

REP HEADLINE# 7428014 TRF# 6233375 REP: TEL# 703 528 7800 FAX# 703 528 7880  
 \$\$\$ APPROVED ORIGINAL REV#0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! OCT6/14 10.20  
 ORDER WORKSHEET HARRIS REPORT FROM STATION \*\*\* WXMI-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/MICHIGAN EDU. ASSOC. REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME MUNDY KATOWITZ MEDIA BUYER NAME MEDIA PLACEMENT

1322 G STREET SE SALES PRSN WA- JUSTIN VOTTA  
 WASHINGTON, DC 20003

ORDER # \_\_\_\_\_ CONTRACT # 7428014 CLASS: NATL. LOCAL REGIONAL

PRDCT MI EDUCATION ASSOC EST#2518 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT7/14 NOV3/14 WK-4

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT6/14 10.20

REP: TO ODENE  
 NEW ORDER \$10500/52 SPOTS  
 PLEASE CONFIRM AND THANK YOU

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY  
 TELEVISION INVOICES IDB#9914019

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

CONTRACT TOTAL 10500.00  
 TOTAL SPOTS 52

ADV # \_\_\_\_\_ ADV. NAME ISS/MICHIGAN EDU. ASSOC. REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_

AGY # \_\_\_\_\_ AGY. NAME MUNDY KATOWITZ MEDIA BUYER NAME MEDIA PLACEMENT

1322 G STREET SE SALES PRSN WA- JUSTIN VOTTA  
 WASHINGTON, DC 20003

ORDER # 623375 CONTRACT # 7428014 CLASS: NATL. LOCAL REGIONAL

PRDCT MI EDUCATION ASSOC EST#2518 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT7/14 NOV3/14 WK-4

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT6/14 09.27

REP: TO ODENE  
 NEW ORDER  
 \$10500/52 SPOTS  
 PLEASE CONFIRM AND THANK YOU

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY  
 TELEVISION INVOICES IDB#9914019

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

AGENCY ADVERTISER CODE = 314 AGENCY EST# = 2518  
 AGENCY PRODUCT CODE = 330

1			500P-530P	30		\$300.00	10/7	11/3	2		TU-F,M	8
PROGRAM : FOX 17 NEWS-5												
CON COM1: FOX 17 NEWS-5												

2			530A-600A	30		\$75.00	10/7	11/3	3		TU-F,M	12
PROGRAM : FOX17 AM NWS@5												
CON COM1: FOX17 AM NWS@5												

REP HEADLINE# 7428014  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703 528 7800 FAX# 703 528 7880  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 OCT6/14 09.27  
 \*\*\* WXTMI-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			630A-700A PROGRAM : FOX17 AM NWS@6 CON COM1 : FOX17 AM NWS@6	30		\$275.00	10/7	11/3	1		TU-F,M	4
4			700A-800A PROGRAM : FOX17 AM NWS@7 CON COM1 : FOX17 AM NWS@7	30		\$400.00	10/7	11/3	1		TU-F,M	4
5			900A-1000A PROGRAM : MAURY POVICH B CON COM1 : MAURY POVICH B	30		\$175.00	10/7	11/3	3		TU-F,M	12
6			700A-800A PROGRAM : FOX17 AM NWS@7 CON COM1 : FOX17 AM NWS@7	30		\$200.00	10/11	11/1	1		SAT	4
7			800A-900A PROGRAM : FOX17 AM NWS@8 CON COM1 : FOX17 AM NWS@8	30		\$200.00	10/11	11/1	1		SAT	4
8			800A-900A PROGRAM : FOX17 AM NWS@8 CON COM1 : FOX17 AM NWS@8	30		\$200.00	10/12	11/2	1		SUN	4
OCT/14 \$7,875.00 NOV/14 \$2,625.00												
MARKET TOTALS \$70,000 WXTMI 15% WOTV 1% WZZM 30% WWMT 17% WOOD 35% WXTSP 0% CABL 0%												
SVC- NSI DEMOS- RA35+*												
CONTRACT TOTAL											10500.00	
TOTAL SPOTS											52	

