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|---|
| <b>WUTV/WNYO Political File Checklist</b> |
|---|

Candidate: Cuomo/Hochul  
Agency: AKPD Message & Media  
Flight Dates: 10/27 - 11/3/14

Rep: Laura Heinrich  
Today's Date: 10/28/14  
Contract #: 1960515

☐☒

Copy of Sales Order

☐☒

Copy of NAB Form

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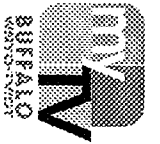
Copy of Check

☐☐

Complete packets go to public file

**These records contain:**

1. The issue to which the ad refers
2. Whether the request was accepted or rejected by the station
3. The rate charged for the time
4. The dates and times on which the ads aired (if applicable)
5. The class of time that was purchased (if applicable)
6. The name of the entity purchasing/requesting the time including name,



WNYO Buffalo  
699 Hertel Ave, Suite 100  
Buffalo, NY 14207

AKPD Message & Media  
730 N Franklin  
Ste 404  
Chicago, IL 60654

# Contract # 1960515

**Schedule Dates** 10/27/14-11/03/14  
**Advertiser** Cuomo Hochul-D (93840)  
**Agency** AKPD Message & Media (6417)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** CUOMO/HOCHUL (670993)  
**Salesperson** Millennium/CHI, Chicago (1094)  
**Sales Office** Millennium Chicago  
**Buyer Name** SILVERMA,VIVIAN  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** CUOMO/HOCHUL  
CUOMO/HOCHUL  
LAURA HEINRICH

**Date Entered** 10/24/14  
**Last Modified** 10/27/14  
**Entered By** Kitty Hotes  
**CO-OP** No  
**Headline #** ECR10451577  
**Demo** A35+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$159.75  
**Net Total** \$905.25  
**Sales Tax**

| By Broadcast Month  | Spots     | Rate              |
|---------------------|-----------|-------------------|
| Nov. 2014           | 20        | \$1,065.00        |
| <b>Grand Total:</b> | <b>20</b> | <b>\$1,065.00</b> |

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times             | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate    | Total   | Station        | Comments        | Entered  |
|------|--------------------------------|-------------------|-----|--------|-----------------------|-----|----|----|----|----|----|----|----|-------|---------|---------|----------------|-----------------|----------|
| 1.0  | Normal Line / SPOT (1)         | 10/27/14-10/31/14 | 1   | :30    | 4P- Steve Wilkos Show | 1   | X  | X  | X  | X  | X  |    |    | 1     | \$40.00 | \$40.00 | Buffalo (WNYO) | STEVE WILKOS    | 10/24/14 |
| 2.0  | Normal Line / SPOT (3)         | 10/27/14-10/27/14 | 1   | :30    | 5P- Peoples Court     | 1   | 1  |    |    |    |    |    |    | 1     | \$50.00 | \$50.00 | Buffalo (WNYO) | PEOPLES COURT   | 10/24/14 |
| 3.0  | Normal Line / SPOT (8)         | 10/27/14-10/27/14 | 1   | :30    | 6P- 7P (EST)          | 1   | 1  |    |    |    |    |    |    | 1     | \$70.00 | \$70.00 | Buffalo (WNYO) | CELEB NAME GAME | 10/24/14 |
| 4.0  | Normal Line / SPOT (13)        | 10/27/14-10/27/14 | 1   | :30    | 11P- 12A (EST)        | 1   | 1  |    |    |    |    |    |    | 1     | \$35.00 | \$35.00 | Buffalo (WNYO) | MODERN FAMILY   | 10/24/14 |
| 5.0  | Normal Line / SPOT (2)         | 10/30/14-10/30/14 | 1   | :30    | 4P- Steve Wilkos Show | 1   |    |    |    | 1  |    |    |    | 1     | \$40.00 | \$40.00 | Buffalo (WNYO) | STEVE WILKOS    | 10/27/14 |
| 6.0  | Normal Line / SPOT (4)         | 10/28/14-10/28/14 | 1   | :30    | 5P- Peoples Court     | 1   |    |    | 1  |    |    |    |    | 1     | \$50.00 | \$50.00 | Buffalo (WNYO) | PEOPLES COURT   | 10/27/14 |
| 7.0  | Normal Line / SPOT (5)         | 10/29/14-10/29/14 | 1   | :30    | 5P- Peoples Court     | 1   |    |    | 1  |    |    |    |    | 1     | \$50.00 | \$50.00 | Buffalo (WNYO) | PEOPLES COURT   | 10/27/14 |
| 8.0  | Normal Line / SPOT (6)         | 10/30/14-10/30/14 | 1   | :30    | 5P- Peoples Court     | 1   |    |    |    | 1  |    |    |    | 1     | \$50.00 | \$50.00 | Buffalo (WNYO) | PEOPLES COURT   | 10/27/14 |
| 9.0  | Normal Line / SPOT (7)         | 10/31/14-10/31/14 | 1   | :30    | 5P- Peoples Court     | 1   |    |    |    |    | 1  |    |    | 1     | \$50.00 | \$50.00 | Buffalo (WNYO) | PEOPLES COURT   | 10/27/14 |
| 10.0 | Normal Line / SPOT (9)         | 10/29/14-10/29/14 | 1   | :30    | 6P- 7P (EST)          | 1   |    |    | 1  |    |    |    |    | 1     | \$70.00 | \$70.00 | Buffalo (WNYO) | CELEB NAME GAME | 10/27/14 |
| 11.0 | Normal Line / SPOT (11)        | 10/30/14-10/30/14 | 1   | :30    | 10P- Mike and Molly 2 | 1   |    |    |    | 1  |    |    |    | 1     | \$50.00 | \$50.00 | Buffalo (WNYO) | MIKE & MOLLY    | 10/27/14 |
| 12.0 | Normal Line / SPOT (12)        | 10/31/14-10/31/14 | 1   | :30    | 10P- Mike and Molly 2 | 1   |    |    |    |    | 1  |    |    | 1     | \$50.00 | \$50.00 | Buffalo (WNYO) | MIKE & MOLLY    | 10/27/14 |
| 13.0 | Normal Line / SPOT (14)        | 10/30/14-10/30/14 | 1   | :30    | 11P- 12A (EST)        | 1   |    |    |    | 1  |    |    |    | 1     | \$35.00 | \$35.00 | Buffalo (WNYO) | MODERN FAMILY   | 10/27/14 |

