

WCVB  
101 Lee St  
Bristol, VA 24201

Fred Parker for Washington County Treasurer-D  
27146 MAJOR DR  
ABINGDON, VA 24211

**Contract # 5856688**  
 Schedule Dates: 10/03/23-11/06/23  
 Advertiser: Fred Parker for Washington County Treasurer-D  
 Agency: Fred Parker for Washington County Treasurer-D  
 Product: POLITICAL CANDIDATE (ns) (1186)  
 Brand: POLITICAL (1874)  
 Salesperson: Denton, Jimmy (4508)  
 Sales Office: WCVB/WENT/ECVB  
 Buyer Name: Parker, Fred  
 Phone/Fax: /  
 CPE: N/A  
 Account Types: Local/Political Candidate Agency BRD  
 Billing Type: Calendar  
 Comments: OCT 3-NOV 6 2023

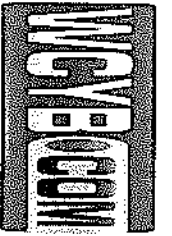
| TR Cities (WCVB)   | Spots     | Rate              |
|--------------------|-----------|-------------------|
| By Calendar Month  |           |                   |
| Oct. 2023          | 30        | \$4,070.00        |
| Nov. 2023          | 30        | \$3,475.00        |
| <b>Grand Total</b> | <b>60</b> | <b>\$7,545.00</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             | 10/03/23-10/06/23 | 2   | :30    | 5A- News-News 5 Today 5a          | 1   |    | X  | X  | X  | X  |    |    | 1     | \$85.00  | \$85.00  | TR Cities (WCVB) | NEWS 5 TODAY @ 5A     | 10/2/23 |
| 2.0  | Normal Line / SPOT             | 10/16/23-10/20/23 | 2   | :30    | 5A- News-News 5 Today 5a          | 1   | X  | X  | X  | X  |    |    |    | 1     | \$85.00  | \$85.00  | TR Cities (WCVB) | NEWS 5 TODAY @ 5A     | 10/2/23 |
| 3.0  | Normal Line / SPOT             | 10/09/23-10/13/23 | 2   | :15    | 5A- News-News 5 Today 5a          | 1   | X  | X  | X  | X  |    |    |    | 1     | \$55.00  | \$55.00  | TR Cities (WCVB) | NEWS 5 TODAY @ 5A     | 10/2/23 |
| 4.0  | Normal Line / SPOT             | 10/23/23-10/27/23 | 2   | :15    | 5A- News-News 5 Today 5a          | 1   | X  | X  | X  | X  |    |    |    | 1     | \$55.00  | \$55.00  | TR Cities (WCVB) | NEWS 5 TODAY @ 5A     | 10/2/23 |
| 5.0  | Normal Line / SPOT             | 11/06/23-11/06/23 | 2   | :15    | 5A- News-News 5 Today 5a          | 1   |    |    |    |    |    | X  |    | 1     | \$55.00  | \$55.00  | TR Cities (WCVB) | NEWS 5 TODAY @ 5A     | 10/2/23 |
| 6.0  | Normal Line / SPOT             | 10/03/23-10/06/23 | 2   | :30    | 5:58-56A- News-News 5 Today 5a    | 1   |    | X  | X  | X  | X  |    |    | 1     | \$225.00 | \$225.00 | TR Cities (WCVB) | NEWS 5 TODAY @ 6A     | 10/2/23 |
| 7.0  | Normal Line / SPOT             | 10/16/23-10/20/23 | 2   | :30    | 5:58-56A- News-News 5 Today 5a    | 1   | X  | X  | X  | X  |    |    |    | 1     | \$225.00 | \$225.00 | TR Cities (WCVB) | NEWS 5 TODAY @ 6A     | 10/2/23 |
| 8.0  | Normal Line / SPOT             | 10/23/23-10/27/23 | 2   | :15    | 5:58-56A- News-News 5 Today 5a    | 1   | X  | X  | X  | X  |    |    |    | 1     | \$145.00 | \$145.00 | TR Cities (WCVB) | NEWS 5 TODAY @ 6A     | 10/2/23 |
| 9.0  | Normal Line / SPOT             | 11/06/23-11/06/23 | 2   | :15    | 5:58-56A- News-News 5 Today 5a    | 1   |    |    |    |    |    | X  |    | 1     | \$145.00 | \$145.00 | TR Cities (WCVB) | NEWS 5 TODAY @ 6A     | 10/2/23 |
| 10.0 | Normal Line / SPOT             | 10/03/23-10/06/23 | 2   | :30    | 7A- NBC-The Today Show Hour 1 & 2 | 1   |    | X  | X  | X  | X  |    |    | 1     | \$225.00 | \$225.00 | TR Cities (WCVB) | TODAY SHOW HOUR 1 & 2 | 10/2/23 |

