

Approved  
10/18/2016

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WRAL-TV; Raleigh, NC	<b>Date:</b> 10/18/2016
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I, Red Eagle Media Group

do hereby request station time concerning the following issue:

<del>National Rifle Association for American</del> <del>Institute for Legislative Action</del> <i>ANTI-Hillary Clinton</i>
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See schedule	see schedule	see schedule	see schedule	see schedule	see schedule
		See Attached			

This broadcast time will be used by: NRA-ILA

National Rifle Association for American  
Institute for Legislative Action

**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).

*Station has determined spot is of national importance*

**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):

*Spot refers to Hillary Clinton  
US President  
General Election on 11/8/16*

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

*NRA-ILA  
11250 Whipples Mill Rd  
Fairfax, VA 22030*

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):

*Treasurer - Mary Rose Adkins*

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):

NATIONAL RIFLE ASSOCIATION OF AMERICAN INSTITUTE FOR LEGISLATIVE ACTION  
11250 WAPLES MILL ROAD,  
FAIRFAX, VA 22030

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):

TREASURER- Mary Rose Adkins

**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.**

Station received 10/18/16 VH

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

9/13/2016      *[Signature]*      703-683-4877  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected

*[Signature]*      Marian Bell      Sales Mktg  
Signature                      Printed Name                      Title

Director  
10/18/16

*[Signature]*  
10/18/16

## 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
		See Attached			

**Attach proposed schedule with charges (if available):** \$47,400 gross

## 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.

**CONTRACT**

**WRAL**  
**2619 Western Blvd.**  
**Raleigh, NC 27606**  
**(919)890-6000**

And:

**Red Eagle Media Group**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 167463 /		<u>Alt Order #</u> 08364828
<u>Product</u> NRA-ILA 10/18		
<u>Contract Dates</u> 10/18/16 - 10/24/16		<u>Estimate #</u> 7770
<u>Advertiser</u> NRA-ILA		<u>Original Date / Revision</u> 09/13/16 / 10/13/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WRAL	<u>Account Executive</u> Cheryl Blair	<u>Sales Office</u> Washington Tel
<u>Special Handling</u> CIA - Mark PAID		
<u>Demographic</u> Adults 35-64		
<u>Agency Code</u>	<u>Advertiser Code</u> 375	<u>Product 1/2</u> 944
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRAL	10/21/16	10/21/16	Tonight Show	11:35p-1237xm		:30				NM	0	\$0.00
		Q4 ISSUE CARD V8.23											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	----2--				2	\$800.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WRAL	10/17/16-10/23/16	Tonight Show	11:35p-1237xm	-----F----	:30		<del>\$800.00</del>		NM		
		See MG 10.3											
	2	WRAL	10/17/16-10/23/16	Tonight Show	11:35p-1237xm	-----F----	:30		<del>\$800.00</del>		NM		
		See MG 10.3											
N 2	WRAL	10/21/16	10/21/16	WRAL 530p News	530-6p		:30				NM	2	\$4,400.00
		Q4 ISSUE CARD V8.23											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	----2--				2	\$2,200.00				
N 3	WRAL	10/21/16	10/21/16	Friday Hr 1	8-9p		:30				NM	2	\$5,000.00
		Q4 ISSUE CARD V8.23											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	----2--				2	\$2,500.00				
N 4	WRAL	10/24/16	10/24/16	Late News	11-1135p		:30				NM	2	\$4,000.00
		Q4 ISSUE CARD V8.23											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	2-----				2	\$2,000.00				
N 5	WRAL	10/24/16	10/24/16	Tonight Show	11:35p-1237xm		:30				NM	2	\$1,600.00
		Q4 ISSUE CARD V8.23											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	2-----				2	\$800.00				
N 6	WRAL	10/24/16	10/24/16	Late Night Seth Meyers	12:37 XM-1:37 XM		:30				NM	2	\$500.00
		Q4 ISSUE CARD V8.23											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	2-----				2	\$250.00				
N 7	WRAL	10/24/16	10/24/16	WRAL AM News 6-7a	6a-7a		:30				NM	2	\$4,000.00
		Q4 ISSUE CARD V8.23											

