



**WDTV**  
**5 Television Drive**  
**P.O. Box 480**  
**Bridgeport, WV 26330**  
 Tel: 304.848.5000 - FAX: 304-842-7501

<b>Mailing Address</b> PATSY S TRECOST II 1718 WEST VIRGINIA AVE CLARKSBURG, WV 26301	<b>Contract #</b>	<b>Rev #</b>	<b>Bill Cycle</b>	<b>Print Date</b>	<b>Entry Date</b>
	20468	1	Calendar	9/29/2014	9/26/2014
	<b>Advertiser</b>			<b>Brand</b>	<b>Network</b>
	PATSY S TRECOST II			POLITICAL	WDTV
<b>Contract Description</b>			<b>Dates</b>	<b>Revenue Type</b>	
October 1st Flight			10/01/14 - 10/07/14	PO1	
<b>Estimate #</b>		<b>Proposal #</b>		<b>Primary Salesperson</b>	<b>Buyer:</b>
				FUNK STEVE	

Line	M	TU	W	TH	F	SA	SU	Spots Week	Ordered Dates	Ordered Times	Spot Type	Spot Length	Total Spots	Spot Rate
1	4	4	4	4	4			20	10/01 - 10/07	05:30:00 a 07:00:00 a	PO5	:30	20	\$50.00
			4	4	4			12	09/29 - 10/05	Prg: DAYBREAK				
	4	4						8	10/06 - 10/12					
2	3	3	3	3	3			15	10/01 - 10/07	07:00:00 a 12:00:00 p	PO5	:30	15	\$35.00
			3	3	3			9	09/29 - 10/05					
	3	3						6	10/06 - 10/12					
3	1	1	1	1	1			5	10/01 - 10/07	12:00:00 p 12:29:59 p	PO5	:30	5	\$55.00
			1	1	1			3	09/29 - 10/05	Prg: 5 NEWS WV MIDDAY				
	1	1						2	10/06 - 10/12					
4	2	2	2	2	2			10	10/01 - 10/07	04:00:00 p 04:59:59 p	PO5	:30	10	\$40.00
			2	2	2			6	09/29 - 10/05	Prg: JUDGE JUDY				
	2	2						4	10/06 - 10/12					
5	1	1	1	1	1			5	10/01 - 10/07	05:00:00 p 05:29:59 p	PO5	:30	5	\$60.00
			1	1	1			3	09/29 - 10/05	Prg: FIRST AT 5				
	1	1						2	10/06 - 10/12					
6	1	1	1	1	1			5	10/01 - 10/07	05:30:00 p 05:59:59 p	PO5	:30	5	\$75.00
			1	1	1			3	09/29 - 10/05	Prg: 5 NEWS@5:30PM				
	1	1						2	10/06 - 10/12					

Booked Calendar	Airtime			NTR		Total	
	Gross	Net	Spots	Gross	Net	Gross	Net
Oct 2014	\$2,875.00	\$2,443.75	60			\$2,875.00	\$2,443.75
<b>Totals:</b>	<b>\$2,875.00</b>	<b>\$2,443.75</b>	<b>60</b>			<b>\$2,875.00</b>	<b>\$2,443.75</b>



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			FUNK STEVE		

Ordered vs. Actual	Amount	Spots		
<b>Booked</b>				
Already Aired	\$0.00	0		
<b>Totals:</b>			\$0.00	0
<b>Pre-emptions/Makegoods</b>				
Partial Credits	\$0.00	0		
Makegoods	\$0.00	0		
Pre-empted in Past	\$0.00	0		
Pre-empted in Future	\$0.00	0		
<b>Totals:</b>			\$0.00	0
<b>Booked</b>				
Scheduled in Future	\$2,875.00	60		
<b>Totals:</b>			\$2,875.00	60
<b>Current Billable:</b>			\$2,875.00	60

State	Booked	Billable	Variance
Invoiced	\$0.00	\$0.00	\$0.00
Pending	\$0.00	\$0.00	\$0.00
Remaining Schedule	\$2,875.00	\$2,875.00	\$0.00
<b>Totals:</b>	<b>\$2,875.00</b>	<b>\$2,875.00</b>	<b>\$0.00</b>