**CONFIRMATION CONTRACT**

Accepted Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
 Accepted Station: \_\_\_\_\_ Date: \_\_\_\_\_  
 Comments: \_\_\_\_\_

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://bit.ly/line?ip=1224> to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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Brand: POLITICAL (1874)  
Salesperson: Denton, Jimmy (4508)  
Sales Office: WCVB/WMENT/ECYB  
Buyer Name: Parker, Fred  
Phone/Fax: /  
CPE: N/A  
Account Types: Local/Political Candidate Agency/ BRD  
Billing Type: Calendar  
Comments: OCT 3-NOV 6 2023

Date Entered: 10/02/23  
Last Modified: 10/27/23  
Entered By: Kathryn Parker  
CO-OP: No  
External #: No  
Demo: No  
Order Type: Normal  
Package Deal: No  
Commission %: 15.00  
Commission: \$1,127.25  
Net Total: \$6,387.75  
Sales Tax: No

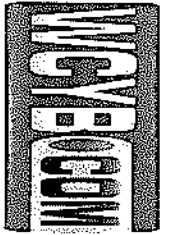
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|------|--------------------------------|-------------------|-----|--------|--------------------------------------|-----|----|----|----|----|----|----|----|-------|----------|----------|------------------|-----------------------|---------|
| 11.0 | Normal Line / SPOT             | 10/16/23-10/20/23 | 2   | :30    | 7A- NBC-The Today Show<br>Hour 1 & 2 | 1   | X  | X  | X  | X  | X  |    |    | 1     | \$225.00 | \$225.00 | TH Cities (WCVB) | TODAY SHOW HOUR 1 & 2 | 10/2/23 |
| 12.0 | Normal Line / SPOT             | 10/08/23-10/08/23 | 2   | :30    | 7A- News-News 5 Today 7a             | 1   |    |    |    |    |    |    | 1  | 1     | \$105.00 | \$105.00 | TH Cities (WCVB) | NEWS 5 TODAY @ 7A     | 10/2/23 |
| 13.0 | Normal Line / SPOT             | 10/15/23-10/15/23 | 2   | :30    | 7A- News-News 5 Today 7a             | 1   |    |    |    |    |    |    | 1  | 1     | \$105.00 | \$105.00 | TH Cities (WCVB) | NEWS 5 TODAY @ 7A     | 10/2/23 |
| 14.0 | Normal Line / SPOT             | 10/22/23-10/22/23 | 2   | :30    | 7A- News-News 5 Today 7a             | 1   |    |    |    |    |    |    | 1  | 1     | \$105.00 | \$105.00 | TH Cities (WCVB) | NEWS 5 TODAY @ 7A     | 10/2/23 |
| 15.0 | Normal Line / SPOT             | 11/05/23-11/05/23 | 2   | :30    | 7A- News-News 5 Today 7a             | 1   |    |    |    |    |    |    | 1  | 1     | \$105.00 | \$105.00 | TH Cities (WCVB) | NEWS 5 TODAY @ 7A     | 10/2/23 |
| 16.0 | Normal Line / SPOT             | 10/03/23-10/06/23 | 2   | :30    | 9A- NBC-The Today Show<br>Hour 3     | 1   | X  | X  | X  | X  |    |    |    | 1     | \$135.00 | \$135.00 | TH Cities (WCVB) | TODAY SHOW HOUR 3     | 10/2/23 |
| 17.0 | Normal Line / SPOT             | 10/16/23-10/20/23 | 2   | :30    | 9A- NBC-The Today Show<br>Hour 3     | 1   | X  | X  | X  | X  |    |    |    | 1     | \$135.00 | \$135.00 | TH Cities (WCVB) | TODAY SHOW HOUR 3     | 10/2/23 |
| 18.0 | Normal Line / SPOT             | 10/09/23-10/13/23 | 2   | :15    | 9A- NBC-The Today Show<br>Hour 3     | 1   | X  | X  | X  | X  |    |    |    | 1     | \$90.00  | \$90.00  | TH Cities (WCVB) | TODAY SHOW HOUR 3     | 10/2/23 |
| 19.0 | Normal Line / SPOT             | 10/23/23-10/27/23 | 2   | :15    | 9A- NBC-The Today Show<br>Hour 3     | 1   | X  | X  | X  | X  |    |    |    | 1     | \$90.00  | \$90.00  | TH Cities (WCVB) | TODAY SHOW HOUR 3     | 10/2/23 |
| 20.0 | Normal Line / SPOT             | 11/06/23-11/06/23 | 2   | :15    | 9A- NBC-The Today Show<br>Hour 3     | 1   |    |    |    |    |    |    | 1  | 1     | \$90.00  | \$90.00  | TH Cities (WCVB) | TODAY SHOW HOUR 3     | 10/2/23 |