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

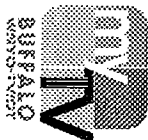
Date:

Accepted-Station

Date:

Comments:

*[Signature]* 11/3/14



WNYO Buffalo  
699 Hertel Ave, Suite 100  
Buffalo, NY 14207

AKPD Message & Media  
730 N Franklin  
Ste 404  
Chicago, IL 60654

## Contract # 1960515

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**Advertiser** Cuomo Hochul-D (93840)  
**Agency** AKPD Message & Media (6417)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** CUOMO/HOCHUL (670993)  
**Salesperson** Millennium/CHI, Chicago (1094)  
**Sales Office** Millennium Chicago  
**Buyer Name** SILVERMA, VIVIAN  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** CUOMO/HOCHUL  
CUOMO/HOCHUL  
LAURA HEINRICH

**Date Entered** 10/24/14  
**Last Modified** 10/27/14  
**Entered By** Kitty Hobbes  
**CO-OP** No  
**Headline #** ECR10451577  
**Demo** A35+-R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$159.75  
**Net Total** \$905.25  
**Sales Tax**

**Buffalo (WNYO)**  
**By Broadcast Month**  
Nov. 2014  
Grand Total:  

| Spots | Rate       |
|-------|------------|
| 20    | \$1,065.00 |
| 20    | \$1,065.00 |

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times                           | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate    | Total   | Station        | Comments      | Entered  |
|------|--------------------------------|-------------------|-----|--------|-------------------------------------|-----|----|----|----|----|----|----|----|-------|---------|---------|----------------|---------------|----------|
| 14.0 | Normal Line / SPOT (15)        | 10/31/14-10/31/14 | 1   | :30    | 11P-12A (EST)                       |     |    |    |    |    | 1  |    |    | 1     | \$35.00 | \$35.00 | Buffalo (WNYO) | MODERN FAMILY | 10/27/14 |
| 15.0 | Normal Line / SPOT (16)        | 11/03/14-11/03/14 | 1   | :30    | 11P-12A (EST)                       |     | 1  |    |    |    |    |    |    | 1     | \$35.00 | \$35.00 | Buffalo (WNYO) | MODERN FAMILY | 10/27/14 |
| 16.0 | Normal Line / Prime (17)       | 10/29/14-10/29/14 | 1   | :30    | 8P-MYN-The Walking Dead (Wednesday) |     |    |    | 1  |    |    |    |    | 1     | \$75.00 | \$75.00 | Buffalo (WNYO) | WALKING DEAD  | 10/27/14 |
| 17.0 | Normal Line / SPOT (18)        | 10/31/14-10/31/14 | 1   | :30    | 8P-MYN-Bones (Friday)               |     |    |    |    |    | 1  |    |    | 1     | \$50.00 | \$50.00 | Buffalo (WNYO) | BONES         | 10/27/14 |
| 18.0 | Normal Line / Prime (19)       | 10/31/14-10/31/14 | 1   | :30    | 9P-MYN-Bones 2 (Friday)             |     |    |    |    |    | 1  |    |    | 1     | \$50.00 | \$50.00 | Buffalo (WNYO) | BONES         | 10/27/14 |
| 19.0 | Normal Line / SPOT (20)        | 11/02/14-11/02/14 | 1   | :30    | 7P-Bones WKND 2                     |     |    |    |    |    |    |    | 1  | 1     | \$90.00 | \$90.00 | Buffalo (WNYO) | BONES         | 10/27/14 |
| 20.0 | Normal Line / Prime (21)       | 11/02/14-11/02/14 | 1   | :30    | 8P-Bones WKND                       |     |    |    |    |    |    |    | 1  | 1     | \$90.00 | \$90.00 | Buffalo (WNYO) | BONES         | 10/27/14 |