ACCEPTED FOR STATION

ACCEPTED FOR ADVERTISER/AGENCY

By \_\_\_\_\_

By \_\_\_\_\_

Date \_\_\_\_\_

Date \_\_\_\_\_

**Conditions on reverse side hereof and attachments, if any, are a part of this contract.**

FRIENDS OF PATSY TREECOST  
1718 WEST VIRGINIA AVENUE  
CLARKSBURG WV 26301

1020  
69-7870/2515

Pay to the  
Order of

WDTU

9/24

Date

\$ 2591

Dollars



Security  
Features  
on  
Back

Twenty five hundred + seventy ones



CWV TEL FEDERAL  
CREDIT UNION  
CLARKSBURG, WV 26301

FEDERAL CREDIT UNION

TV

Patsy Treecost

MP

For

⑆ 2515787051⑆

0000082458⑈

1020

Harland Clarke

## 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> WDTV-WVFX, 5 TELEVISION DRIVE, BRIDGEPORT, WV. 26330	<b>Date:</b> 9/26/14
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I, PATSY TRECOST II,  
 being/on behalf of: PATSY TRECOST II,  
 a legally qualified candidate of the DEMOCRATIC  
 political party for the office of: WV HOUSE OF DEL. 48TH DIST.  
 in the GENERAL ELECTION  
 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
SEE ATTACHED SCHEDULE					

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

*\$2,875.00 GROSS, Production: \$150.00, Less 15% \$453.75, Net Due \$2571.25*

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

**PATSY TRECOST**

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:

**FRIENDS TO ELECT PATSY TRECOST II, DREW SKASIK, 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***

9/25/14

**Date**

x Patsy S. Trecost II

**Signature**

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

**Accepted**

**Accepted in Part**

**Rejected**



**Signature**

Steve Junk

**Printed Name**

AE

**Title**

FRIENDS OF PATSY TRECOST  
1718 WEST VIRGINIA AVENUE  
CLARKSBURG WV 26301

1020  
69-7870/2515

9/26

Date

Pay to the Order of WATU

\$ 2541<sup>25</sup>

Twenty five hundred + seventy one

Dollars

 Security Features Details on Back.



CWV TEL FEDERAL  
CREDIT UNION  
Clarksburg, WV 26301

FEDERAL CREDIT UNION

For TU 20468-

Patsy Trecost

MP

⑆ 251578705⑆ 0000082458⑈ 1020

Harland Clarke



EFFECTIVE 09-05-14 to 12-28-14

DAYTIME

4th QUARTER

DPC	Type	M-F	TIME	PROGRAM	L-1	L-2	L-3	L-4	L-5
35	CM	M-F	9:00AM	KELLY & MICHAEL	275	175	125	35	25
1430	CM	M-F	10:00AM	QUEEN	275	175	125	35	25
1431	CM	M-F	10:30AM	QUEEN	275	175	125	35	25
39	CM	M-F	11:00AM	PRICE IS RIGHT	300	200	150	60	50
50	CM	M-F	12:30PM	YOUNG & RESTLESS	300	200	150	60	50
53	CM	M-F	1:30PM	BOLD & BEAUTIFUL	295	195	145	55	45
55	CM	M-F	2:00P	THE TALK	280	180	130	40	30
58	CM	M-F	3:00PM	LET'S MAKE A DEAL	275	175	125	35	25
1287	CM	M-F	4:00PM	JUDGE JUDY	290	190	140	50	40

NEWS (AWARD WINNING EXCLUSIVE LOCAL NEWS)

DPC	Type	M-F	TIME	PROGRAM	L-1	L-2	L-3	L-4	L-5
1	CM	M-F	5:00AM	CBS MORNING NEWS	285	185	135	45	35
2	CM	M-F	5:30AM	DAYBREAK	800	350	250	70	50
1288	CM	M-F	7:00AM	CBS THIS MORNING	800	350	250	70	50
1289	CM	M-F	8:00AM	CBS THIS MORNING	785	335	235	55	35
42	CM	M-F	12:00PM	WV MIDDAY	805	355	255	75	55
83	CM	M-F	5:00PM	5 NEWS AT 5:00	1060	560	260	85	60
98	CM	M-F	5:30PM	5 NEWS AT 5:30	1075	575	275	100	75
103	CM	M-F	6:00PM	5 NEWS AT 6:00	1150	650	350	175	150
106	CM	MWF	6:30PM	CBS NEWS	1150	650	350	175	150
109	CM	M-F	11:00PM	NEWS AT 11:00PM	1125	625	325	150	125
28	CM	SAT	9:00AM	CBS SAT MORNING 2HRS	535	135	85	55	35
1009	CM	SAT	6:00PM	NEWS AT 6:00	745	345	145	70	45
65	CM	SAT	11:00PM	NEWS AT 11:00	1060	560	260	85	60
117	CM	SUN	6:00PM	NEWS AT 6:00	745	345	145	70	45
63	CM	SUN	11:00PM	NEWS AT 11:00	1075	575	275	100	75
88	CM	SUN	9:00AM	CBS SUNDAY MORNING	565	165	115	85	65
89	CM	SUN	10:30AM	FACE THE NATION	565	165	115	85	65