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 Agency: Fred Parker for Washington County Treasurer-D  
 Product: POLITICAL CANDIDATE (ns) (1186)  
 Brand: POLITICAL (1874)  
 Salesperson: Denton, Jimmy (4508)  
 Sales Office: WCVB/WENT/ECVB  
 Buyer Name: Parker, Fred  
 Phone/Fax: /  
 CPE: N/A  
 Account Types: Local/Political Candidate Agency/ BRD  
 Billing Type: Calendar  
 Comments: OCT 3-NOV 6 2023

Date Entered: 10/02/23  
 Last Modified: 10/27/23  
 Entered By: Karyn Parker  
 CO-OP: No  
 External #: No  
 Order Type: Normal  
 Package Deal:  
 Commission %: 15.00  
 Commission: \$1,127.25  
 Net Total: \$6,387.75  
 Sales Tax:

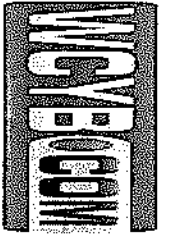
| TH Cities (WCVB)    | Spots     | Rate              |
|---------------------|-----------|-------------------|
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|------|--------------------------------|-------------------|-----|--------|------------------------------------|-----|----|----|----|----|----|----|----|-------|----------|----------|------------------|----------------------|---------|
| 21.0 | Normal Line / SPOT             | 10/03/23-10/06/23 | 2   | :30    | 12:58-26P- News-MBC News Daily     | 1   |    | X  | X  | X  | X  |    |    | 1     | \$60.00  | \$60.00  | NBC NEWS DAILY   |                      | 10/2/23 |
| 22.0 | Normal Line / SPOT             | 10/16/23-10/20/23 | 2   | :30    | 12:58-26P- News-MBC News Daily     | 1   | X  | X  | X  | X  | X  |    |    | 1     | \$60.00  | \$60.00  | NBC NEWS DAILY   |                      | 10/2/23 |
| 23.0 | Normal Line / SPOT             | 10/23/23-10/27/23 | 2   | :30    | 12:58-26P- News-MBC News Daily     | 1   | X  | X  | X  | X  | X  |    |    | 1     | \$60.00  | \$60.00  | NBC NEWS DAILY   |                      | 10/2/23 |
| 24.0 | Normal Line / SPOT             | 11/06/23-11/06/23 | 2   | :30    | 12:58-26P- News-MBC News Daily     | 1   |    |    |    |    |    | X  |    | 1     | \$60.00  | \$60.00  | NBC NEWS DAILY   |                      | 10/2/23 |
| 25.0 | Normal Line / SPOT             | 10/03/23-10/06/23 | 2   | :30    | 4:58-30P- News-News 5 5P           | 1   |    | X  | X  | X  | X  |    |    | 1     | \$225.00 | \$225.00 | TH Cities (WCVB) | NEWS 5 @ 5P          | 10/2/23 |
| 26.0 | Normal Line / SPOT             | 10/16/23-10/20/23 | 2   | :30    | 4:58-30P- News-News 5 5P           | 1   | X  | X  | X  | X  | X  |    |    | 1     | \$225.00 | \$225.00 | TH Cities (WCVB) | NEWS 5 @ 5P          | 10/2/23 |
| 27.0 | Normal Line / SPOT             | 10/09/23-10/13/23 | 2   | :15    | 5:30P- News-News 5 530P            | 1   | X  | X  | X  | X  | X  |    |    | 1     | \$165.00 | \$165.00 | TH Cities (WCVB) | NEWS 5 @ 530P        | 10/2/23 |
| 28.0 | Normal Line / SPOT             | 11/06/23-11/06/23 | 2   | :15    | 5:30P- News-News 5 530P            | 1   |    |    |    |    |    | X  |    | 1     | \$165.00 | \$165.00 | TH Cities (WCVB) | NEWS 5 @ 530P        | 10/2/23 |
| 29.0 | Normal Line / SPOT             | 10/09/23-10/13/23 | 2   | :15    | 10:59-30P- News-News 5 Tonight 11P | 1   | X  | X  | X  | X  | X  |    |    | 1     | \$105.00 | \$105.00 | TH Cities (WCVB) | NEWS 5 TONIGHT @ 11P | 10/2/23 |
| 30.0 | Normal Line / SPOT             | 10/30/23-11/03/23 | 2   | :15    | 10:59-30P- News-News 5 Tonight 11P | 1   | X  | X  | X  | X  | X  |    |    | 1     | \$105.00 | \$105.00 | TH Cities (WCVB) | NEWS 5 TONIGHT @ 11P | 10/2/23 |