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

# ORDER WORKSHEET

Rep Order# 10451577 Ver# 3 Status Revised Traffic Order# 1960515 Printed: 11/03/14 2:29 PM 1 of 2  
 EC'd Yes Last Received: 11/03/14 12:19 PM  
 Showing Buylines: All Rep Revised Lines

Station WNYO-TV BUFFALO NY  
 Advertiser (NW80) POLITICAL  
 Product CUOMO/HOCHUL  
 Estimate#  
 Buyer VIVIAN SILVERMAN  
 Agency (AKPD) AKPD MESSAGE & MEDIA  
 703 N. FRANKLIN  
 CHICAGO, IL 60654  
 Agency C/P1/P2/E  
 Flight Dates 10/27/14-11/04/14  
 Rep Firm MILLENNIUM SALES & MARKETING  
 Sales Office (CH) CHICAGO  
 Salesperson (LZ2) LAURA HEINRICH  
 Sales Assistant CHELSEA  
 Salesperson Phone# 312-832-6613  
 Salesperson Fax# 917-206-9920

## --- CONTRACT COMMENT ---

CUOMO/HOCHUL

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* 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 COMMUNICATIONS, INC. (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.

## --- REMARKS ---

11/3/14 V.3 PLS SEE LN 10 FOR CREDIT REVISED TOTAL: 1065...PREV TOT: 1115 PLS CNF THANKS, CHELSEA

| Ln  | Dates       | Time      | Program      | Len | Rate    | Day | Spots/<br>Week | Num of<br>Weeks | Total<br>Spots | Total Cost | RTG/TMP |
|---|-------------|-----------|--------------|-----|---------|-----|----------------|-----------------|----------------|------------|---------|
| 10*                                       | 10/28-10/28 | 10P-1030P | MIKE & MOLLY | 30  | \$50.00 | Tu  | 0              | 1               | 0              | \$0.00     | -       |
| CREDIT WAS TAKEN FOR SPOT ON 10/28 (1/WK) |             |           |              |     |         |     |                |                 |                |            |         |
| V3 Effective Dates Changed                |             |           |              |     |         |     |                |                 |                |            |         |

## ---REPORT TOTALS---

Report Totals: 0 / \$0.00

## ---SALES MONTHLY TOTALS---

Nov2014: 20 / \$1,065.00  
 Order Totals: 20 / \$1,065.00  
 Total GRPS: 0.0

## --- COMPETITIVE ---

Market Totals \$99,532.71  
 CABL .00% UNKN .00% WGRZ 35.44% WIVB 45.70% WKBW 9.57%  
 WNLO 5.36% WNYO 1.07% WUTV 2.85%

Books [null]  
 Demos RA35+P

ORDER WORKSHEET

Rep Order# 10451577 Ver# 3  
EC'd Yes

Status Revised

Traffic Order# 1960515

Last Received:

Printed: 11/03/14 2:29 PM

2 of 2

Showing Buylines:

All Rep Revised Lines

Station WNYO-TV BUFFALO NY  
Advertiser (NW80) POLITICAL  
Product CUOMO/HOCHUL  
Estimate#  
Buyer VIVIAN SILVERMAN

Agency (AKPD) AKPD MESSAGE & MEDIA

703 N. FRANKLIN  
CHICAGO, IL 60654

Agency C/P1/P2/E

Flight Dates 10/27/14-11/04/14

Rep Firm MILLENNIUM SALES & MARKETING

Sales Office (CH) CHICAGO

Salesperson (LZZ) LAURA HEINRICH

Sales Assistant CHELSEA

Salesperson Phone# 312-832-6613

Salesperson Fax# 917-206-9920

--- CREDIT RISK ---

STANDARD CREDIT TERMS

# ORDER WORKSHEET

Rep Order# 10451577 Ver# 2

Status Returned

Traffic Order# 1960515

Last Received:

11/03/14 10:59 AM

1 of 2

Showing Buylines:

Last Station Changes

Station WNYO-TV BUFFALO NY  
Advertiser (NW80) POLITICAL  
Product CUOMO/HOCHUL  
Estimate#  
Buyer VIVIAN SILVERMAN

Agency (AKPD) AKPD MESSAGE & MEDIA  
703 N. FRANKLIN  
CHICAGO, IL 60654  
Agency C/P1/P2/E  
Flight Dates 10/27/14-11/04/14

Rep Firm MILLENNIUM SALES & MARKETING  
Sales Office (CH) CHICAGO  
Salesperson (LZ2) LAURA HEINRICH  
Sales Assistant CHELSEA  
Salesperson Phone# 312-832-6613  
Salesperson Fax# 917-206-9920

## --- CONTRACT COMMENT ---

CUOMO/HOCHUL

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## --- REMARKS ---

PLS SEE LINE 10. PLS REVISE. TKS KITTY.

