



125 West 55th St
New York, NY 10019

Contract # 25156162 Changes as of: 10/17/2016 at 1:28 PM Version: Highlighting Revision 4

CPE: 49/53/4607
Agency: Great American Media
GREAT AMERICAN
MEDIA 3050 K ST NW
SUITE 100
WASHINGTON DC
20007

Flight: 11/1/16 - 11/7/16
Advertiser: DSCC IE
Product: issue

Station: WKEF
Market: Dayton
Office: PHILADELPHIA

Total \$: \$0.00
Total Spots:
Total CPP: \$0.00

Agency Order #: 4973786
Buyer: Miller, MacKenzie
Salesperson: FRAN BROWN
215-563-5400

Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE
Assistant: FRAN BROWN
215-563-5400

Total GRP:
Traffic #: 2477083
Separation:

Comments: 10/17 cancel per agy, this is statewide

#	Day/Time	DP	Program	Rate	A35P Rating	Len	11/1 - 11/1		Total Spots	Total \$	CPP	GRP
							11/1					
1	Sa 6p-6:30p		ABC22 News At Six	\$185.00	0	30	0		0	\$0.00	\$0.00	0.0
REV- 2	Tu-F,M 1p-2p		The Chew	\$100.00	0	30	10		0	\$0.00	\$0.00	0.0
3	Tu-F,M 5p-6p		Judge Judy	\$150.00	0	30	0		0	\$0.00	\$0.00	0.0
REV- 4	Su 10:30a-11:30a		ABC This Week	\$80.00	0	30	1	0	0	\$0.00	\$0.00	0.0
5	Sa 11:30p-12:30a		The Good Wife	\$50.00	0	30	0		0	\$0.00	\$0.00	0.0
6	Tu-F,M 12n-1p		Rachael Ray	\$100.00	0	30	0		0	\$0.00	\$0.00	0.0
7	Su 8a-9a		Good Morning America Sunday	\$115.00	0	30	0		0	\$0.00	\$0.00	0.0
8	Tu-F,M 7:30p-8p		Family Feud	\$500.00	0	30	0		0	\$0.00	\$0.00	0.0
9	Tu-F,M 11a-12n		The View	\$110.00	0	30	0		0	\$0.00	\$0.00	0.0
REV- 10	Tu-F,M 9a-10a		Celebrity Name Game	\$100.00	0	30	10		0	\$0.00	\$0.00	0.0
11	Tu-F,M 4p-5p		Steve Harvey	\$160.00	0	30	0		0	\$0.00	\$0.00	0.0
REV- 12	Su 11:30a-12n		Sharyl Attkisson	\$80.00	0	30	1	0	0	\$0.00	\$0.00	0.0
13	Tu-F,M 7a-9a		Good Morning America	\$180.00	0	30	0		0	\$0.00	\$0.00	0.0
REV- 14	Tu-F,M 6p-6:30p		ABC22 News At Six	\$185.00	0	30	5	0	0	\$0.00	\$0.00	0.0
15	Tu-F,M 7p-7:30p		Family Feud	\$400.00	0	30	0		0	\$0.00	\$0.00	0.0
16	Sa 8a-9a		Good Morning America Sat.	\$115.00	0	30	0		0	\$0.00	\$0.00	0.0
17	Tu-F,M 12:36a-1:06a		Nightline	\$90.00	0	30	0		0	\$0.00	\$0.00	0.0
18	Tu-F,M 11:35p-12:36a		Jimmy Kimmel	\$155.00	0	30	0		0	\$0.00	\$0.00	0.0
19	Sa 7p-8p		Judge Judy	\$185.00	0	30	0		0	\$0.00	\$0.00	0.0



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Salesperson: FRAN BROWN
215-563-5400