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 Accepted Station: \_\_\_\_\_ Date: \_\_\_\_\_  
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 Brand: POLITICAL (1874)  
 Salesperson: Denton, Jimmy (4508)  
 Sales Office: WCVB/WENT/ECVB  
 Buyer Name: Parker, Fred  
 Phone/Fax: /  
 CPE: N/A  
 Account Types: Local/Political Candidate Agency BRD  
 Billing Type: Calendar  
 Comments: OCT 3-NOV 6 2023

Date Entered: 10/02/23  
 Last Modified: 10/27/23  
 Entered By: Katelyn Parker  
 CO-OP: No  
 External #:  
 Demo:  
 Order Type: Normal  
 Package Deal:  
 Commission %: 15.00  
 Commission: \$1,127.25  
 Net Total: \$6,387.75  
 Sales Tax:

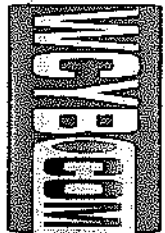
| TH Cities (WCVB)    | Spots     | Rate              |
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| By Calendar Month   |           |                   |
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|------|--------------------------------|-------------------|-----|--------|------------------------------------|-----|----|----|----|----|----|----|----|-------|----------|----------|-----------------------|----------|----------|
| 31.0 | Normal Line / SPOT             | 11/06/23-11/06/23 | 2   | :15    | 10:59:30P- News-News 5 Tonight 11P | 1   |    |    |    |    |    |    |    | 1     | \$105.00 | \$105.00 | NEWS 5 TONIGHT @ 11P  |          | 10/27/23 |
| 32.0 | MG For 22.0.1 / SPOT           | 10/30/23-10/30/23 | 2   | :30    | 12:58:26P- 2P (EST)                | 1   | X  |    |    |    |    |    |    | 1     | \$60.00  | \$60.00  | NBC NEWS DAILY        |          | 10/27/23 |
| 33.0 | Normal Line / SPOT             | 10/30/23-11/03/23 | 2   | :15    | 5A- News-News 5 Today 5a           | 2   | X  | X  | X  | X  | X  |    |    | 2     | \$55.00  | \$110.00 | NEWS 5 TODAY @ 5A     |          | 10/27/23 |
| 34.0 | Normal Line / SPOT             | 10/30/23-11/03/23 | 2   | :15    | 5:58:56A- News-News 5 Today 6a     | 3   | X  | X  | X  | X  | X  |    |    | 3     | \$145.00 | \$435.00 | NEWS 5 TODAY @ 6A     |          | 10/27/23 |
| 35.0 | Normal Line / SPOT             | 10/30/23-11/03/23 | 2   | :15    | 7A- NBC-The Today Show Hour 1 & 2  | 3   | X  | X  | X  | X  | X  |    |    | 3     | \$145.00 | \$435.00 | TODAY SHOW HOUR 1 & 2 |          | 10/27/23 |
| 36.0 | Normal Line / SPOT             | 10/30/23-11/03/23 | 2   | :15    | 12P- News-News 5 Noon              | 3   | X  | X  | X  | X  | X  |    |    | 3     | \$60.00  | \$180.00 | NEWS 5 @ Noon         |          | 10/27/23 |
| 37.0 | Normal Line / SPOT             | 10/30/23-11/03/23 | 2   | :15    | 4:58:30P- News-News 5 5p           | 3   | X  | X  | X  | X  | X  |    |    | 3     | \$145.00 | \$435.00 | NEWS 5 @ 5P           |          | 10/27/23 |
| 38.0 | Normal Line / SPOT             | 10/30/23-11/03/23 | 2   | :15    | 5:30P- News-News 5 530P            | 3   | X  | X  | X  | X  | X  |    |    | 3     | \$165.00 | \$495.00 | NEWS 5 @ 530P         |          | 10/27/23 |
| 39.0 | Normal Line / SPOT             | 10/30/23-11/03/23 | 2   | :15    | 5:59:30P- News-News 5 6p           | 3   | X  | X  | X  | X  | X  |    |    | 3     | \$195.00 | \$585.00 | NEWS 5 @ 6P           |          | 10/27/23 |
| 40.0 | Normal Line / SPOT             | 10/30/23-11/03/23 | 2   | :15    | 10:59:30P- News-News 5 Tonight 11P | 3   | X  | X  | X  | X  | X  |    |    | 3     | \$110.00 | \$330.00 | NEWS 5 TONIGHT @ 11P  |          | 10/27/23 |
| 41.0 | Normal Line / SPOT             | 11/04/23-11/04/23 | 2   | :15    | 7:58:56A- NBC-Saturday Today Show  |     |    |    |    |    |    | X  |    | 2     | \$75.00  | \$150.00 | Saturday Today Show   |          | 10/27/23 |