| Ln   | Dates       | Time      | Program      | Len | Rate    | Day | Spots/<br>Week | Num of<br>Weeks | Total<br>Spots | Total Cost | RTG/IMP |
|--|-------------|-----------|--------------|-----|---------|-----|----------------|-----------------|----------------|------------|---------|
| 10*  | 10/28-10/28 | 10P-1030P | MIKE & MOLLY | 30  | \$50.00 | Tu  | 1              | 1               | 1              | \$50.00    | -       |
| Station remark: V2 1X SPOT NA. PLS REVISE TOTAL. |             |           |              |     |         |     |                |                 |                |            |         |

## ---REPORT TOTALS---

Report Totals: 1 / \$50.00

## ---SALES MONTHLY TOTALS---

Nov2014: 21/ \$1,115.00

Order Totals: 21 / \$1,115.00 Total GRPS: 0.0

## --- COMPETITIVE ---

|               |              |            |            |             |             |            |
|---------------|--------------|------------|------------|-------------|-------------|------------|
| Market Totals | \$104,205.61 | CABL .00%  | UNKN .00%  | WGRZ 35.44% | WIVB 45.70% | WKBW 9.57% |
|               |              | WNLO 5.36% | WNYO 1.07% | WUTV 2.85%  |             |            |

Books [null]  
Demos RA35+P

ORDER WORKSHEET

Rep Order# 10451577 Ver# 2  
EC'd Yes

Status Returned

Traffic Order# 1960515

Printed: 11/03/14 10:59 AM

2 of 2

Last Received:  
Showing Buylines:

11/03/14 10:59 AM  
Last Station Changes

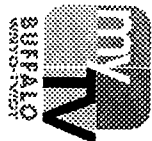
Station WNYO-TV BUFFALO NY  
Advertiser (NW80) POLITICAL  
Product CUOMO/HOCHUL  
Estimate#  
Buyer VIVIAN SILVERMAN

Agency (AKPD) AKPD MESSAGE & MEDIA  
703 N. FRANKLIN  
CHICAGO, IL 60654  
Agency C/P1/P2/E  
Flight Dates 10/27/14-11/04/14

Rep Firm MILLENNIUM SALES & MARKETING  
Sales Office (CH) CHICAGO  
Salesperson (LZ2) LAURA HEINRICH  
Sales Assistant CHELSEA  
Salesperson Phone# 312-832-6613  
Salesperson Fax# 917-206-9920

--- CREDIT RISK ---

STANDARD CREDIT TERMS



WNYO Buffalo  
699 Hertel Ave, Suite 100  
Buffalo, NY 14207

AKPD Message & Media  
730 N Franklin  
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Chicago, IL 60654

# Contract # 1960515

Schedule Dates 10/27/14-11/03/14

Advertiser Cuomo Hochul-D (93840)

Agency AKPD Message & Media (6417)

Product POLITICAL CANDIDATE (ns) (1186)

Brand CUOMO/HOCHUL (670993)

Salesperson Millennium/CHL, Chicago (1094)

Sales Office Millennium Chicago

Buyer Name SILVERMAN, VIVIAN

Phone/Fax /

CPE N/A

Account Types National/Political Candidate Agency BRD

Billing Type Weekly/Irregular

Comments CUOMO/HOCHUL  
CUOMO/HOCHUL  
LAURA HEINRICH

Date Entered 10/24/14

Last Modified 10/24/14

Entered By Kity Hotles

CO-OP No

Headline # ECR10451577

Demo A35+R

Order Type Normal

Package Deal

Commission % 15.00

Commission \$167.25

Net Total \$947.75

Sales Tax

By Broadcast Month

Nov. 2014

Grand Total:

