

**COMMONWEALTH OF PENNSYLVANIA
OFFICE OF OPEN RECORDS**

SUSAN SPICKA	:
Requester,	:
	:
v.	: Docket # AP 2021-2799
	:
COMMONWEALTH CHARTER	:
ACADEMY CHARTER SCHOOL,	:
Respondent.	:

STATEMENT OF JOHN BOWSER

With respect to the responsive invoices, Target Media possesses and creates the media invoices and ultimately pays each media vendor accordingly. Invoices are paid by Target Media, based on approval of gross media budget by client. The invoices exchanged between Target Media and the media vendor representatives of the Parade, were paid by Target Media, and part of the overall strategic media and marketing consulting services provided under contract with client.

Target does not provide media invoices to clients that contain confidential, proprietary information and/or trade secrets not intended for public consumption. The disclosure of Target's rates, strategies, and leverage would be catastrophic and ultimately force us out of business. The media invoices contain sensitive commercial pricing details. Commercial spot rates are listed in detail on every invoice. These commercial rates are the product of intensive negotiation, market intelligence, and earned equity.

Target maintains the confidentiality of rate information in an effort to protect the pricing integrity of our vendors, the favorable benefits we are able to provide to our clients and the benefits received through our negotiated rates, and our competitive advantage amongst other media buyers.

Target maintains these internal and external controls over the information contained in its invoices and Statements of Work because substantial competition exists within the market in Pennsylvania among media buying/advertising firms. Numerous firms exist in Pennsylvania which could provide services to CCA and other of Target's clients similar to the services provided by Target, and Target's success in the market is dependent on the extent of its knowledge of effective marketing tactics and ability to negotiate favorable media purchases for our clients.

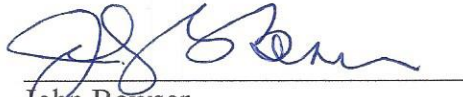
Disclosure to individuals of certain information within the Statements of Work and invoices beyond those within the company with a particular need to know, would provide this key knowledge to Target's clients and competitors, who could in turn use it in making proposals to CCA, Target's other clients, and potential clients in competition with Target.

In particular, identification of Target's preferred media outlets, details on those purchases, and the like which are included in the Statement of Work and media invoices, could be used by Target's clients and competitors in formulating proposals to other current and potential Target clients, both

in terms of informing their strategy and in proposing the costs for such work. This type of disclosure could place Target in a position of competing with other firms in the market using Target's own knowledge, experience and evaluation.

I, John Bowser, certify, under penalty of perjury of the state of Pennsylvania, that the information provided herein is true and correct to the best of my knowledge.

Date: January 28, 2022

A handwritten signature in blue ink, appearing to read "John Bowser", written over a horizontal line.

John Bowser
President & CEO
Target Media, Inc.