

REP HEADLINE# 7356431 TRF# 614369 REP: TEL# 703 528 7800 FAX# 703 528 7880  
 \$\$\$ MOD# 0: APPROVED REV #0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! SEP11/14 11.21  
 ORDER WORKSHEET HARRIS REPORT FROM STATION \*\*\* WXMI-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/NEA REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_

AGY # \_\_\_\_\_ AGY. NAME GREAT AMERICAN MEDIA BUYER NAME LAURA BASSETT

3050 K STREET NW - SUITE 100 SALES PRSN WA- JUSTIN VOTTA  
 WASHINGTON, DC 20007

ORDER # \_\_\_\_\_ CONTRACT # 7356431 CLASS: NATL. LOCAL REGIONAL

PRDCT NATION EDUCAT ASSOCI EST#3546 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP16/14 SEP22/14 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP11/14 11.21

STA: \_\_\_\_\_  
 CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 16925.00  
 TOTAL SPOTS 26

REP HEADLINE# 7356431 TRF# 614369 REP: TEL# 703 528 7800 FAX# 703 528 7880  
 \$\$\$ UNAPPROVED REV #2 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! SEP11/14 11.05  
 ORDER WORKSHEET HARRIS REPORT FROM REP \*\*\* CHANGES \*\*\* \*\* WXMI-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/NEA REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_

AGY # \_\_\_\_\_ AGY. NAME GREAT AMERICAN MEDIA BUYER NAME LAURA BASSETT

3050 K STREET NW - SUITE 100 SALES PRSN WA- JUSTIN VOTTA  
 WASHINGTON, DC 20007

ORDER # \_\_\_\_\_ CONTRACT # 7356431 CLASS: NATL. LOCAL REGIONAL

PRDCT NATION EDUCAT ASSOCI EST#3546 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP16/14 SEP22/14 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP11/14 11.05

REP: TO ODENE  
 FROM OLDER  
 MAKEGOOD APPROVED  
 PLEASE SEE LINES 16-19  
 PLEASE CONFIRM AND THANK YOU

STA: \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1	ES		100P-200P	30		\$80.00	9/16	9/22	0		TU-F,M	0
16	A		100P-200P	30		\$80.00	9/16	9/22	2		TU-F,M	2
AGENCY ADVERTISER CODE = 39 AGENCY EST# = 3546 AGENCY PRODUCT CODE = 42 PROGRAM : JUDGE ALEX CON COM1 : JUDGE ALEX PROGRAM : DIVORCE COURT ORD COM1 : PROGRAM CHANGE, PLEASE SEE MG OFFER THIS IS A REPLACEMENT FOR N/A SPOT ON SEP16 ON LINE-1 FOR 2 SPOTS/WK THIS IS A REPLACEMENT FOR N/A SPOT ON SEP16 ON LINE-4 FOR 2 SPOTS/WK THIS IS A REPLACEMENT FOR N/A SPOT ON SEP22 ON LINE-11 FOR 1 SPOT/WK THIS IS A REPLACEMENT FOR N/A SPOT ON SEP17 ON LINE-15 FOR 1 SPOT/WK												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
17	A		1100A-1200N	30		\$80.00	9/16	9/22	2		TU-F,M	2
PROGRAM : STEVE WILKOS ORD COM1 : PROGRAM CHANGE, PLEASE SEE MG OFFER PART OF A MAKEGOOD MADE UP OF LINES 16-19												
18	A		900P-1000P	30		\$1,500.00	9/22	9/22	1		MON	1
PROGRAM : SLEEPY HOLLOW ORD COM1 : PROGRAM CHANGE, PLEASE SEE MG OFFER PART OF A MAKEGOOD MADE UP OF LINES 16-19												
19	A		800P-900P	30		\$1,000.00	9/17	9/17	1		WED	1
PROGRAM : HELL'S KITCHEN ORD COM1 : PROGRAM CHANGE, PLEASE SEE MG OFFER PART OF A MAKEGOOD MADE UP OF LINES 16-19												
4	ES		1100A-1200N	30		\$80.00	9/16	9/22	0		TU-F,M	0
PROGRAM : THE TEST CON COM1 : THE TEST												
11	S		900P-1000P	30		\$1,500.00	9/22	9/22	0		MON	0
PROGRAM : HOTEL HELL CON COM1 : HOTEL HELL												
15	S		800P-1000P	30		\$1,000.00	9/17	9/17	0		WED	0
PROGRAM : SO YOU THINK YOU CAN DANCE CON COM1 : SO YOU THINK YOU CAN DANCE STATION MAKEGOOD OFFERS:												
M1	OK'D		BUY#1 MISSED: TU-F,M/100P-200P				SEP16(2/WK)		30S	\$80.00	(SEP11/14)	
			BUY#4 TU-F,M/1100A-1200N				SEP16(2/WK)		30S	\$80.00		
			BUY#11 MON/900P-1000P				SEP22		30S	\$1,500.00		
			BUY#15 WED/800P-1000P				SEP17		30S	\$1,000.00		
			OFFER: TU-F,M/100P-200P				SEP17		30S	\$80.00		
			& TU-F,M/1100A-1200N				SEP16(2/WK)		30S	\$80.00	PLS ADVISE.	
			& MON/900P-1000P				SEP22		30S	\$1,500.00		
			& WED/800P-900P				SEP17		30S	\$1,000.00		
CMT: PROGRAM CHANGE, PLEASE SEE MG OFFER												