Spots

21

21

Rate

\$1,115.00

\$1,115.00

## INCOMPLETE CONTRACT

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

| Line    | Line Type / Break Type (Ref #)          | Dates             | Sec | Length | Run Times             | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate    | Total   | Station        | Comments        | Entered  |
|---------|---|-------------------|-----|--------|-----------------------|-----|----|----|----|----|----|----|----|-------|---------|---------|----------------|-----------------|----------|
| 1.0     | Normal Line / SPOT (1)                  | 10/27/14-10/31/14 | 1   | :30    | 4P- Steve Wilkos Show | 1   | X  | X  | X  | X  | X  |    |    | 1     | \$40.00 | \$40.00 | Buffalo (WNYO) | STEVE WILKOS    | 10/24/14 |
| 2.0     | Normal Line / SPOT (3)                  | 10/27/14-10/27/14 | 1   | :30    | 5P- Peoples Court     | 1   |    |    |    |    |    |    |    | 1     | \$50.00 | \$50.00 | Buffalo (WNYO) | PEOPLES COURT   | 10/24/14 |
| Est 2.0 | Unapproved (NewL) on credit hold / SPOT | 10/30/14-10/30/14 | 1   | :30    | 4P- Steve Wilkos Show |     |    |    |    | 1  |    |    |    | 1     | \$40.00 | \$40.00 | Buffalo (WNYO) | STEVE WILKOS    | 10/27/14 |
| 3.0     | Normal Line / SPOT (8)                  | 10/27/14-10/27/14 | 1   | :30    | 6P- 7P (EST)          | 1   |    |    |    |    |    |    |    | 1     | \$70.00 | \$70.00 | Buffalo (WNYO) | CELEB NAME GAME | 10/24/14 |
| 4.0     | Normal Line / SPOT (13)                 | 10/27/14-10/27/14 | 1   | :30    | 11P- 12A (EST)        | 1   |    |    |    |    |    |    |    | 1     | \$35.00 | \$35.00 | Buffalo (WNYO) | MODERN FAMILY   | 10/24/14 |
| Est 4.0 | Unapproved (NewL) on credit hold / SPOT | 10/28/14-10/28/14 | 1   | :30    | 5P- Peoples Court     |     |    | 1  |    |    |    |    |    | 1     | \$50.00 | \$50.00 | Buffalo (WNYO) | PEOPLES COURT   | 10/27/14 |
| Est 5.0 | Unapproved (NewL) on credit hold / SPOT | 10/29/14-10/29/14 | 1   | :30    | 5P- Peoples Court     |     |    |    | 1  |    |    |    |    | 1     | \$50.00 | \$50.00 | Buffalo (WNYO) | PEOPLES COURT   | 10/27/14 |
| Est 6.0 | Unapproved (NewL) on credit hold / SPOT | 10/30/14-10/30/14 | 1   | :30    | 5P- Peoples Court     |     |    |    |    | 1  |    |    |    | 1     | \$50.00 | \$50.00 | Buffalo (WNYO) | PEOPLES COURT   | 10/27/14 |
| Est 7.0 | Unapproved (NewL) on credit hold / SPOT | 10/31/14-10/31/14 | 1   | :30    | 5P- Peoples Court     |     |    |    |    |    | 1  |    |    | 1     | \$50.00 | \$50.00 | Buffalo (WNYO) | PEOPLES COURT   | 10/27/14 |
| Est 9.0 | Unapproved (NewL) on credit hold / SPOT | 10/29/14-10/29/14 | 1   | :30    | 6P- 7P (EST)          |     |    | 1  |    |    |    |    |    | 1     | \$70.00 | \$70.00 | Buffalo (WNYO) | CELEB NAME GAME | 10/27/14 |

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

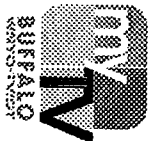
Date:

Accepted-Station:

Date:

Comments:

*Handwritten signature and date 10/27/14*



WNYO Buffalo  
699 Hertel Ave, Suite 100  
Buffalo, NY 14207

AKPD Message & Media  
730 N Franklin  
Ste 404  
Chicago, IL 60654

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Comments CUOMO/HOCHUL  
CUOMO/HOCHUL  
LAURA HEINRICH

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Entered By Kitty Holmes  
CO-OP No  
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Package Deal  
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Net Total \$947.75  
Sales Tax

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By Broadcast Month  
Nov. 2014 21 \$1,115.00  
Grand Total: 21 \$1,115.00

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

# INCOMPLETE CONTRACT

| Line     | Line Type / Break Type (Ref #)           | Dates             | Sec | Length | Run Times                            | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate    | Total   | Station        | Comments      | Entered  |
|----------|--|-------------------|-----|--------|--------------------------------------|-----|----|----|----|----|----|----|----|-------|---------|---------|----------------|---------------|----------|
| Est 10.0 | Unapproved (NewL) on credit hold / SPOT  | 10/28/14-10/28/14 | 1   | :30    | 10P- Mike and Molly 2                |     |    | 1  |    |    |    |    |    | 1     | \$50.00 | \$50.00 | Buffalo (WNYO) | MIKE & MOLLY  | 10/27/14 |
| Est 11.0 | Unapproved (NewL) on credit hold / SPOT  | 10/30/14-10/30/14 | 1   | :30    | 10P- Mike and Molly 2                |     |    |    | 1  |    |    |    |    | 1     | \$50.00 | \$50.00 | Buffalo (WNYO) | MIKE & MOLLY  | 10/27/14 |
| Est 12.0 | Unapproved (NewL) on credit hold / SPOT  | 10/31/14-10/31/14 | 1   | :30    | 10P- Mike and Molly 2                |     |    |    |    | 1  |    |    |    | 1     | \$50.00 | \$50.00 | Buffalo (WNYO) | MIKE & MOLLY  | 10/27/14 |
| Est 14.0 | Unapproved (NewL) on credit hold / SPOT  | 10/30/14-10/30/14 | 1   | :30    | 11P- 12A (EST)                       |     |    |    |    | 1  |    |    |    | 1     | \$35.00 | \$35.00 | Buffalo (WNYO) | MODERN FAMILY | 10/27/14 |
| Est 15.0 | Unapproved (NewL) on credit hold / SPOT  | 10/31/14-10/31/14 | 1   | :30    | 11P- 12A (EST)                       |     |    |    |    |    | 1  |    |    | 1     | \$35.00 | \$35.00 | Buffalo (WNYO) | MODERN FAMILY | 10/27/14 |
| Est 16.0 | Unapproved (NewL) on credit hold / SPOT  | 11/03/14-11/03/14 | 1   | :30    | 11P- 12A (EST)                       |     |    |    |    |    |    | 1  |    | 1     | \$35.00 | \$35.00 | Buffalo (WNYO) | MODERN FAMILY | 10/27/14 |
| Est 17.0 | Unapproved (NewL) on credit hold / Prime | 10/29/14-10/29/14 | 1   | :30    | 8P- MYN-The Walking Dead (Wednesday) |     |    |    |    |    |    |    | 1  | 1     | \$75.00 | \$75.00 | Buffalo (WNYO) | WALKING DEAD  | 10/27/14 |
| Est 18.0 | Unapproved (NewL) on credit hold / SPOT  | 10/31/14-10/31/14 | 1   | :30    | 8P- MYN-Bones (Friday)               |     |    |    |    |    |    |    | 1  | 1     | \$50.00 | \$50.00 | Buffalo (WNYO) | BONES         | 10/27/14 |
| Est 19.0 | Unapproved (NewL) on credit hold / Prime | 10/31/14-10/31/14 | 1   | :30    | 9P- MYN-Bones 2 (Friday)             |     |    |    |    |    |    |    | 1  | 1     | \$50.00 | \$50.00 | Buffalo (WNYO) | BONES         | 10/27/14 |