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**Sales Office** WCVB/WENT/ECVB  
**Buyer Name** Parker, Fred  
**Phone/Fax** /  
**CPE** N/A  
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**Billing Type** Calendar  
**Comments** OCT 3-NOV 6 2023

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|------|--------------------------------|-------------------|-----|--------|--------------------------------|-----|----|----|----|----|----|----|----|-------|---------|----------|------------------|-------------------|----------|
| 42.0 | Normal Line / SPOT             | 11/03/23-11/05/23 | 2   | :15    | 7:58-56A NBC-Sunday Today Show |     |    |    |    |    |    |    | 2  | 2     | \$75.00 | \$150.00 | TH Cities (WCVB) | Sunday Today Show | 10/27/23 |

**CONFIRMATION CONTRACT**

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 Accepted Station: \_\_\_\_\_ Date: \_\_\_\_\_  
 Comments: \_\_\_\_\_

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**Parker, Fred W.**

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**From:** F W PARKER <fpar86@aol.com>  
**Sent:** Friday, October 27, 2023 7:13 AM  
**To:** Parker, Fred W.  
**Subject:** Fwd: [EXT] Re: Following up .....

Smoke signal sent from fire and wet blanket

Begin forwarded message:

**From:** F W PARKER <fpar86@aol.com>  
**Date:** October 27, 2023 at 6:54:08 AM EDT  
**To:** Jimmy Denton <ladenton@sbgstv.com>  
**Subject:** Re: [EXT] Re: Following up .....

I will have the check there by 10

Is there any way to work in a few 30 spots

And I have another 15 sec spot clip I want blended in

Fred

Smoke signal sent from fire and wet blanket

On Oct 26, 2023, at 8:09 PM, Jimmy Denton <ladenton@sbgstv.com> wrote:

Mr. Parker – what did you think of the schedule I sent you today? Are you bringing a check by the station? Ask for Max Hrenda (wren – dah) or Katy Parker. I will not be there tomorrow. I will get this booked once you approve and the check comes around. If we are going to have 1 :15 in all five 6pm Newscasts next week we have to have the check at the station by 10am. We can run two one day if you can't make the 10am – no problem but I wanted to make you aware of our deadline to get the spot on Monday.

