

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE**

**STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WABG - TV Greenwood, MS	<b>Date:</b> 10/22/2018
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I, Jeff Scattergood,  
 being/on behalf of: Espy, Mike, a legally  
 qualified candidate of the Democratic political  
 party for the office of: US Senate  
 in the General  
 election to be held on: 11/06/2018  
 do hereby request station time as follows:

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

**SEE ATTACHED**

Date of First Broadcast: 10/23/2018                      Date of Last Broadcast: 10/29/2018

**Total Charges:** \$\*\*\*\*\*14,105.75 NET



I represent that the payment for the above described broadcast time has been furnished by:

MIKE ESPY FOR SENATE CAMPAIGN COMMITTEE

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

EUGENE CARLOS TANNER, Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

**To Be Signed By Candidate or Authorized Committee**

10/22/2018

Date



Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

Rebecca L Swan  
Signature

REBECCA L SWAN  
Printed Name

SR VP / N  
Title





125 West 55th St  
New York, NY 10019

Contract # 26227870      Changes as of: 10/24/2018 at 10:35 AM      Version: Current State Version 5  
 CPE: 1009/1160/6371      Flight: 10/23/18 - 10/29/18      Station: WABG  
 Agency: Canal Partners Media      Advertiser: Mike Espy for Senate      Market: Greenwood-Greenville  
 900 Circle 75 Parkway, SE      Product: Candidate      Office: WASHINGTON  
 Atlanta, GA 30339      Agency Order #: 7875877      Service: Nielsen  
 Buyer: Scattergood, Jeff      Primary Demo: Adults 35+  
 Salesperson: ASHLEY BOYLE      Assistant: ASHLEY BOYLE  
 202-955-5342      Separation:      Traffic #: 16782

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/23 - 10/29							Total Spots	Total \$	CPP*	GRP*
							10/23	10/24	10/25	10/26	10/27	10/28	10/29				
1	Tu-F-M 5a-5:30a		Ag Day	\$30.00	0	30	0	1	0	1	0	0	1	3	\$90.00	\$0.00	0.0
2	Tu-F-M 5:30a-6a		America This Morning	\$75.00	0	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
3	Tu-F-M 6a-7a		Delta Daybreak	\$90.00	0	30	1	2	2	2	0	0	2	9	\$810.00	\$0.00	0.0
4	Tu-F-M 7a-8a		Good Morning America	\$100.00	0	30	1	2	2	2	0	0	2	9	\$900.00	\$0.00	0.0
5	Tu-F-M 8a-9a		Good Morning America	\$100.00	0	30	1	2	2	2	0	0	2	9	\$900.00	\$0.00	0.0
6	Tu-F-M 9a-10a		Harry	\$90.00	0	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
7	Tu-F-M 10a-11a		The View	\$100.00	0	30	0	1	1	1	0	0	1	4	\$400.00	\$0.00	0.0
8	Tu-F-M 11a-12n		Steve Harvey	\$65.00	0	30	1	0	0	1	0	0	0	2	\$130.00	\$0.00	0.0
9	Tu-F-M 12n-1p		GMA Day	\$95.00	0	30	1	1	1	0	0	0	0	3	\$285.00	\$0.00	0.0
10	Tu-F-M 1p-2p		General Hospital	\$100.00	0	30	1	2	2	2	0	0	2	9	\$900.00	\$0.00	0.0
11	Tu-F-M 2p-3p		The Doctors	\$60.00	0	30	1	0	1	0	0	0	0	2	\$120.00	\$0.00	0.0
12	Tu-F-M 3p-4p		Dr. Oz	\$65.00	0	30	1	1	1	0	0	0	1	4	\$260.00	\$0.00	0.0
13	Tu-F-M 4p-5p		Dr. Phil	\$80.00	0	30	1	2	2	2	0	0	2	9	\$720.00	\$0.00	0.0
14	Tu-F-M 5p-5:30p		WABG News at 5PM	\$180.00	0	30	0	1	1	1	0	0	1	4	\$720.00	\$0.00	0.0
15	Tu-F-M 5:30p-6p		ABC World News Now	\$300.00	0	30	1	1	1	1	0	0	1	5	\$1,500.00	\$0.00	0.0
16	Tu-F-M 6p-6:30p		WABG News at 6PM	\$275.00	0	30	1	2	2	2	0	0	2	9	\$2,475.00	\$0.00	0.0
17	Tu-F-M 6:30p-7p		Entertainment Tonight	\$150.00	0	30	1	1	1	1	0	0	1	5	\$750.00	\$0.00	0.0
18	Tu-F-M 10p-10:35p		WABG News at 10PM	\$240.00	0	30	1	1	1	1	0	0	1	5	\$1,200.00	\$0.00	0.0
19	Tu-F-M 10:35p-11:35p		Jimmy Kimmel Live	\$100.00	0	30	1	1	1	1	0	0	0	4	\$400.00	\$0.00	0.0
20	M 7p-9p		Dancing With the Stars-ABC	\$575.00	0	30	0	0	0	0	0	0	1	1	\$575.00	\$0.00	0.0