REP HEADLINE# 7356431 TRF# 614369 REP: TEL# 703 528 7800 FAX# 703 528 7880  
 \$\$\$ UNAPPROVED REV #2 \$\$\$ ORDER WORKSHEET AGENCY CREDIT RISK !! SEP11/14 11.05  
 HARRIS REPORT FROM REP \*\*\* CHANGES \*\*\* \*\* WXMI-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
SEP/14												16925.00

MARKET TOTALS \$112,833  
 WXMI 15% WOTV 5% WZZM 14% WWMT 35% WOOD 28% WXSP 0% CABL 0%  
 DEMOS- RA35+\* EMMT 3% WZPX 0%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

CONTRACT TOTAL 16925.00  
 TOTAL SPOTS 26

REP HEADLINE# 7356431 TRF# 614369 REP: TEL# 703 528 7800 FAX# 703 528 7880  
 \$\$\$ APPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! SEP11/14 10.42  
 ORDER WORKSHEET HARRIS REPORT FROM STATION \*\*\* WXMLI-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/NEA REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_

AGY # \_\_\_\_\_ AGY. NAME GREAT AMERICAN MEDIA BUYER NAME LAURA BASSETT

3050 K STREET NW - SUITE 100 SALES PRSN WA- JUSTIN VOTTA  
 WASHINGTON, DC 20007

ORDER # \_\_\_\_\_ CONTRACT # 7356431 CLASS: NATL. LOCAL REGIONAL

PRDCT NATION EDUCAT ASSOCI EST#3546 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP16/14 SEP22/14 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP11/14 10.42

REP: TO ODENE  
 FROM OLDER  
 NEW ORDER  
 \$16925/26 SPOTS  
 PLEASE CONFIRM AND THANK YOU

STA: \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

STATION MAKEGOOD OFFERS:  
 M1 UNRESL BUY#1 MISSED: TU-F,M/100P-200P SEP16(2/WK) 30S \$80.00 (SEP11/14)  
 BUY#4 TU-F,M/1100A-1200N SEP16(2/WK) 30S \$80.00  
 BUY#11 MON/900P-1000P SEP22 30S \$1,500.00  
 BUY#15 WED/800P-1000P SEP17 30S \$1,000.00  
 OFFER: TU-F,M/100P-200P SEP16(2/WK) 30S \$80.00 PLS ADVISE.  
 & TU-F,M/1100A-1200N SEP16(2/WK) 30S \$80.00  
 & MON/900P-1000P SEP22 30S \$1,500.00  
 & WED/800P-900P SEP17 30S \$1,000.00  
 CMT: PROGRAM CHANGE, PLEASE SEE MG OFFER

CONTRACT TOTAL 16925.00  
 TOTAL SPOTS 26

REP HEADLINE# 7356431 TRF# 614369 REP: TEL# 703 528 7800 FAX# 703 528 7880  
 \$\$\$ APPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! SEP11/14 10.38  
 ORDER WORKSHEET HARRIS REPORT FROM STATION \*\*\* WXML-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/NEA REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_

AGY # \_\_\_\_\_ AGY. NAME GREAT AMERICAN MEDIA BUYER NAME LAURA BASSETT

3050 K STREET NW - SUITE 100 SALES PRSN WA- JUSTIN VOTTA

WASHINGTON, DC 20007

ORDER # \_\_\_\_\_ CONTRACT # 7356431 CLASS: NATL. LOCAL REGIONAL

PRDCT NATION EDUCAT ASSOCI EST#3546 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP16/14 SEP22/14 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP11/14 10.38

REP: TO ODENE  
 FROM OLDER  
 NEW ORDER  
 \$16925/26 SPOTS  
 PLEASE CONFIRM AND THANK YOU

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT WILL NOT PRINT.