From: Jimmy Denton <ladenton@sbgstv.com>  
 Sent: Thursday, October 26, 2023 12:40 PM  
 To: 'F W PARKER' <fpar86@aol.com>  
 Subject: RE: [EXT] Re: Following up .....

Mr. Parker here is what I would suggest to you. I would take this money you have now and really make an impact the week of 10/30. See below and let me know your thoughts. I think the frequency is the way to go and with you having a :15 second message that gives us an avenue to drive down. If you approve this the check you should bring by the station tomorrow should be for \$3,140.75

If you can raise another \$1100 I do highly recommend the OTT Streaming that is targetable to the registered voters of Washington County VA. You would get over 23,000 commercials.

| Day/Time     | Program        | Length | Rate | wk of 10/30 | Total |
|--------------|----------------|--------|------|-------------|-------|
| M-F 5-6a     | News 5         | :15    | 55   | 2           | 110   |
| M-F 6-7a     | News 5         | :15    | 145  | 3           | 435   |
| M-F 7-9a     | Today Show     | :15    | 145  | 3           | 435   |
| M-F 12-1258p | News 5         | :15    | 60   | 3           | 180   |
| M-F 5-530p   | News 5         | :15    | 145  | 3           | 435   |
| M-F 530-6p   | News 5         | :15    | 165  | 3           | 495   |
| M-F 6--630p  | News 5         | :15    | 195  | 5           | 975   |
| M-F 11-1135p | News 5         | :15    | 110  | 3           | 330   |
| Sat 758-930a | Sat Today Show | :15    | 75   | 2           | 150   |
| Sun 78-9a    | Sun Today Show | :15    | 75   | 2           | 150   |

0  
 0  
 3695  
 Less 15% 554.25  
 Total Due 3140.75

From: F W PARKER <fpar86@aol.com>  
 Sent: Thursday, October 26, 2023 8:13 AM

**To:** Jimmy Denton <[jadenton@sbgtyv.com](mailto:jadenton@sbgtyv.com)>  
**Subject:** Re: [EXT] Re: Following up . . . . .

Yes

Smoke signal sent from fire and wet blanket

On Oct 26, 2023, at 7:41 AM, Jimmy Denton <[jadenton@sbgtyv.com](mailto:jadenton@sbgtyv.com)> wrote:

Are you available to talk now or in the next hour?

Get Outlook for iOS

---

**From:** F W PARKER <[fwpar86@aol.com](mailto:fwpar86@aol.com)>  
**Sent:** Thursday, October 26, 2023 6:42:10 AM  
**To:** Jimmy Denton <[jadenton@sbgtyv.com](mailto:jadenton@sbgtyv.com)>  
**Subject:** Re: [EXT] Re: Following up . . . . .

276-492-1650

Can we talk before 4?

Smoke signal sent from fire and wet blanket

On Oct 25, 2023, at 9:20 PM, Jimmy Denton <[jadenton@sbgtyv.com](mailto:jadenton@sbgtyv.com)> wrote:

If you will send me your phone number I will try and call you in the afternoon around 4p.

**From:** F W PARKER <[fwpar86@aol.com](mailto:fwpar86@aol.com)>  
**Sent:** Wednesday, October 25, 2023 6:12 PM  
**To:** Jimmy Denton <[jadenton@sbgtyv.com](mailto:jadenton@sbgtyv.com)>  
**Subject:** [EXT] Re: Following up . . . . .



**CAUTION:** This email originated from outside of Sinclair. Do not click links or open attachments unless you recognize the sender and know the content is safe.

I would love to talk

Let's set a time.....tomorrow if possible

Fred

Smoke signal sent from fire and wet blanket

On Oct 25, 2023, at 9:09 AM, Jimmy Denton <[jdenton@sbgstv.com](mailto:jdenton@sbgstv.com)> wrote:

I am here to help you . . . a lot of people think it is a very complicated deal but it is really quite simple. At the very least a conversation would not cost you a single penny to find out what all we have that could help you.

November 7<sup>th</sup> is fast approaching.

**From:** Jimmy Denton  
**Sent:** Friday, October 13, 2023 6:56 PM  
**To:** 'fpar86@aol.com' <[fpar86@aol.com](mailto:fpar86@aol.com)>  
**Subject:** Election Day is fast approaching, have you given thought to . . . . .

