADIO ?

- ▶ 66% of Hispanics said that business that advertise in Spanish seem to understand their needs better than other companies and 70% of all Hispanics use Spanish as their primary language at home.
- ▶ There is no better way to reach Hispanics than Spanish Radio, according to a report by Marketron. Hispanic populations are devoted radio listeners, with 97% of Latinos listening to AM/FM on a monthly basis. It remains a key tactic for advertisers to use to target these audiences. While many demographics are cutting their radio time, Hispanics are listening more.

OUR COVERAGE



DAY TIME COVERAGE PATTERN FOR WKAM-AM
2015 radio-locator.com