## CONFIRMATION CONTRACT

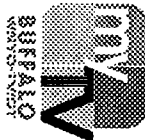
Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WNYO Buffalo  
699 Hertel Ave, Suite 100  
Buffalo, NY 14207

AKPD Message & Media  
730 N Franklin  
Ste 404  
Chicago, IL 60654

## Contract # 1960515

### Schedule Dates

10/27/14-11/03/14

### Advertiser

Cuomo Hochul-D (93840)

### Agency

AKPD Message & Media (6417)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

CUOMO/HOCHUL (670993)

### Salesperson

Millennium/CHL Chicago (1094)

### Sales Office

Millennium Chicago

### Buyer Name

SILVERMA, VYJIAN

### Phone/Fax

/

### CPE

N/A

### Account Types

National/Political Candidate Agency BRD

### Billing Type

Weekly/Irregular

### Comments

CUOMO/HOCHUL  
CUOMO/HOCHUL  
LAURA HEINRICH

### Date Entered

10/24/14

### Last Modified

10/24/14

### Entered By

Kitty Holmes

### CO-OP

No

### Headline #

ECR10451577

### Demo

A35+R

### Order Type

Normal

### Package Deal

### Commission %

15.00

### Commission

\$167.25

### Net Total

\$947.75

### Sales Tax

### Buffalo (WNYO)

#### By Broadcast Month

| Month               | Spots     | Rate              |
|---------------------|-----------|-------------------|
| Nov. 2014           | 21        | \$1,115.00        |
| <b>Grand Total:</b> | <b>21</b> | <b>\$1,115.00</b> |

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

# INCOMPLETE CONTRACT

| Line     | Line Type / Break Type (Ref #)           | Dates             | Sec | Length | Run Times       | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate    | Total   | Station        | Comments | Entered  |
|----------|--|-------------------|-----|--------|-----------------|-----|----|----|----|----|----|----|----|-------|---------|---------|----------------|----------|----------|
| Est 20.0 | Unapproved (NewL) on credit hold / SPOT  | 11/02/14-11/02/14 | 1   | :30    | P- Bones WKND 2 |     |    |    |    |    |    |    | 1  | 1     | \$90.00 | \$90.00 | Buffalo (WNYO) | BONES    | 10/27/14 |
| Est 21.0 | Unapproved (NewL) on credit hold / Prime | 11/02/14-11/02/14 | 1   | :30    | BP- Bones WKND  |     |    |    |    |    |    |    | 1  | 1     | \$90.00 | \$90.00 | Buffalo (WNYO) | BONES    | 10/27/14 |

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

# ORDER WORKSHEET

Rep Order# 10451577 Ver# 1 Status New  
EC'd Yes

Traffic Order#

1960575

Printed:

10/24/14 2:10 PM

1 of 3

Last Received:

10/24/14 1:35 PM

Showing Buylines:

All Rep Changes or Last Station Changes

Station WNYO-TV BUFFALO NY  
Advertiser (NW80) POLITICAL  
Product CUOMO/HOCHUL  
Estimate#  
Buyer VIVIAN SILVERMAN

Agency (AKPD) AKPD MESSAGE & MEDIA

703 N. FRANKLIN  
CHICAGO, IL 60654

Agency C/P1/P2/E

Flight Dates 10/27/14-11/04/14

Rep Firm MILLENNIUM SALES & MARKETING  
Sales Office (CH) CHICAGO  
Salesperson (LZ2) LAURA HEINRICH

Sales Assistant CHELSEA  
Salesperson Phone# 312-832-6613

Salesperson Fax# 917-206-9920

## --- CONTRACT COMMENT ---

CUOMO/HOCHUL

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* 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 COMMUNICATIONS, INC. (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.