LATE FRINGE

DPC	Type	M-SUN	TIME	PROGRAM	L-1	L-2	L-3	L-4	L-5
113	CM	M-F	11:35PM	DAVID LETTERMAN	155	105	85	35	25
114	CM	M-F	12:35AM	CRAIG FERGUSON	150	100	80	30	20
115	CM	M-F	1:37AM	EXTRA	145	95	75	25	15
197	CM	SU-THU	2:07AM	CBS NEWS	137	87	67	17	7
1066	CM	SAT	11:35PM	HOW I MET YOUR MOTHER	145	95	75	25	15
1067	CM	SAT	12:05AM	HOW I MET YOUR MOTHER	145	95	75	25	15
1432	CM	SAT	12:35AM	GLEE	145	95	75	25	15
96	CM	SAT	1:05AM	EXTRA WEEKEND	145	95	75	25	15
66	CM	SUN	11:35PM	INSIDER WEEKEND	145	95	75	25	15
1068	CM	SUN	12:05AM	BONES	145	95	75	25	15
1355	CM	SUN	1:05AM	THE UNIT	145	95	75	25	15

CBS PRIME (MOST WATCHED NETWORK)

DPC	Type	M-SUN	TIME	PROGRAM	L-1	L-2	L-3	L-4	L-5	
1556	CM	MON	8:00PM	BIG BANG THEORY	2175	1425	725	575	500	
1557	CM	MON	8:30PM	MOM	1925	1175	475	325	250	
1558	CM	MON	9:00PM	SCORPION	1900	1150	450	300	225	
1560	CM	MON	10:00PM	NCIS LOS	2075	1325	625	475	400	
11	CM	TUES	8:00PM	NCIS	2125	1375	675	525	450	
1559	CM	TUES	9:00PM	NCIS NEW ORLEANS	2075	1325	625	475	400	
1434	CM	TUES	10:00PM	PERSON OF INTEREST	1925	1175	475	325	250	
34	CM	WED	8:00PM	SURVIVOR	1975	1225	525	375	300	
29	CM	WED	9:00PM	CRIMINAL MINDS	1950	1200	500	350	275	
1561	CM	WED	10:00PM	STALKER	1950	1200	500	350	275	
1562	CM	THUR	7:30P-12A	CBS THURSDAY NIGHT FOOTBALL	1925	1175	475	325	250	11-Sep
1562	CM	THUR	8P-11PM	CBS THURSDAY NIGHT FOOTBALL	2425	1675	975	825	750	11-Sep
943	CM	THUR	8:00PM	BIG BANG THEORY	2175	1425	725	575	500	30-Oct
1526	CM	THUR	8:30PM	THE MILLERS	1975	1225	525	375	300	30-Oct

1527	CM	THUR	9:00PM	TWO AND HALF MEN	1950	1200	500	350	275	30-Oct
1563	CM	THUR	9:30PM	THE McCARTHYS	1925	1175	475	325	250	30-Oct
1326	CM	THUR	10:00PM	ELEMENTARY	1950	1200	500	350	275	30-Oct

1564	CM	FRI	8:00PM	AMAZING RACE	1850	1100	400	250	175
1565	CM	FRI	9:00PM	HAWAII FIVE O	1850	1100	400	250	175
945	CM	FRI	10:00PM	BLUE BLOODS	1850	1100	400	250	175

48	CM	SAT	8:00PM	CRIMETIME SATURDAY	1775	1025	325	175	100
49	CM	SAT	9:00PM	CRIMETIME SATURDAY	1775	1025	325	175	100
51	CM	SAT	10:00PM	48 HOURS MYSTERY	1800	1050	350	200	125

52	CM	SUN	7:00PM	60 MINUTES	1950	1200	500	350	275
1566	CM	SUN	8:00PM	MADAM SECRETARY	1850	1100	400	250	175
1293	CM	SUN	9:00PM	THE GOOD WIFE	1875	1125	425	275	200
1567	CM	SUN	10:00PM	CSI	1900	1150	450	300	225