Fred Parker - I am writing you to let you know I would be happy to answer questions and potentially work with you on any advertising for the current election for being Washington County Treasurer. You are familiar with WCYB TV but please know we have WEMT – FOX which has the only 10pm News in the market and great sports, The UVA vs UNC game is coming up on the 21<sup>st</sup> . . . . on the CW station.

We also have OTT which is getting ads placed to the folks who are streaming content when they choose to stream content. People who have HULLU, a Roku or Firestick, SlingTV . . . there are literally hundreds of outlets out there that are ad supported giving you the opportunity to tell your message. The other

important facet of OTT Streaming is you can target it to the area you want. So if you did this you could say you only want to reach homes/people in Washington County Virginia. There are other BITS (Behavioral Intent Targeting Segments) that you can add as well.

We have Email campaigns, digital display and banners and a bevy of digital products that are targetable.

If you would like to have a conversation or meet to discuss please shoot me a note back or give me a call at your convenience on my cell phone which is listed below. You might be surprised by the rates now. It is worth the conversation.

**JIMMY DENTON**

Marketing Consultant  
Tri-Cities TN/VA  
175 Lee Street  
Bristol, VA 24201-4355  
276.821.9280 Voice  
423.946.2773 Cell  
276.645.1553 Fax

WCYB-TV (NBC) | WCYB-D2 (CW) | WCYB-D3 (COMET)  
WEMT-TV (FOX) | WEMT-D2 (MOVIES) | WEMT-D3 (CHARGE) | WEMT-D4 (TBD)



**IMPORTANT: Privacy Notice** – This message and any accompanying documents are intended only for the use of the individual or entity to which it is addressed and may contain information that is privileged, confidential, and exempt from disclosure under applicable law. If the reader of this message is not the intended recipient or the employee or agent of the intended recipient, you are hereby notified that any dissemination, distribution, or copying of this transaction is strictly prohibited. If you have received this communication in error, please notify the sender immediately and destroy the original transmission.

This station does not discriminate in the sale of advertising time, and we will accept no advertising which is placed with an intent to discriminate on the basis of race, gender, ethnicity. Advertiser hereby certifies that it is not buying broadcasting airtime under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

**Parker, Fred W.**

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**From:** Parker, Fred W.  
**Sent:** Thursday, October 19, 2023 10:14 AM  
**To:** 'Steven Flint'  
**Subject:** RE: [EXT] October thru Nov 6: schedule

**Importance:** High

Good Morning Steve....

I want to add to my ad buy. Can we pump it up starting Oct 27.

\$3,100 mainly in 30 second spots ending at noon on Nov 7, 2023

I will deliver a check on that day

fred

**From:** Steven Flint <Sflint@sbg.tv.com>  
**Sent:** Thursday, September 21, 2023 8:36 AM  
**To:** Parker, Fred W. <fparker@washcova.com>  
**Cc:** Katlyn Parker <kparker@wcyb.com>; Ginger Lawson <Gflawson@sbg.tv.com>; Max Hrenda <Mlhrenda@sbg.tv.com>  
**Subject:** RE: [EXT] October thru Nov 6: schedule

That works. Please sign and return the schedule by email so we can have it in our system ready to start on 10/3.

Thanks,

Check Remittance Form

Check #: 2513 DATE: 10/27/2023

Agency: Fred Parker for Washington County Treasurer-D

Advertiser: Fred Parker for Washington County Treasurer-D

| Category | Call Letters | Bridge MC Name | Invoice # | Amount      | Contract # | Check Airdates        |
|----------|--------------|----------------|-----------|-------------|------------|-----------------------|
| CIA      | WCYB         | James A Denton |           | \$ 3,140.75 | 5856688    | 10/30/2023-11/05/2023 |

**FRED W PARKER CAMPAIGN**  
 27146 MAJOR DR 276-492-1650  
 ABINGDON, VA 24211

2513  
68-381/514  
07

Date 10/27/2023 CHECK ARMOR

**PAY to the Order of** WCYB-TV / Sinclair News \$ 3140.75

Three thousand one hundred forty and 75/100 Dollars

For Ad Buy *Paula Parker*

⑆05⑆4038⑆8⑆ ⑆00005455⑆ 2513

Photo Safe Deposit®  
Date on back

COLONIAL CLASSIC®

Total Check Amount \$ 3,140.75