## --- REMARKS ---

NEW ORD, STARTS MON PLS CNF THANKS, CHELSEA

| Ln | Dates       | Time      | Program         | Len | Rate    | Day | Spots/<br>Week | Num of<br>Weeks | Total<br>Spots | Total Cost | RTG/IMP |
|----|-------------|-----------|-----------------|-----|---------|-----|----------------|-----------------|----------------|------------|---------|
| 1  | 10/27-10/31 | 4P-5P     | STEVE WILKOS    | 30  | \$40.00 | M-F | 1              | 1               | 1              | \$40.00    | -       |
| 2  | 10/30-10/30 | 4P-5P     | STEVE WILKOS    | 30  | \$40.00 | Th  | 1              | 1               | 1              | \$40.00    | -       |
| 3  | 10/27-10/27 | 5P-6P     | PEOPLES COURT   | 30  | \$50.00 | M   | 1              | 1               | 1              | \$50.00    | -       |
| 4  | 10/28-10/28 | 5P-6P     | PEOPLES COURT   | 30  | \$50.00 | Tu  | 1              | 1               | 1              | \$50.00    | -       |
| 5  | 10/29-10/29 | 5P-6P     | PEOPLES COURT   | 30  | \$50.00 | W   | 1              | 1               | 1              | \$50.00    | -       |
| 6  | 10/30-10/30 | 5P-6P     | PEOPLES COURT   | 30  | \$50.00 | Th  | 1              | 1               | 1              | \$50.00    | -       |
| 7  | 10/31-10/31 | 5P-6P     | PEOPLES COURT   | 30  | \$50.00 | F   | 1              | 1               | 1              | \$50.00    | -       |
| 8  | 10/27-10/27 | 6P-7P     | CELEB NAME GAME | 30  | \$70.00 | M   | 1              | 1               | 1              | \$70.00    | -       |
| 9  | 10/29-10/29 | 6P-7P     | CELEB NAME GAME | 30  | \$70.00 | W   | 1              | 1               | 1              | \$70.00    | -       |
| 10 | 10/28-10/28 | 10P-1030P | MIKE & MOLLY    | 30  | \$50.00 | Tu  | 1              | 1               | 1              | \$50.00    | -       |

## ORDER WORKSHEET

Rep Order# 10451577 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 10/24/14 2:10 PM  
Last Received: 10/24/14 1:35 PM  
Showing Buylines:

2 of 3

All Rep Changes or Last Station Changes

Station WNYO-TV BUFFALO NY  
Advertiser (NW80) POLITICAL  
Product CUOMO/HOCHUL  
Estimate#  
Buyer VIVIAN SILVERMAN

Agency (AKPD) AKPD MESSAGE & MEDIA  
703 N. FRANKLIN  
CHICAGO, IL 60654  
Agency C/P1/P2/E  
Flight Dates 10/27/14-11/04/14

Rep Firm MILLENNIUM SALES & MARKETING  
Sales Office (CH) CHICAGO  
Salesperson (LZ2) LAURA HEINRICH  
Sales Assistant CHELSEA  
Salesperson Phone# 312-832-6613  
Salesperson Fax# 917-206-9920

| LT  | Dates       | Time      | Program       | Len | Rate    | Day | Spots/<br>Week | Num of<br>Weeks | Total<br>Spots | Total Cost | RTG/IMP |
|-----|-------------|-----------|---------------|-----|---------|-----|----------------|-----------------|----------------|------------|---------|
| ✓11 | 10/30-10/30 | 10P-1030P | MIKE & MOLLY  | 30  | \$50.00 | Th  | 1              | 1               | 1              | \$50.00    | -       |
| ✓12 | 10/31-10/31 | 10P-1030P | MIKE & MOLLY  | 30  | \$50.00 | F   | 1              | 1               | 1              | \$50.00    | -       |
| ✓13 | 10/27-10/27 | 11P-12A   | MODERN FAMILY | 30  | \$35.00 | M   | 1              | 1               | 1              | \$35.00    | -       |
| ✓14 | 10/30-10/30 | 11P-12A   | MODERN FAMILY | 30  | \$35.00 | Th  | 1              | 1               | 1              | \$35.00    | -       |
| ✓15 | 10/31-10/31 | 11P-12A   | MODERN FAMILY | 30  | \$35.00 | F   | 1              | 1               | 1              | \$35.00    | -       |
| ✓16 | 11/03-11/03 | 11P-12A   | MODERN FAMILY | 30  | \$35.00 | M   | 1              | 1               | 1              | \$35.00    | -       |
| ✓17 | 10/29-10/29 | 8P-9P     | WALKING DEAD  | 30  | \$75.00 | W   | 1              | 1               | 1              | \$75.00    | -       |
| ✓18 | 10/31-10/31 | 8P-9P     | BONES         | 30  | \$50.00 | F   | 1              | 1               | 1              | \$50.00    | -       |
| ✓19 | 10/31-10/31 | 9P-10P    | BONES         | 30  | \$50.00 | F   | 1              | 1               | 1              | \$50.00    | -       |
| ✓20 | 11/02-11/02 | 7P-8P     | BONES         | 30  | \$90.00 | Su  | 1              | 1               | 1              | \$90.00    | -       |
| ✓21 | 11/02-11/02 | 8P-9P     | BONES         | 30  | \$90.00 | Su  | 1              | 1               | 1              | \$90.00    | -       |

