

REP HEADLINE# 8217862  
\*\*\* ORIGINAL REV#0 \*\*\*  
REP: TEL# 703-528-9835 FAX# 703 528 7880  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
MAR30/16 10.01  
\*\*\* KYOU-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/IA STATE EDUCATN ASSOC REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME WATERFRONT STRATEGIES BUYER NAME MAURA GILROY  
3050 K STREET NW - SUITE 100 SALES PRSN WA- BEN STECKER  
WASHINGTON, DC 20007

ORDER # \_\_\_\_\_ CONTRACT # 8217862 CLASS: NATL. LOCAL REGIONAL  
PRDCT IA STATE ED 4491 EST#4491 COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES AUG25/16 SEP1/16 WK-2  
CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE MAR30/16 10.01

REP: TO NSA  
FROM NATASHA  
NEW ORDER  
2 SPOTS \$1000  
THANKS PLEASE CONFIRM 3/30/16  
CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ENTERED

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			900P-930P	30		\$500.00	8/25	8/31	2		TH-F,M-W	2
AGENCY ADVERTISER CODE = 290 AGENCY PRODUCT CODE = 308 AGENCY EST# = 4491												
PROGRAM : KYOU NEWS AT NINE ORD COM1: ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: KYOU NEWS AT NINE												
AUG/16			\$1,000.00			SEP/16						
										CONTRACT TOTAL		\$1,000.00
										TOTAL SPOTS		2



# AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <b>KYOV TV Fox 820 W. 2nd St Ottumwa, IA 52501</b>	Date: <b>9/1/16</b>
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I, **Waterfront Strategies**

do hereby request station time concerning the following issue:

Iowa State Budget
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS ORDERED				

This broadcast time will be used by: Iowa State Education Association

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**  
☐ Yes  
☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)



**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished  
by (name and address):

Iowa State Education Association 777 Third Street Des Moines IA 50309

and you are authorized to announce the time as paid for by such person or entity  
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of  
directors below (or attach separately):

Tom McLaughlin - ISEA Treasurer

[Redacted area]

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least 1 day before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

4/1/16  
 Signature  
 Contact Phone Number 202-279-1865

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted  
 Signature  
 Printed Name Michael Elrod  
 Title GM  
☐ Rejected

INVOICE

**KYOU FOX**  
820 West Second St.  
Ottumwa, IA 52501  
Main: (641) 684-5415  
Billing: OTUMWA/KIRKSVILLE

Billing Address:

Waterfront Strategies  
Attention: Accounts Payable  
3050 K Street NW, Suite 100  
Washington, DC 20007

Send Payment To:

**KYOU**  
820 West Second St.  
Ottumwa, IA 52501

Invoice #	1502324-2	Invoice Date	08/31/16	Invoice Month	September 2016	Invoice Period	08/29/16 - 08/31/16
Property	KYOU	Account Executive	Ben Stecker	Sales Office	Telerep-Washing	Sales Region	National

Advertiser	ISS/Iowa State Education A	Product	IA State ED 4491	Estimate Number	4491
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Flight Dates	08/25/16 - 09/01/16	Order #	1502324	Alt Order #	8217862
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Billing Calendar	Cash	Billing Type	Deal #
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Special Handling
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Agency Code	Advertiser Code	Product 1/2	308
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Agency Ref	Advertiser Ref
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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	08/25/16	09/01/16	Late News	M-F 9p-930p	MTWTF--	:30	1	\$500.00	NM
Weeks: Start Date 08/29/16 End Date 09/04/16 MTWTFSS MTW----									
Spots: # Ch Day Air Date Air Time Description Start/End Time Rate Spots/Week 1									
2	KYOU	Tu	08/30/16	9:09 PM Late News	M-F 9p-930p	:30	615EA00001TH	\$500.00	NM
Total Spots 1									

Payment Terms 30 Days

Gross Total	\$500.00
Agency Commission	\$75.00
Net Amount Due	\$425.00

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

# ORDER



## Orders

Order / Rev: 1502324  
 Alt Order #: 8217862  
 Product Desc: IA State ED 4491  
 Estimate: 4491  
 Flight Dates: 08/25/16 - 09/01/16  
 Original Date / Rev: 03/30/16 / 03/30/16  
 Order Type: Political

## Agency

Name: Waterfront Strategies  
 Buying Contact:  
 Billing Contact:

Washington, DC 20007  
 3050 K Street NW, Suite 100  
 ISS/Iowa State Education Association

## Advertiser

Name: ISS/Iowa State Education Association  
 Demographic: A35+  
 Product Codes: PL20  
 Priority: P 1  
 Revenue Codes:

Agency, Political, Pol-Issue

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	1	\$500.00	\$425.00	0.00
September 2016	1	\$500.00	\$425.00	0.00
Totals	2	\$1,000.00	\$850.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ben Stecker			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KYOU	08/25/16	09/01/16	LOC Late News M-F	Comm	M-F 9p-930p	MTWTF--	:30	1	\$500.00	P 1	0.00	NM	2	\$1,000.00
Late News															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 08/22/16	08/28/16	---TF--	1	\$500.00	0.00								
		Week: 08/29/16	09/04/16	MTW----	1	\$500.00	0.00								
Totals															
									2	\$1,000.00					\$1,000.00



CONTRACT



KYOU  
820 West Second St.  
Ottumwa, IA 52501  
(641) 684-5415

And:

Waterfront Strategies  
3050 K Street NW, Suite 100  
Washington, DC 20007

Contract / Revision		Alt Order #	
1502324 /		8217862	
Product			
IA State ED 4491			
Contract Dates		Estimate #	
08/25/16 - 09/01/16		4491	
Advertiser			
ISS/Iowa State Education Association			
Original Date / Revision		03/30/16 / 03/30/16	
Billing Cycle		Billing Calendar	
EOM/EOC		Broadcast	
Station		Account Executive	
KYOU		Ben Stecker	
Special Handling		Telerep-Washin	
Demographic		Adults 35+	
IDB#		Advertiser Code	
290		Product Code	
Advertiser Ref		308	
Agency Ref			

*Line	Ch	Start Date	End Date	Description	Start/End	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KYOU	08/25/16	09/01/16	Late News	M-F 9p-930p		:30				NM	2	\$1,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate							
		Week: 08/22/16	08/28/16	---TF--	1	\$500.00							
		Week: 08/29/16	09/04/16	MTW----	1	\$500.00							
Totals													\$1,000.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/01/16 - 08/28/16	1	\$500.00	(\$75.00)	\$425.00
08/29/16 - 08/31/16	1	\$500.00	(\$75.00)	\$425.00
Totals	2	\$1,000.00	(\$150.00)	\$850.00

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

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