956	CM	MON	8PM-11PM	PRIME ROS / BTA LIMIT 1X	1900	1150	450	300	225
957	CM	TUE	8PM-11PM	PRIME ROS / BTA LIMIT 1X	1925	1175	475	325	250
958	CM	WED	8PM-11PM	PRIME ROS / BTA LIMIT 1X	1950	1200	500	350	275
959	CM	THUR	8PM-11PM	PRIME ROS / BTA LIMIT 1X	1975	1225	525	375	300
960	CM	FRI	8PM-11PM	PRIME ROS / BTA LIMIT 1X	1850	1100	400	250	175
961	CM	SAT	8PM-11PM	PRIME ROS / BTA LIMIT 1X	1775	1025	325	175	100
962	CM	SUN	8PM-11PM	PRIME ROS / BTA LIMIT 1X	1850	1100	400	250	175
963	CM	M-FRI	7:58PM-11PM	PRIME ROS / BTA LIMIT 2X	1950	1200	500	350	275
964	CM	M-SUN	6:58PM-11PM	PRIME ROS / BTA LIMIT 4X	1925	1175	475	325	250

**PRIME ACCESS**

DPC	Type	M-SAT	TIME	PROGRAM	L-1	L-2	L-3	L-4	L-5
107	CM	M-F	7:00PM	ENTERTAINMENT TONIGHT	235	135	85	60	50
108	CM	M-F	7:30PM	INSIDER	225	125	75	50	40
61	CM	SAT	7:00PM	ENTERTAINMENT TONIGHT	205	105	55	30	20

**CHILDREN**

DPC	Type	SAT	TIME	PROGRAM	L-1	L-2	L-3	L-4	L-5
812	CM	SAT	7:00AM	DOODLEBOPS	145	45	35	25	15
1065	CM	SAT	7:30AM	DOODLEBOPS	145	45	35	25	15
1270	CM	SAT	8:00AM	BUSYTOWN	145	45	35	25	15
1271	CM	SAT	8:30AM	BUSYTOWN	145	45	35	25	15
1360	CM	SAT	11:00AM	DANGER RANGER	145	45	35	25	15
1361	CM	SAT	11:30AM	HORSELAND	145	45	35	25	15
538	CM	SUN	7:00AM	ANIMAL RESCUES	145	45	35	25	15
1435	CM	SUN	7:30AM	THE REAL WINNING EDGE	145	45	35	25	15
1275	CM	SUN	8:00AM	YOUNG ICONS	145	45	35	25	15
1436	CM	SUN	8:30AM	FLYROD CHRONICLES	145	45	35	25	15
189	CM	SUN	11:00AM	ASK THE LAWYER	280	180	170	160	150
91	CM	SUN	11:30AM	J & J OUTDOORS	145	45	35	25	15

**SPORTS**

DPC	Type	SA-SU	TIME	PROGRAM	L-1	L-2	L-3	L-4	L-5
152	RS	S-SUN	12PM-6PM	CBS GOLF	155	55	45	35	25
133	CM	SAT	12PM-7PM	NCAA BASKETBALL	180	80	70	60	50
793	CM	SAT	12PM-7PM	NCAA FOOTBALL	255	155	145	135	125
790	CM	SAT	8PM-11PM	NCAA FOOTBALL	330	230	220	210	200
155	CM	SUN	12PM-1PM	NFL TODAY	180	80	70	60	50
990	CM	SUN	1PM-4:25PM	NFL FOOTBALL EARLY	2250	1500	750	160	150
478	CM	SUN	4:25PM-7:30PM	NFL FOOTBALL DOUBLE HEADER	2200	1450	700	235	225
	CM	TBD	TBD	US OPEN TENNIS	180	80	70	60	50

**ROS / BTA ROTATORS**

DPC	Type	M-F	TIME	PROGRAM	L-1	L-2	L-3	L-4	L-5
17	NR	M-F	5AM-9AM	MORNING ROS / BTA	230	130	90	60	40
19	RS	M-F	9AM-12PM	MORNING ROS / BTA	215	115	75	45	25
21	RS	M-F	12PM-4PM	NEWS / CBS SOAP ROS / BTA	235	135	95	65	45
157	RS	M-F	9AM-5PM	DAYTIME ROS / BTA	220	120	80	50	30
32	RS	M-F	4PM-8PM	FRINGE ROS / BTA	230	130	90	60	40
14	NR	M-F	5PM-6:30PM	NEWS ROS / BTA LIMIT 5X	260	160	120	90	70
27	RS	M-F	7PM-12:35A	EVENING ROS / BTA	240	140	100	70	50
955	RS	M-F	7PM-8PM	ACCESS ROS / BTA	230	130	90	60	40
45	RS	M-F	6A-12:35A	ROS / BTA	225	125	85	55	35