CONTRACT TOTAL 16925.00  
 TOTAL SPOTS 26

REP HEADLINE# 7356431  
 \*\*\* UNAPPROVED REV #1 \*\*\*

REP: TEL# 703 528 7800 FAX# 703 528 7880  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 \*\*CHANGES\*\* \*\*\* WXMI-TV \*\*\*

SEP10/14 16.08

ADV # \_\_\_\_\_ ADV. NAME ISS/NEA REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME GREAT AMERICAN MEDIA BUYER NAME LAURA BASSETT

3050 K STREET NW - SUITE 100 SALES PRSN WA- JUSTIN VOTTA  
 WASHINGTON, DC 20007

ORDER # 64369 CONTRACT # 7356431 CLASS: NATL. LOCAL REGIONAL  
 PRDCT NATION EDUCAT ASSOCI EST#3546 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP16/14 SEP22/14 WK-1  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP10/14 16.08

REP: TO ODENE  
 FROM OLDER  
 NEW ORDER  
 \$16925/26 SPOTS  
 PLEASE CONFIRM AND THANK YOU

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 39												
AGENCY PRODUCT CODE = 42												
AGENCY EST# = 3546												

NO BUYS TO PRINT  
 SEP/14 16925.00 CONTRACT TOTAL 16925.00  
 TOTAL SPOTS 26

MARKET TOTALS \$112,833  
 WXMI 15% WOTV 5% WZZM 14% WWMT 35% WOOD 28% WXSP 0% CABL 0%  
 EMMT 3% WZPX 0%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 7356431  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703 528 7800 FAX# 703 528 7880  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP10/14 16.04  
 \*\*\* WXMI-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/NEA  
 AGY # \_\_\_\_\_ AGY. NAME GREAT AMERICAN MEDIA  
 3050 K STREET NW - SUITE 100  
 WASHINGTON, DC 20007

REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 BUYER NAME LAURA BASSETT  
 SALES PRSN WA- JUSTIN VOTTA

ORDER # \_\_\_\_\_ CONTRACT # 7356431 CLASS: NATL. LOCAL REGIONAL

PRDCT NATION EDUCAT ASSOCI EST#3546 COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES SEP16/14 SEP22/14 WK-1  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP10/14 16.04

REP: TO ODENE  
 FROM OLDER  
 NEW ORDER  
 \$16925/26 SPOTS  
 PLEASE CONFIRM AND THANK YOU

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			100P-200P AGENCY ADVERTISER CODE = 39 AGENCY PRODUCT CODE = 42	30		\$80.00	9/16	9/22	2		TU-F,M	2
PROGRAM : JUDGE ALEX CON COM1 : JUDGE ALEX <i>Divorce Court</i>												
2			1000P-1100P AGENCY ADVERTISER CODE = 39 AGENCY PRODUCT CODE = 42	30		\$1,200.00	9/16	9/22	4		TU-F,M	4
PROGRAM : FOX 17 NEWS-10PM CON COM1 : FOX 17 NEWS-10PM												

REP HEADLINE# 7356431  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703 528 7800 FAX# 703 528 7880  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 SEP10/14 16.04  
 \*\*\* WXMI-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
3			1100P-1130P PROGRAM : FOX 17 NEWS-11 CON COM1 : FOX 17 NEWS-11	30		\$100.00	9/16	9/22	1		TU-F,M	1
4			1100A-1200N <i>Steve Collier</i> PROGRAM : <del>THE TEST</del> CON COM1 : <del>THE TEST</del>	30		\$80.00	9/16	9/22	2		TU-F,M	2
5			300P-400P PROGRAM : MAURY POVICH CON COM1 : MAURY POVICH	30		\$80.00	9/16	<del>9/22</del>	1		TU-F,M	1
6			500P-600P PROGRAM : FOX 17 NEWS AT FIVE CON COM1 : FOX 17 NEWS AT FIVE	30		\$250.00	9/16	9/22	1		TU-F,M	1
7			600A-700A PROGRAM : FOX 17 M-F NEWS CON COM1 : FOX 17 M-F NEWS	30		\$200.00	9/16	9/22	3		TU-F,M	3
8			600P-700P PROGRAM : FOX 17 NEWS AT SIX CON COM1 : FOX 17 NEWS AT SIX	30		\$250.00	9/16	9/22	1		TU-F,M	1
9			700A-800A PROGRAM : FOX 17 M-F NEWS 7A CON COM1 : FOX 17 M-F NEWS 7A	30		\$250.00	9/16	9/22	3		TU-F,M	3
10			800A-900A PROGRAM : FOX 17 M-F NEWS 8A CON COM1 : FOX 17 M-F NEWS 8A	30		\$175.00	9/16	9/22	3		TU-F,M	3
11			900P-1000P <i>Stepy Hollow</i> PROGRAM : <del>HELL HELL</del> CON COM1 : <del>HELL HELL</del>	30		\$1,500.00	9/22	9/22	1		MON	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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12			100P-400P	30		\$6,500.00	9/21	9/21	1		SUN	1
PROGRAM : NFL LIONS V PACKERS												
CON COM1 : NFL LIONS V PACKERS												