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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. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



**WRAL**  
**2619 Western Blvd.**  
**Raleigh, NC 27606**  
**(919)890-6000**

Contract / Revision	Alt Order #
167463 /	08364828

Contract Dates	Product	Estimate #
10/18/16 - 10/24/16	NRA-ILA 10/18	7770

Advertiser	Original Date / Revision
NRA-ILA	09/13/16 / 10/13/16

*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>				
Week:		10/24/16	10/30/16	2-----				2	\$2,000.00				
N 8	WRAL	10/22/16	10/22/16	Saturday Night Live	11:30p-1x		:30				NM	2	\$1,600.00
Q4 ISSUE CARD V8.23													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----2-				2	\$800.00				
N 9	WRAL	10/22/16	10/22/16	ACC Football	1230-330p		:30				NM	2	\$4,000.00
Q4 ISSUE CARD V8.23													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----2-				2	\$2,000.00				
N 10	WRAL	10/22/16	10/22/16	NBC Nightly News Sat	630p-7p		:30				NM	2	\$4,000.00
Q4 ISSUE CARD V8.23													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----2-				2	\$1,200.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Type</u>		
		1	WRAL	10/17/16-10/23/16	NBC Nightly News Sat	630p-7p	-----Sa--	:30	\$1,200.00		NM		
See MG 10.3													
		3	WRAL	10/18/16-10/23/16	Late News	11-1135p	-TuWThFSaSu	:30	\$2,800.00		NM		
Ⓜ MG for 1.2,1.1,10.1													
N 11	WRAL	10/23/16	10/23/16	WRAL SUN 6p News	6p-630p		:30				NM	2	\$2,800.00
Q4 ISSUE CARD V8.23													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----2				2	\$1,400.00				
N 12	WRAL	10/23/16	10/23/16	WRAL News Sunday	7a-9a		:30				NM	2	\$1,300.00
Q4 ISSUE CARD V8.23													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----2				2	\$650.00				
N 13	WRAL	10/20/16	10/20/16	Tonight Show	11:35p-1237xm		:30				NM	2	\$1,600.00
Q4 ISSUE CARD V8.23													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	---2---				2	\$800.00				
N 14	WRAL	10/20/16	10/20/16	Late Night Seth Meyers	12:37 XM-1:37 XM		:30				NM	2	\$500.00
Q4 ISSUE CARD V8.23													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	---2---				2	\$250.00				
N 15	WRAL	10/18/16	10/18/16	Tonight Show	11:35p-1237xm		:30				NM	2	\$1,600.00
Q4 ISSUE CARD V8.23													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-2-----				2	\$800.00				
N 16	WRAL	10/19/16	10/19/16	Tonight Show	11:35p-1237xm		:30				NM	2	\$1,600.00
Q4 ISSUE CARD V8.23													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	--2----				2	\$800.00				
N 17	WRAL	10/19/16	10/19/16	Late Night Seth Meyers	12:37 XM-1:37 XM		:30				NM	2	\$500.00
Q4 ISSUE CARD V8.23													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	--2----				2	\$250.00				
N 18	WRAL	10/19/16	10/19/16	WRAL 530p News	530-6p		:30				NM	2	\$4,400.00
Q4 ISSUE CARD V8.23													

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	--2----				2	\$2,200.00				
N 19	WRAL	10/19/16	10/19/16	WRAL AM News 6-7a	6a-7a		:30				NM	2	\$4,000.00
Q4 ISSUE CARD V8.23													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	--2----				2	\$2,000.00				
Totals								0.00				36	\$47,400.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/24/16	36	\$47,400.00	(\$7,110.00)	\$40,290.00
<b>Totals</b>	36	\$47,400.00	(\$7,110.00)	\$40,290.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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