# CONTRACT



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

<u>Contract / Revision</u> 623375 /		<u>Alt Order #</u> 07428014
<u>Product</u> MI EDUCATION ASSOC		
<u>Contract Dates</u> 10/07/14 - 11/03/14		<u>Estimate #</u> 2518
<u>Advertiser</u> Michigan Education Association		<u>Original Date / Revision</u> 10/06/14 / 10/06/14
<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> 14019	<u>Advertiser Code</u> 314	<u>Product Code</u> 330
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Mundy Katowitz Media**  
**1322 G Street SE**  
**Washington, DC 20003**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	17	10/07/14	11/03/14	Tu-F,M Fox17 News at 5pm	5p-530p		:30				NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/07/14	10/13/14	MTWTF--				2	\$300.00	0.00			
	Week:	10/14/14	10/20/14	MTWTF--				2	\$300.00	0.00			
	Week:	10/21/14	10/27/14	MTWTF--				2	\$300.00	0.00			
	Week:	10/28/14	11/03/14	MTWTF--				2	\$300.00	0.00			
N 2	17	10/07/14	11/03/14	Tu-F,M 5a News	530a-6a		:30				NM	12	\$900.00
	Week:	10/07/14	10/13/14	MTWTF--				3	\$75.00	0.00			
	Week:	10/14/14	10/20/14	MTWTF--				3	\$75.00	0.00			
	Week:	10/21/14	10/27/14	MTWTF--				3	\$75.00	0.00			
	Week:	10/28/14	11/03/14	MTWTF--				3	\$75.00	0.00			
N 3	17	10/07/14	11/03/14	Tu-F,M 6a News	630a-7a		:30				NM	4	\$1,100.00
	Week:	10/07/14	10/13/14	MTWTF--				1	\$275.00	0.00			
	Week:	10/14/14	10/20/14	MTWTF--				1	\$275.00	0.00			
	Week:	10/21/14	10/27/14	MTWTF--				1	\$275.00	0.00			
	Week:	10/28/14	11/03/14	MTWTF--				1	\$275.00	0.00			
N 4	17	10/07/14	11/03/14	Tu-F,M 7a News	7a-8a		:30				NM	4	\$1,600.00
	Week:	10/07/14	10/13/14	MTWTF--				1	\$400.00	0.00			
	Week:	10/14/14	10/20/14	MTWTF--				1	\$400.00	0.00			
	Week:	10/21/14	10/27/14	MTWTF--				1	\$400.00	0.00			
	Week:	10/28/14	11/03/14	MTWTF--				1	\$400.00	0.00			
N 5	17	10/07/14	11/03/14	Tu-F,M 9a-10a	9a-10a		:30				NM	12	\$2,100.00
	Week:	10/07/14	10/13/14	MTWTF--				3	\$175.00	0.00			
	Week:	10/14/14	10/20/14	MTWTF--				3	\$175.00	0.00			
	Week:	10/21/14	10/27/14	MTWTF--				3	\$175.00	0.00			
	Week:	10/28/14	11/03/14	MTWTF--				3	\$175.00	0.00			
N 6	17	10/11/14	11/01/14	AM News 7a Sat	7a-8a		:30				NM	4	\$800.00
	Week:	10/06/14	10/12/14	-----1-				1	\$200.00	0.00			
	Week:	10/13/14	10/19/14	-----1-				1	\$200.00	0.00			

(\* 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**

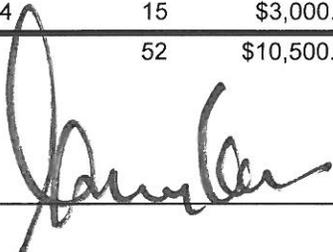
<u>Contract / Revision</u> 623375 /	<u>Alt Order #</u> 07428014
--	--------------------------------

<u>Contract Dates</u> 10/07/14 - 11/03/14	<u>Product</u> MI EDUCATION ASSOC	<u>Estimate #</u> 2518
--	--------------------------------------	---------------------------

<u>Advertiser</u> Michigan Education Assc	<u>Original Date / Revision</u> 10/06/14 / 10/06/14
--	--

*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:		10/20/14	10/26/14	-----1-				1	\$200.00	0.00			
Week:		10/27/14	11/02/14	-----1-				1	\$200.00	0.00			
N 7	17	10/11/14	11/01/14	AM News 8a Sat	8a-9a		:30				NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-----1-				1	\$200.00	0.00			
Week:		10/13/14	10/19/14	-----1-				1	\$200.00	0.00			
Week:		10/20/14	10/26/14	-----1-				1	\$200.00	0.00			
Week:		10/27/14	11/02/14	-----1-				1	\$200.00	0.00			
N 8	17	10/12/14	11/02/14	AM News 8a Sun	8a-9a		:30				NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-----1				1	\$200.00	0.00			
Week:		10/13/14	10/19/14	-----1				1	\$200.00	0.00			
Week:		10/20/14	10/26/14	-----1				1	\$200.00	0.00			
Week:		10/27/14	11/02/14	-----1				1	\$200.00	0.00			
<b>Totals</b>										0.00		52	\$10,500.00

Time Period	# of Spots	Gross Amount	Net Amount
09/29/14 - 10/26/14	37	\$7,500.00	\$6,375.00
10/27/14 - 11/03/14	15	\$3,000.00	\$2,550.00
<b>Totals</b>	52	\$10,500.00	\$8,925.00

Signature:  Date: 10/17/14

(\* 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>
------------------------------	--------------

I, Laure Bessett  
do hereby request station time concerning the following issue:

ME A

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: ME A

**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):

Nov 2014 Gov Race

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

MEA 1216 Kendrick Blvd P.O. Box 2573  
East Lansing, MI 48826  
517-337-5666

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):

Steven Cook - President Rick Trainor / Sec/Treas  
Nancy Strachen - VP Gretchen Pzadosz  
ED

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



### 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
<p style="font-size: 2em; color: blue;">As ordered</p>					

**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."

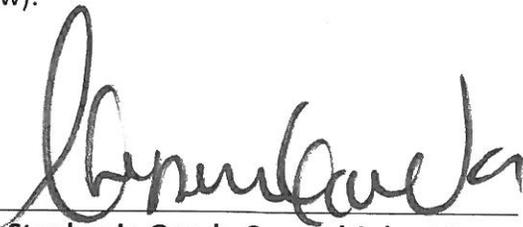
- 
- (1) **Date of request:** 10/07/2014
- (2) **Name of candidate:** N/A
- (3) **Office for which candidate is running:** N/A
- (4) **Political party:** N/A
- (5) **Name of person using time if other than candidate:** Michigan Edu. Association
- (6) **Request made by candidate:** Yes: No: X (Check one)
- (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: \$10,500.00 NET: \$8,925.00

WXMI  
STATION

---

10/16/2014  
DATE

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