54	RS	M-SUN	5AM-2AM	ROS / BTA	220	120	80	50	30
47	RS	M-F	12:30P-2P	CBS SOAP ROS / BTA	230	130	90	60	40
902	RS	M-SUN	5AM-4:59AM	SHOCK -N- ALL	200	100	60	30	10
148	RS	M-SUN	7P-11:35P	ACCESS / PRIME / NEWS BTA LIMIT 2X	240	140	100	70	50
1002	NR	M-SUN	11P-11:35P	LATE NEWS ROS / BTA LIMIT 2X	240	140	100	70	50
1264	RS	M-F	6AM-10AM	MORNING ROS / BTA	230	130	90	60	40
1265	RS	M-F	7AM-12PM	MORNING ROS / BTA	225	125	85	55	35
1266	RS	M-F	3PM-5PM	AFTERNOON ROS / BTA	230	130	90	60	40
995	RS	SA-SU	12PM-7PM	WEEKEND AFTERNOON / FRINGE	210	110	70	40	20
745	RS	M-F	5:30PM-6:30P	NEWS HOUR ROS / BTA	290	190	150	120	100
1319	RS	M-SUN	12AM-4:59AM	OVERNITE ROS / BTA	200	100	60	30	10
1474	RS	M-SUN	8PM-11:35PM	PRIME / NEWS	260	160	120	90	70

:60 RATE WILL DOUBLE THE :30 RATE CHARGE

:15 RATE WILL BE 60% OF THE :30 RATE CHARGE

:10 RATE WILL BE 50% OF THE :30 RATE CHARGE

BTA: BEST TIME AVAILABLE (ROS) BEST TIME AVAILABLE

This Station does not discriminate or permit discrimination on the basis of race or ethnicity in the placement of advertising.

# 2014 TV PRODUCTION RATE CARD

Service	High Definition
On site shoot and edit TV Spot :15, :30, :60 Includes 1 hour / one way travel time	\$150
In studio shoot and edit TV Spot :15, :30, :60	\$100
In house edit from file footage :15, :30, :60	\$75
:05 End Tag in studio pre made TV Spot :15, :30, :60	\$0
:05 End Tag in field pre made TV Spot :15, :30, :60 Includes 1 hour / one way travel time	\$100
On Site shoot video only - per hour	\$100



5 Television Drive,  
Bridgeport, West Virginia 26330-0480  
Phone: 304.848.5000  
Fax: 304.842.7501  
Email: wdtv@wdtv.com

wdtv.com  
myfoxclarksburg.com  
kissfmnews.com





Withers of West Virginia  
(Broadcast TV, Radio)  
Updated August 7, 2014

## STATEMENT OF POLICY ON POLITICAL ADVERTISING

It is the intention of Withers of WV to comply fully with all applicable laws and regulations relating to the use of the station by legally qualified candidates for public office. Our policies regarding political broadcasting are designed to meet all legal requirements. However, to the extent permitted by law, Withers of WV reserves the right to modify this policy at any time. This policy is provided for general information, and is not intended to be a part of any advertising contract. Any advertising contract is governed by law and by its own terms.

Withers Broadcasting Companies do not discriminate on the basis of race, gender or ethnicity in the placement, scheduling and completion of purchase of advertising. Any order for advertising that includes any such restriction will not be accepted.

NOTE: A fully completed and executed Political Broadcasting Form (PB-18) must be received by Withers of WV upon placement of each schedule for political advertising, including but not limited to, federal, state and local candidates, issue advertisements and third-party, PAC, independent expenditure and political party advertisements.

**CANDIDATES FOR FEDERAL OFFICE.** We afford legally qualified candidates for federal elective office reasonable access to Withers of WV by permitting the purchase of reasonable amounts of time for the use of Withers of WV. While Withers of WV does not offer *free* time for political advertising, it makes available for purchase by federal candidates any class of time and time period available to commercial advertisers. Federal candidates may purchase any length of time that Withers of WV determines, on a case-by-case basis, is consistent with law and FCC rules. Withers of WV has no predetermined limitations on the amount of time a federal candidate may purchase or on the time of day in which his/her announcements may appear.

Withers of WV intends to work individually with each federal candidate in an effort to meet his or her needs. In determining what constitutes "reasonable" access, we consider such factors as the amount of time the candidate has already purchased and/or used, the total number of candidates in the race who are likely to buy time, the overall demand for political advertising on Withers of WV, and potential programming disruption.

**STATE AND LOCAL RACES.** It is the policy of Withers of WV to keep its viewers informed of opposing candidates' viewpoints in state and local elections. Generally, Withers of WV also sells airtime to legally qualified candidates for non-federal public office. However, Withers of WV reserves the right to determine the amount of advertising that it will sell to state and local candidates. Some of the factors we consider in making these decisions include the number and importance of state and local races, the constraints imposed by Withers of WV's obligation to afford reasonable access to federal candidates, the availability of inventory, and potential programming disruption. Withers of WV may choose not to sell time at all for certain state and local races, or to limit the sale of time to state and local candidates to certain programs or dayparts.