13			700A-800A	30		\$125.00	9/21	9/21	1		SUN	1
PROGRAM : FOX 17 NEWS SUN 7A												
CON COM1 : FOX 17 NEWS SUN 7A												

14			800A-900A	30		\$125.00	9/21	9/21	1		SUN	1
PROGRAM : FOX 17 NEWS SUN 8A												
CON COM1 : FOX 17 NEWS SUN 8A												

15			800P-1000P	30		\$1,000.00	9/17	9/17	1		WED	1
PROGRAM : <del>SO YOU THINK YOU CAN DANCE</del> <i>Hells Kitchen</i>												
CON COM1 : <del>SO YOU THINK YOU CAN DANCE</del>												

SEP/14 16925.00 CONTRACT TOTAL 16925.00  
 TOTAL SPOTS 26

MARKET TOTALS \$112,833 WXTI 15% WOTV 5% WZZM 14% WMMT 35% WOOD 28% WXSP 0% CABL 0%  
 EMMT 3% WZPX 0%

SVC- NSI  
 DEMOS- RA35+\*

# CONTRACT

**FOX 17** WXMI-TV  
 3117 Plaza Drive NE  
 Grand Rapids, MI 49525  
 (616) 364-8722

<u>Contract / Revision</u> 614369 /		<u>Alt Order #</u> 07356431
<u>Product</u> NATION EDUCAT ASSOCI.		
<u>Contract Dates</u> 09/16/14 - 09/22/14		<u>Estimate #</u> 3546
<u>Advertiser</u> National Education Association		<u>Original Date / Revision</u> 09/11/14 / 09/18/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WXMI	<u>Account Executive</u> Justin Votta	<u>Sales Office</u> Telerep Washin
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 13721	<u>Advertiser Code</u> 39	<u>Product Code</u> 42
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Great American Media  
 3050 K St NW  
 Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	17	09/16/14	09/22/14	Tu-F,M 1p-2p	1p-2p		:30				NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/16/14	09/22/14	MTWTF--				2	\$80.00	0.00			
2	17	09/16/14	09/22/14	Tu-F,M Fox 17 News at 10p	10p-11p		:30				NM	4	\$4,800.00
Week:		09/16/14	09/22/14	MTWTF--				4	\$1,200.00	0.00			
3	17	09/16/14	09/22/14	Fox 17 11p News (Tu-F,M)	11p-1130p		:30				NM	1	\$100.00
Week:		09/16/14	09/22/14	MTWT---				1	\$100.00	0.00			
4	17	09/16/14	09/22/14	Tu-F,M 11a-12p	11a-12p		:30				NM	2	\$160.00
Week:		09/16/14	09/22/14	MTWTF--				2	\$80.00	0.00			
5	17	09/16/14	09/22/14	Tu-F 3p-4p	3p-4p		:30				NM	1	\$80.00
Week:		09/16/14	09/22/14	MTWTF--				1	\$80.00	0.00			
6	17	09/16/14	09/22/14	Tu-F,M Fox17 News at 5pm	5p-6p		:30				NM	1	\$250.00
Week:		09/16/14	09/22/14	MTWTF--				1	\$250.00	0.00			
7	17	09/16/14	09/22/14	Tu-F,M 6a News	6a-7a		:30				NM	3	\$600.00
Week:		09/16/14	09/22/14	MTWTF--				3	\$200.00	0.00			
8	17	09/16/14	09/22/14	Tu-F,M Fox 17 News at 6p	6p-7p		:30				NM	1	\$250.00
Week:		09/16/14	09/22/14	MTWTF--				1	\$250.00	0.00			
9	17	09/16/14	09/22/14	Tu-F,M 7a News	7a-8a		:30				NM	3	\$750.00
Week:		09/16/14	09/22/14	MTWTF--				3	\$250.00	0.00			
10	17	09/16/14	09/22/14	Tu-F,M 8a-9a News	8a-9a		:30				NM	3	\$525.00
Week:		09/16/14	09/22/14	MTWTF--				3	\$175.00	0.00			
11	17	09/22/14	09/22/14	Mon Prime 9p-10p	9p-10p		:30				NM	1	\$1,500.00
Week:		09/22/14	09/28/14	1-----				1	\$1,500.00	0.00			
12	17	09/21/14	09/21/14	Detroit Lions on FOX	1-4p		:30				NM	1	\$6,500.00