## ---REPORT TOTALS---

Report Totals: 21 / \$1,115.00 ✓

## ---SALES MONTHLY TOTALS---

Nov2014: 21 / \$1,115.00

Order Totals: 21 / \$1,115.00 Total GRPs: 0.0

# ORDER WORKSHEET

Rep Order# 10451577 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed:  
Last Received:  
Showing Buylines:

10/24/14 2:10 PM 3 of 3  
10/24/14 1:35 PM  
All Rep Changes or Last Station Changes

Station WNYO-TV BUFFALO NY  
Advertiser (NW80) POLITICAL  
Product CUOMO/HOCHUL  
Estimate#  
Buyer VIVIAN SILVERMAN

Agency (AKPD) AKPD MESSAGE & MEDIA  
703 N. FRANKLIN  
CHICAGO, IL 60654  
Agency C/P1/P2/E  
Flight Dates 10/27/14-11/04/14

Rep Firm MILLENNIUM SALES & MARKETING  
Sales Office (CH) CHICAGO  
Salesperson (LZ2) LAURA HEINRICH  
Sales Assistant CHELSEA  
Salesperson Phone# 312-832-6613  
Salesperson Fax# 917-206-9920

## -- COMPETITIVE --

Market Totals

\$104,205.61

☒ WABL  
☒ WNYO

.00%  
5.36%

☒ WJMK  
☒ WNYO

.00%  
1.07%

☒ WGRZ  
☒ WUTV

35.44%  
2.85%

☒ WIVB  
☒ WKEM

45.70%

☒ WKEM

9.57%

Books [null]  
Demos RA35+P

## -- CREDIT RISK --

STANDARD CREDIT TERMS

# 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><br><u>WNYD</u> | <b>Date:</b><br><u>10/27/14</u> |
|---|---------------------------------|

I, Jamie Morgan/AKPD Message and Media LLC,  
 being/on behalf of: Cuomo / HOCHUL,  
 a legally qualified candidate of the Democrat  
 political party for the office of: Governor  
 in the General  
 election to be held on: November 4th, 2014

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| :30              |                                  |      |       |                |                 |
|                  |                                  |      |       |                |                 |
|                  |                                  |      |       |                |                 |
|                  |                                  |      |       |                |                 |
|                  |                                  |      |       |                |                 |

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

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

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:  
Richard J. Sirota for Cuomo, Kenneth Manning for Hochul 212-551-9441

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***

10/24/14

Date

Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

PAID FOR BY ANDREW CUOMO 2014. INC.  
740 3<sup>rd</sup> Ave. 31<sup>st</sup> Floor, New York, NY 10017

AND

FRIENDS FOR KATHY HOCHUL  
PO BOX 122, Buffalo, NY 14201

AKPD MESSAGE AND MEDIA LLC

730 N. FRANKLIN ST. STE 404  
CHICAGO IL 60654-7205

JPMORGAN CHASE BANK, NA  
02-0017710

5626

10/24/14

PAY TO THE ORDER OF WNYO-TV/WB/CH.49

\$123.25

One Hundred Twenty-Three and 25/100\*\*\*\*\* DOLLARS

PROTECTED AGAINST FRAUD

WNYO-TV/WB/CH.49

MEMO Cuomo-Hochul 10/27 only

*Sarah Hegeman*  
*Goel*

005626 071000013 433298697

CASH ONLY IF ALL CheckLock™ SECURITY FEATURES LISTED ON BACK INDICATE NO TAMPERING OR COPYING

**AKPD MESSAGE AND MEDIA LLC**

750 N. FRANKLIN ST. STE 404  
CHICAGO IL 60654-7205

JPMORGAN CHASE BANK, NA  
02-001770

5753

10/27/14

PAY TO THE  
ORDER OF

WNYO-TV/WB/CH.49

\$ 782.00

Seven Hundred Eighty-Two and 00/100 \*\*\*\*\*

PROTECTED AGAINST FRAUD

... DOLLARS

WNYO-TV/WB/CH.49

MEMO: Cuomo-Hochul 10/28 - 11/4

⑈005753⑈ ⑆071000013⑆ 433298697⑈

*Mark Hegman*  
*Joe*