**RATES FOR CANDIDATES.** During the period 45 days preceding a primary or primary run-off election and during the period 60 days preceding a general or special election, the charges for use of Withers of WV by legally qualified candidates running in that election are not, under federal law, permitted to exceed the lowest unit charge of Withers of WV for the same class and length of announcement for the same time period. Whether a candidate is entitled to the lowest unit charge for a particular spot depends on the date the spot airs -- not when the order is accepted.

Because the prices of spots on Withers of WV are subject to change, the lowest unit charge for a particular length of spot, class of spot and time period may also vary during the 45-day and 60-day pre-election periods. In the event any legally qualified political candidate is charged in excess of the applicable lowest unit charge, whether because of a post-order change in the applicable lowest unit charge or for any other reason, Withers of WV will rebate the excess payment to the candidate, or credit that amount toward a further time purchase should the candidate so desire.

At times when the lowest unit charge is not applicable, the charges for use of Withers of WV by legally qualified candidates may not exceed the charges made for comparable use of Withers of WV by other advertisers.

Lowest unit charges during the pre-election periods apply only to *"uses" by legally qualified candidates*. A "use" is defined as "any positive broadcast of a candidate's voice or picture." Lowest unit charge does not apply to third party or independent expenditure advertising, even if the advertisement constitutes a "use," unless the advertisement is authorized by the candidate. The "use" must be sponsored by the candidate (or if not sponsored by the candidate, must be authorized by the candidate) to qualify for lowest unit charge.

**AGENCY PLACEMENT AND DIRECT PLACEMENT.** Except for spots sold by the station's rep firm, Withers of WV's lowest unit charge is based on the net to Withers of WV. Thus, for example, if Withers of WV's commissionable lowest unit charge for a particular advertisement is \$100, and a recognized agency books a spot on behalf of a legally qualified candidate who is entitled to the lowest unit charge, Withers of WV will net \$85 from the sale of that spot (\$100 less the normal 15% agency commission). Withers of WV's lowest unit charge for a spot of the same class, length and time period will therefore be \$85 for candidates who wish to make a "direct" buy.

**TYPES OF ADVERTISING SCHEDULES.** We are pleased to work with candidates and their representatives to ensure that the candidate is aware of and is able to make any purchase of time available to commercial advertisers, according to the schedule the candidate believes would be most advantageous. It is our policy to assist candidates in making informed judgments as to their time purchases by alerting them to the full range of options available. For that purpose, we provide the following information on the various types of purchases Withers of WV's advertisers may make:

- **Length of Announcements.** Generally, Withers of WV makes available for purchase airtime in the following lengths: 60 seconds, 30 seconds, 15 seconds, and 10 seconds. [Our rates are based on a 30-second spot. Thus, the rate for a 60-second spot is twice the 30-second spot rate, the rate for a 15-second spot is 60% of the 30-second spot rate, and the rate for a 10-second spot is 50% of the 30-second spot rate.] As stated above, Withers of WV will make other lengths of time available to candidates for federal office on a case-by-case basis, consistent with law and FCC rules.
- **Classes of Time.** Generally, Withers of WV makes available the following classes of time:
  - **Rate A - Fixed (non-preemptible):** These spots are guaranteed to air at the scheduled time or during a set time period, except in the event of unforeseen program changes or technical difficulties. Fixed spots constitute Withers of WV's highest-priced class of time.
  - **Preemptible:** These spots carry the risk of being preempted in order to run other spots, whether fixed or preemptible, for which a higher price is paid. Withers of WV offers five (5) classes of preemptible spots with varying levels of certainty or uncertainty of clearance -- the lower the likelihood of preemption, the higher the price for the spot. The station offers the following levels of preemptibility:
    - **Rate B - Preemptible:** Spots of this level are preempted only to run fixed spots purchased by another advertiser. The likelihood of clearance of this level of preemptible spot, therefore, is approximately 80%.
    - **Rate C - Preemptible:** Spots of this level are preempted only to run fixed spots purchased by another advertiser. The likelihood of clearance of this level of preemptible spot, therefore, is approximately 60%.
    - **Rate D - Preemptible:** Spots of this level are generally preempted only to run fixed spots purchased by another advertiser. The likelihood of clearance of this level of preemptible spot, therefore, is approximately 40%.
    - **Rate E - Preemptible:** These spots are always immediately preemptible at any time prior to airing with no guarantee that the station will attempt to notify the advertiser of the preemption. Rate

E spots may be preempted at any time to accommodate the airing of any spots purchased in a higher class.