125 West 55th St  
New York, NY 10019

Contract # 26227870

Changes as of: 10/24/2018 at 10:35 AM

Version: Current State Version 5

CPE: 1009/160/6371

Flight: 10/23/18 - 10/29/18

Station: WABG

Con Type: POLITICAL/NOTE

Agency: Canal Partners Media  
900 Circle 75 Parkway,  
SE  
Atlanta, GA 30339

Advertiser: Mike Espy for Senate  
Product: Candidate

Market: Greenwood-Greenville  
Office: WASHINGTON

Total Spots: 113  
Total \$: \$16,595.00

Agency Order #: 7875877

Buyer: Scattergood, Jeff

Service: Nielsen

Total CPP: \$0.00

Salesperson: ASHLEY BOYLE

Primary Demo: Adults 35+

Total GRP:

Separation:

Assistant: ASHLEY BOYLE

Traffic #: 16782

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/23 - 10/29							Total Spots	Total \$	CPP*	GRP*
							10/23	10/24	10/25	10/26	10/27	10/28	10/29				
21	Th 7p-8p		Grey's Anatomy-ABC	\$625.00	0	30	0	0	1	0	0	0	0	1	\$625.00	\$0.00	0.0
22	Th 8p-9p		Station 19-ABC	\$400.00	0	30	0	0	1	0	0	0	0	1	\$400.00	\$0.00	0.0
23	Sa 6a-7a		This Week In Agr-Business	\$50.00	0	30	0	0	0	1	0	0	0	1	\$50.00	\$0.00	0.0
24	Sa 11a-2:30p		ABC College Football Early Game	\$400.00	0	30	0	0	0	1	0	0	0	1	\$400.00	\$0.00	0.0
25	Sa 10p-10:35p		Delta News At 10PM	\$150.00	0	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
26	Sa 10:35p-11:05p		Modern Family	\$40.00	0	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
27	Su 7a-8a		Good Morning America Weekend	\$50.00	0	30	0	0	0	0	1	0	0	1	\$50.00	\$0.00	0.0
28	Su 9:30a-10:30a		This Week	\$110.00	0	30	0	0	0	0	1	0	0	1	\$110.00	\$0.00	0.0
29	Su 5:30p-6p		ABC Evening News	\$185.00	0	30	0	0	0	0	1	0	0	1	\$185.00	\$0.00	0.0
30	Su 10p-10:35p		Delta News at 10PM	\$150.00	0	30	0	0	0	0	1	0	0	1	\$150.00	\$0.00	0.0
31	Su 10:35p-11p		Local Sunday Sports	\$175.00	0	30	0	0	0	0	1	0	0	1	\$175.00	\$0.00	0.0
32	Su 11p-12m		Scandal	\$90.00	0	30	0	0	0	0	1	0	0	1	\$90.00	\$0.00	0.0
33	M 9p-10p		The Good Doctor-ABC	\$400.00	0	30	0	0	0	0	0	1	0	1	\$400.00	\$0.00	0.0
34	Sa 7a-8a		Good Morning America Weekend	\$50.00	0	30	0	0	0	1	0	0	0	1	\$50.00	\$0.00	0.0
35	Tu-F 9a-10a		Live with Kelly	\$75.00	0.0	30	0	1	0	0	0	0	1	2	\$150.00	\$0.00	0.0
36	Tu-F 10a-11a		The View	\$100.00	0.0	30	1	0	0	0	0	0	0	1	\$100.00	\$0.00	0.0
37	Sa 10:30p-11p		Delta News At 10PM	\$150.00	0.0	30	0	0	0	0	0	1	1	1	\$150.00	\$0.00	0.0
38	Su 9p-10p		Alec Baldwin Show	\$375.00	0.0	30	0	0	0	0	0	1	1	1	\$375.00	\$0.00	0.0
TOTALS:							15	22	23	20	3	6	24	113	\$16,595.00	\$0.00	0.0