Assistant: FRAN BROWN
215-563-5400

Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	11/1	11/1 - 11/1	Total Spots	Total \$	CPP	GRP
20	Su 11p-11:35p		ABC 22 News	\$200.00	0	30	0		0	\$0.00	\$0.00	0.0
REV- 21	Tu-F,M 2p-3p		General Hospital	\$100.00	0	30	10 0		0	\$0.00	\$0.00	0.0
REV- 22	Tu-F,M 6a-7a		ABC22 Good Morning News	\$150.00	0	30	10 0		0	\$0.00	\$0.00	0.0
23	Su 12m-1a		Family Feud	\$60.00	0	30	0		0	\$0.00	\$0.00	0.0
24	Tu-F,M 3p-3:30p		Crime Watch Daily	\$80.00	0	30	0		0	\$0.00	\$0.00	0.0
25	Tu-F,M 3:30p-4p		Crime Watch Daily	\$80.00	0	30	0		0	\$0.00	\$0.00	0.0
26	Tu-F,M 5a-6a		ABC22 Good Morning News	\$80.00	0	30	0		0	\$0.00	\$0.00	0.0
27	Su 6p-6:30p		ABC News At Six	\$185.00	0	30	0		0	\$0.00	\$0.00	0.0
REV- 28	Sa 11p-11:30p		Sat ABC22 News	\$200.00	0	30	1 0		0	\$0.00	\$0.00	0.0
29	Tu-F,M 11p-11:35p		ABC 22 News At Eleven	\$300.00	0	30	0		0	\$0.00	\$0.00	0.0
30	F 10p-11p		20/20-ABC	\$900.00	0	30	0		0	\$0.00	\$0.00	0.0
31	M 8p-10p		Dancing With the Stars-ABC	\$1,800. 00	0	30	0		0	\$0.00	\$0.00	0.0
32	Tu-F,M 10a-11a		The Fab Life	\$100.00	0	30	0		0	\$0.00	\$0.00	0.0
33	F 8p-9p		Last Man Standing/Dr. Ken-ABC	\$1,500. 00	0	30	0		0	\$0.00	\$0.00	0.0
34	F 9p-10p		Shark Tank B-ABC	\$1,500. 00	0	30	0		0	\$0.00	\$0.00	0.0
35	Tu 9p-10p		Marvel's Agents of Shield-ABC	\$1,250. 00	0	30	0		0	\$0.00	\$0.00	0.0
36	Tu 10p-11p		Shark Tank Tue-ABC	\$1,400. 00	0	30	0		0	\$0.00	\$0.00	0.0
REV- 37	Tu-F,M 7a-9a		GMA	\$200.00	0.0	30	10 0		0	\$0.00	\$0.00	0.0
REV- 38	Tu-F,M 5a-6a		News	\$90.00	0.0	30	10 0		0	\$0.00	\$0.00	0.0
REV- 39	Tu-F 10a-11a		Millionaire	\$100.00	0.0	30	10 0		0	\$0.00	\$0.00	0.0



KATZ TELEVISION
GROUP

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Total CPP: \$0.00

Agency Order #: 4973786

Buyer: Miller, MacKenzie

Primary Demo: Adults 35+

Total GRP:

Salesperson: FRAN BROWN
215-563-5400

Con Type: POLITICAL/VOTE

Traffic #: 2477083

Assistant: FRAN BROWN
215-563-5400

Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	11/1 - 11/1		Total Spots	Total \$	CPP	GRP
							11/1					
REV- 40	Tu-F,M 5p-6p		Judge Judy	\$180.00	0.0	30	10		0	\$0.00	\$0.00	0.0
REV- 41	Tu-F,M 11a-12n		The View	\$125.00	0.0	30	5		0	\$0.00	\$0.00	0.0
REV- 42	Tu-F,M 4p-5p		Steve Harvey	\$110.00	0.0	30	5		0	\$0.00	\$0.00	0.0
REV- 43	Tu-F,M 7p-7:30p		Fued	\$525.00	0.0	30	5		0	\$0.00	\$0.00	0.0
REV- 44	Tu-F,M 7:30p-8p		Fued	\$650.00	0.0	30	5		0	\$0.00	\$0.00	0.0
REV- 45	Tu-F,M 11p-11:30p		News	\$190.00	0.0	30	5		0	\$0.00	\$0.00	0.0
REV- 46	Sa 8a-9a		GMA	\$125.00	0.0	30	1		0	\$0.00	\$0.00	0.0
REV- 47	Su 8a-9a		GMA	\$125.00	0.0	30	1		0	\$0.00	\$0.00	0.0
REV- 48	Sa 8p-11:30p		OSU	\$9,000. 00	0.0	30	1		0	\$0.00	\$0.00	0.0
REV- 49	F 9p-10p		Shark Tank	\$1,000. 00	0.0	30	2		0	\$0.00	\$0.00	0.0
REV- 50	Tu-F,M 3p-4p		Harry Connick	\$100.00	0.0	30	5		0	\$0.00	\$0.00	0.0
REV- 51	Tu-F,M 11:35p-12:35a		Kimmel	\$90.00	0.0	30	3		0	\$0.00	\$0.00	0.0
REV- 52	Su 1a-1:30a		Full Measure	\$50.00	0.0	30	1		0	\$0.00	\$0.00	0.0
TOTALS:							0		0	\$0.00	\$0.00	0.0



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Agency: Great American Media GREAT AMERICAN MEDIA 3050 K ST NW SUITE 100 WASHINGTON DC 20007	Advertiser: DSCC IE	Market: Dayton	Total Spots:
	Product: issue	Office: PHILADELPHIA	Total CPP: \$0.00
Agency Order #: 4973786	Primary Demo: Adults 35+	Total GRP:	
Buyer: Miller, MacKenzie	Con Type: POLITICAL/VOTE	Traffic #: 2477083	
Salesperson: FRAN BROWN 215-563-5400	Assistant: FRAN BROWN 215-563-5400	Separation:	