(\* 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 contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



**WXMI-TV**  
 3117 Plaza Drive NE  
 Grand Rapids, MI 49525  
 (616) 364-8722

<u>Contract / Revision</u> 614369 /	<u>Alt Order #</u> 07356431
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<u>Contract Dates</u> 09/16/14 - 09/22/14	<u>Product</u> NATION EDUCAT ASSC	<u>Estimate #</u> 3546
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<u>Advertiser</u> National Education Assor	<u>Original Date / Revision</u> 09/11/14 / 09/18/14
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/15/14	09/21/14	-----1				1	\$6,500.00	0.00			
13	17	09/21/14	09/21/14	AM News 7a Sun	7a-8a		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/15/14	09/21/14	-----1				1	\$125.00	0.00			
14	17	09/21/14	09/21/14	AM News 8a Sun	8a-9a		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/15/14	09/21/14	-----1				1	\$125.00	0.00			
15	17	09/17/14	09/17/14	Wed Prime 758p-9p	758p-9p		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/15/14	09/21/14	--1----				1	\$1,000.00	0.00			
<b>Totals</b>											0.00	26	\$16,925.00

Time Period	# of Spots	Gross Amount	Net Amount
09/01/14 - 09/22/14	26	\$16,925.00	\$14,386.25
<b>Totals</b>	26	\$16,925.00	\$14,386.25

Signature:  Date: 9/23/14

(\* 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 contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Laura Bassett  
do hereby request station time concerning the following issue:

NEA (National Education Association)

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: National 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):

MI Gov Race 11/4

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

NEA 1201 16th St NW  
Washington, DC 20036

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):

Michael Edwards - Treasurer  
Amy Kurtz - Campaign & Elections  
Rick Farfaglia - Senior Campaign Specialist

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

**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 \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

9/11/2014                      Jana Dorn                      (202) 813-4782  
Date                                      Signature                                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted                       Accepted in Part                       Rejected

[Signature]                      Jana Dorn                      Gen.  
Signature                                      Printed Name                                      Title

### AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	A	ORDERED			

**Attach proposed schedule with charges (if available):**

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

RECORD OF REQUEST FOR BROADCAST TIME BY OR ON BEHALF OF  
CANDIDATE FOR PUBLIC OFFICE

INSTRUCTIONS: This form must be completed as to all requests, both oral and written, for broadcast time to be used by or on behalf of a candidate for public office, as required by FCC rule. The FCC rule states: "Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and charges made, if any, if request is granted. Such records shall be retained for a period of two years."

- 
- (1) **Date of request:** 09/16/2014
- (2) **Name of candidate:** N/A
- (3) **Office for which candidate is running:** N/A
- (4) **Political party:** N/A
- (5) **Name of person using time if other than candidate:** NEA
- (6) **Request made by candidate:** Yes: No: X (Check one)
- (7) **Request made on behalf of candidate by:** N/A
- (8) **Request made:** In writing: X In person: By phone:  
(Check one. If in writing, attach and retain.)
- (9) **Disposition of request:** Granted: X Not granted:  
(Check one. If not granted, state reason or reasons in space below. If denied in writing, attach and retain.)
- (10) **Were any payments received?** Yes: X No:  
(Check one. If "yes", state amount in space below):

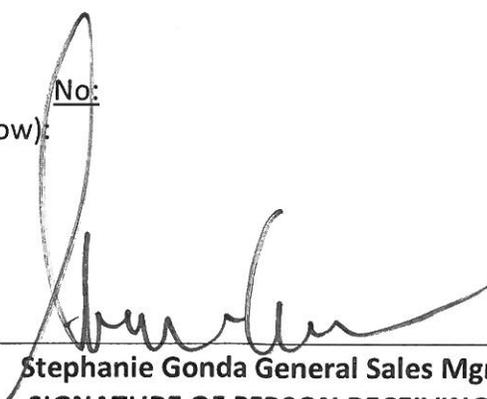
GROSS: \$16,925.00 NET: \$14,386.25

WXMI

09/24/2014

STATION

DATE

  
Stephanie Gonda General Sales Mgr  
SIGNATURE OF PERSON RECEIVING  
REQUEST ON BEHALF OF STATION