- **Run of Schedule/Best Time Available:** ROS/BTA spots are placed on a random basis based on the best time available with no guarantee of placement or clearance. These spots are 100% immediately preemptible without notice.

Withers of WV likelihood of preemption is high during all news programming, Prime Time Network programming and CBS "Soaps." Candidates should contact the station for a good faith estimate of the likelihood of preemption of various classes of spots when inquiries are made.

- **Time Periods.** Individual spots sold in most classes of time can be scheduled to run in many different time periods or programs or combinations of time periods or programs. Generally, the prices of spots increase during time periods or programs of high audience levels or high advertiser demand. Spots restricted to narrower rotations or specific programs will generally cost more than spots scheduled to run in broader time periods. For example, spots scheduled to air during a particular hour or half-hour (*e.g.*, 4:00 p.m. - 4:30 p.m.; 8:00 p.m. - 9:00 p.m.) will generally cost more than spots scheduled to run at any time within the entire daypart (*e.g.*, 3:00 p.m. - 7:00 p.m.; 8:00 p.m. - 12:00 midnight). Spots scheduled to air during a particular program will generally cost more than spots scheduled to run at any time during several programs.
- **Long Form Advertising.** Withers of WV may offer program length time on an availability basis. Candidates interested in such time should contact the station for additional information.
- **Package Plans.** At any point in time, the station offers a number of specialized and/or individually negotiated packages to its advertisers. These packages allow the station's clients to reach their intended audiences in the most cost-effective way. Most Packages offered by Withers of WV are on a Best Time Available ("BTA")/immediately preemptible basis. Please contact the station for additional information.

During the statutory "lowest unit rate" periods, legally qualified candidates may purchase such packages at the lowest price at which such packages are sold to commercial advertisers. In addition, during the pre-election "lowest unit rate" periods, legally qualified candidates may purchase any portion of a package at the package rate, without being required to purchase all parts of the package. For spots airing during a pre-election "lowest unit rate" period, whenever a spot rate included in a package plan is less than the lowest unit rate for the particular length, class and time period in which it is scheduled, the package rate becomes the new lowest unit rate for the same class of time in the same time period. The station will allocate the costs of spots of different classes included in package plans to reflect their true value, in accordance with the policies of the FCC.

- **Audience Delivery Guarantees.** From time to time, Withers of WV sells advertising to its clients with a guarantee that the audience level for the programs or dayparts in which the spots are aired will meet or achieve a predesignated level. In such instances, where the guaranteed audience level is not achieved, the station provides the advertiser with make good spots to make up the shortfall. Legally qualified candidates may purchase advertising on this basis. Candidates are advised, however, that in most cases the ratings information necessary to determine whether a guaranteed audience level has been achieved will not be available until after the election.
- **Value Added Features.** Advertisers on Withers of WV sometimes purchase value-added elements in conjunction with air time, including, but not limited to, "combination print ads" in direct mail station advertisements or magazine supplements; non-broadcast event sponsorships; and non-cash promotional incentives (bonuses to the advertiser if certain prospective advertising levels are reached). Legally qualified candidates may purchase value-added elements on the same terms, and under the same circumstances, as the station makes them available to commercial advertisers.
- **Current rate information** for all of the lengths, classes of time, packages, and rotators offered by Withers of WV is provided to each person who requests information regarding political advertising on

Withers of WV. In addition to the current "going rates," the station also will provide its best, good faith estimate of the lowest unit rates upon any request for information.

- **Make Goods.** It is the policy of Withers of WV to offer all political candidates "make goods," prior to the election, for candidate "use" spots that are preempted if Withers of WV has offered time-sensitive make goods for the same class of time to any commercial advertiser within the past year. Withers of WV cannot guarantee, however, that time-sensitive make goods can be provided in the time period or rotation originally ordered. If inventory constraints make identical scheduling impossible, Withers of WV will offer make goods of equivalent value. If these are not acceptable to the candidate, Withers of WV will provide credits or refunds for preempted spots.
- **News and Election Day.** Withers of WV does accept political advertising during newscasts. Withers of WV for statewide and Federal candidates and has a news adjacency class of time. Withers of WV does accept political advertising on election day.

**PREREQUISITES TO BROADCAST.** For each political time order, an NAB political broadcast form must be at Withers of WV or Withers of WV's representative's office at least 72 hours prior to broadcast. Copies of the current NAB form are available upon request. Tapes must be at Withers of WV at least 24 hours in advance of their first scheduled airing, or no later than close of business Thursday for weekend airing. However, we will do our best to accommodate federal candidates' requests for reasonable access regardless of notice.