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/17/16 1:28 PM	FRAN BROWN	10/17 cacnel per agy, this is statewide
10/17/16 1:22 PM	jill mudryk	confirming per Fran email
09/29/16 5:17 PM	FRAN BROWN	9/29 reinstate order per agency
09/26/16 1:14 PM	FRAN BROWN	9/26 cancel per agy, this is statewide
08/29/16 11:06 AM	FRAN BROWN	Separation: 30
		lines 1,3,5,6-9,11,13,15-20,23-27,29-36 NA d/t incorrect rates, pls offer:
		10x w/o 11/1 7-9a GMA @ \$200
		10x w/o 11/1 5-6a news @ \$90
		10x w/o 11/1 10-11a Millionaire @ \$100
		10x w/o 11/1 5-6p judge judy @ \$180
		5x w/o 11/1 11a-12n view @ \$125
		5x w/o 11/1 4-5p steve harvey @ \$110
		5x w/o 11/1 7-730p family feud @ \$525
		5x w/o 11/1 730-8p family feud @ \$650
		5x w/o 11/1 11-1130p news @ \$190
		1x 11/5 8-9a GMA Sat @ \$125
		1x 11/ 6 8-9a GMA Sunday @ \$125
		1x 11/5 8-1130p OSU @ \$9000
		1x 11/4 9-10p shark tank @ \$1000
		5x w/o 11/1 3-4p Harry @ \$100
		3x w/o 11/1 1135p-1235a kimmel @ \$90
		1x 11/6 1-130a full measure @ \$50
08/29/16 9:02 AM	Jillian Mudryk	
04/19/16 11:07 AM	FRAN BROWN	Separation: 30

Competitive Information	
Market Budget:	\$0
WKEF Share:	21%
Comment:	
WBDT:	5%
WDTN:	23%
WHIO:	32%
WRGT:	19%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	0%	0	\$0.00	N/A	0.0
Total	0%	0	\$0.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Nov	0	\$0.00
Total	0	\$0.00



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Agency: Great American Media	Advertiser: DSCC IE	Market: Dayton	Total Spots:
GREAT AMERICAN MEDIA 3050 K ST NW SUITE 100 WASHINGTON DC 20007	Product: issue	Office: PHILADELPHIA	Total CPP: \$0.00
Agency Order #: 4973786		Primary Demo: Adults 35+	Total GRP:
Buyer: Miller, MacKenzie		Con Type: POLITICAL/VOTE	Traffic #: 2477083
Salesperson: FRAN BROWN 215-563-5400		Assistant: FRAN BROWN 215-563-5400	Separation:

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/17/16 1:28 PM	FRAN BROWN	Revised		127	\$-31,555.00	\$0	Changes: Total Spots from 127 to 0, Calculated Dollars from \$31,555.00 to \$0.00, Competitive Market Budget from \$150,262 to \$0, Total \$ from \$31,555.00 to \$0.00, User Entered \$ from \$31,555.00 to \$0.00, Comments from 9/29 reinstate order per agency to 10/17 cacnel per agy, this is statewide. 24 buylines added or modified.
Makegood 2	10/17/16 1:22 PM	jill mudryk	Sent To Rep			\$0	\$0	
Revision	9/29/16 5:17 PM	FRAN BROWN	Confirmed	127		\$31,555.00	\$31,555.00	Changes: Total Spots from 0 to 127, Calculated Dollars from \$0.00 to \$31,555.00, Competitive Market Budget from \$0 to \$150,262, Total \$ from \$0.00 to \$31,555.00, User Entered \$ from \$0.00 to \$31,555.00, Comments from 9/26 cancel per agy, this is statewide to 9/29 reinstate order per agency. 24 buylines added or modified.
Revision	9/26/16 1:14 PM	FRAN BROWN	Confirmed		127	\$-31,555.00	\$0	Changes: Total Spots from 127 to 0, Calculated Dollars from \$31,555.00 to \$0.00, Competitive Market Budget from \$150,262 to \$0, Total \$ from \$31,555.00 to \$0.00, User Entered \$ from \$31,555.00 to \$0.00, Comments from Separation: 30 to 9/26 cancel per agy, this is statewide. 24 buylines added or modified.
Revision	8/29/16 11:06 AM	FRAN BROWN	Confirmed		35	\$0	\$31,555.00	Changes: Total Spots from 162 to 127, User Entered \$ from \$0.00 to \$31,555.00, Demo Meta to [R16]. 44 buylines added or modified.
Makegood 1	8/29/16 9:02 AM	Jillian Mudryk	Sent To Rep			\$0	\$31,555.00	
Queued for Electronic Contracting	4/20/16 11:11 AM					\$0	\$0	
New	4/19/16 11:06 AM	FRAN BROWN	Confirmed	162		\$31,555.00	\$31,555.00	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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