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New York, NY 10019

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CPE: 1009/1160/6371 Flight: 10/23/18 - 10/29/18 Station: WABG  
 Agency: Canal Partners Media Advertiser: Mike Espy for Senate Market: Greenwood-Greenville  
 900 Circle 75 Parkway, SE Product: Candidate Office: WASHINGTON  
 Atlanta, GA 30339 Agency Order #: 7875877 Service: Nielsen  
 Buyer: Scattergood, Jeff Primary Demo: Adults 35+  
 Salesperson: ASHLEY BOYLE Assistant: ASHLEY BOYLE  
 202-955-5342 Separation: 202-955-5342  
 Total CPP: \$0.00  
 Total GRP: 16782  
 Traffic #: 16782

Special Instructions

Order Level Comments

Date/Time	Added by	Comment
10/23/18 2:40 PM	ASHLEY BOYLE	per jeff
10/23/18 2:16 PM	Erin Ice	Line 2 is NA. No breaks in this program.
10/23/18 11:46 AM	System	Notice Received.
10/23/18 10:39 AM	GOTOSTRATA1114652	Separation: 30
10/23/18 9:20 AM	ASHLEY BOYLE	Separation: 30
10/23/18 8:09 AM	System	Notice Received.
10/23/18 8:07 AM	Erin Ice	Line 6 is LIVE WITH KELLY Line 32 is MADAM SECRETARY
10/22/18 10:15 AM	System	Separation: 30 Syndication changed in September.
10/22/18 9:06 AM	ASHLEY BOYLE	Notice Received. Separation: 30

Competitive Information	
Market Budget:	\$23,436
WABG Share:	55%
Comment:	
EABG:	6%
WNEB:	1%
WXVT:	38%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
Total	100%	113	\$16,595.00	N/A	0.0

Monthly Summary			
Month	Spots	Dollars	
2018-Oct	89	\$12,465.00	
2018-Nov	24	\$4,130.00	
Total	113	\$16,595.00	

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Makegood 2	10/23/18 2:16 PM	Erin Ice	Confirmed	5	8	\$0	\$0	Changes: Total Spots from 116 to 113. 9 buylines added or modified.
Revision	10/23/18 10:39 AM	GOTOSTRATA1114652	Confirmed	28		\$3,610.00	\$0	Changes: Total \$ from \$12,985.00 to \$16,595.00, Total Spots from 88 to 116. 10 buylines added or modified.
Revision	10/23/18 9:20 AM	ASHLEY BOYLE	Confirmed			\$0	\$0	Changes: Demo Meta to [R16]. 2 buylines added or modified.
Makegood 1	10/23/18 8:07 AM	Erin Ice	Confirmed			\$0	\$0	
Revision	10/22/18 1:01 PM	GOTOSTRATA1114652	Confirmed	11	10	\$95.00	\$12,985.00	Changes: Total \$ from \$12,890.00 to \$12,985.00, Total Spots from 87 to 88. 10 buylines added or modified.
New	10/22/18 9:06 AM	ASHLEY BOYLE	Confirmed	87		\$12,890.00	\$12,890.00	

Non-Discrimination Policy  
 PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS 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.