**SPONSORSHIP IDENTIFICATION.** Under the rules of the Federal Communications Commission and the Federal Election Commission, a sponsorship identification announcement must be given revealing who paid for or sponsored an announcement or program. Candidates and their committees (or an outside party paying for the broadcast) must disclose the true identity of the person or entity by whom or on whose behalf payment is made. **If a political announcement does not contain proper sponsorship identification, the station is required to insert the required sponsorship identification before allowing the spot to air. Since all advertisements must be limited to the amount of time purchased, spots lacking the required identification may be partially overdubbed. If WDTV(TV) is required to perform such production, normal production charges will be assessed.**

**PREPAYMENT AND CREDIT.** All political orders, whether direct from the candidate or through a recognized advertising agency, are subject to normal Withers of WV credit policies. Candidates who wish to apply for credit should allow ample time for processing of the credit application. Unless credit is extended, advance payments must be made at least seven (7) days prior to the first scheduled broadcast of the flight. Federal candidates cannot be required to pay more than seven (7) days in advance. Regardless of these policies, we will do our best to meet the reasonable needs of federal candidates for access immediately before the election.

**PRODUCTION FACILITIES.** Withers of WV will make its production facilities available to candidates and their representatives. All inquiries or requests concerning production time and facilities should be made through your sales representative or Withers of WV's production department. Production rates are established on an hourly basis and can be affected by the type and amount of equipment and personnel required for a particular job. On-Air talent employed by Withers of WV will not be made available to political candidates.

**POLITICAL FILE.** We maintain a political file of all requests for broadcast time made by or on behalf of candidates for public office, together with materials showing the disposition made by Withers of WV of each such request, any charges made if the request was granted, and the lengths, classes, and dayparts purchased. The political file is available for public inspection during regular business hours at Withers of WV's main studio. We retain the records in our political file for a period of two years. If you have any questions about our political file, please do not hesitate to ask.

**LIST OF OFFICERS AND DIRECTORS REQUIRED.** Withers of WV requires a committee, association, or group that is purchasing political advertising to furnish Withers of WV with a list of its chief executive officers, members of its executive committee, or members of its board of directors. Such lists must be furnished before Withers of WV will grant a request for time. These lists will be available for public inspection at Withers of WV's main studio during regular business hours. These records will be retained in the political file for two years.

**PLACING ORDERS.** The following persons are available to assist candidates with their television advertising on Withers of WV:

Timothy DeFazio General Manager or John Swann GSM

**CANCELLATION POLICY:** Withers of WV Requires 72 hour cancellation with all advertisers.

**DEADLINES:** Spots, traffic instructions and orders must arrive by 2pm each business day Monday through Friday only for next day AM start time. Any spots, traffic instructions or orders received after 2pm on Friday will not be scheduled until AM Tuesday.

Political Broadcasting Contact: \_\_\_\_\_

## **STATION RATES, ROTATIONS, AND PACKAGES**

**(Attach Rate Cards and information about  
rotations and packages here.)**

**POLITICAL ADVERTISING CHECKLIST**

Name of Candidate: Patsy Trecoast II  
Office Being Sought: WV House of Delegate 48<sup>th</sup> Dist  
Person Ordering Advertising: Patsy Trecoast II  
Relationship to Candidate: Self  
Person to Whom Disclosure Is Given: Patsy Trecoast II

- | <u>Date</u>    | <u>Item</u>  |
|----------------|--|
| <u>9-26-14</u> |  |
| <u>1 PSI</u>   | Candidate has been determined to be "legally qualified."   |
| <u>7 PSI</u>   | Candidate's announcement constitutes a "use"; i.e., candidate personally appears on the spot and is identifiable.                                    |
| <u>1 PSI</u>   | Candidate's announcement contains proper sponsorship identification.   |
| <u>1 PSI</u>   | Candidate has provided NAB form or other written statement of agency authorization to place advertising on behalf of candidate.                      |
| <u>1 PSI</u>   | Candidate has been provided with:<br>-- Withers of WV Statement of Policy on Political Advertising; and<br>-- Withers of WV Station Rate Information |
| <u>1 PSI</u>   | Campaign Committee has provided list of officers and directors.  |

**NOTE\*** WDTV News at **6-6:30p** and **11p-11:35p** Monday thru Friday will be available for purchase by Federal and Statewide Candidates only.

Date: 9-26-14

Withers Broadcasting Companies *do* not discriminate on the basis of race, gender or ethnicity in the placement, scheduling and completion of purchase of advertising. Any order for advertising that includes any such restriction will not be accepted.