

Approved  
2/22/16

NAB Form PB-18 Issues

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <i>WRAL-TV, Raleigh, NC</i>	Date: <i>2-22-16</i>
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I, Michelle Irvin

do hereby request station time concerning the following issue:

Bond - Connect NC <i>Bond Refund</i>
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	<i>see attached</i>				

This broadcast time will be used by: SEE ORDER

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

Yes  No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

[Redacted area]

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

Connect-NC Committee  
PO Box 30696 Raleigh, NC 27622

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Chairs: Bob Brown, Jack Ceel, Richard Williams, Jim Melum

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

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

Connect NC Committee  
PO Box 30696 Raleigh, NC 27622

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

See Pg. 2

Chairs: Bob Brown, Jack Cecil,  
Richard Williams,  
Jim Melum

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

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

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

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

2-19-16  
Date

*Marion Bell*  
Signature

202-337-5700  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Accepted in Part

Rejected

*Marion Bell*  
Signature

Marion Bell  
Printed Name

Sales Mktg Director  
Title

*2/22/16*

*Joseph*  
*2/22/16*

# CONTRACT

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

<u>Contract / Revision</u> 160556 /	<u>Alt Order #</u> 8145641
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<u>Product</u> CONNECT NC 2/24	
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<u>Contract Dates</u> 02/29/16 - 03/01/16	<u>Estimate #</u> 476
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<u>Advertiser</u> Connect NC	<u>Original Date / Revision</u> 02/19/16 / 02/23/16
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And:

**Strategic Media Services**  
**1911 North Ft. Myer Drive**  
**Suite 400**  
**Arlington, VA 22209**

<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
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<u>Property</u> WRAL	<u>Account Executive</u> Cheryl Blair	<u>Sales Office</u> Washington Tel
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<u>Special Handling</u> CIA - Mark PAID
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<u>Demographic</u> Adults 35+
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<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
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<u>Agency Ref</u>	<u>Advertiser Ref</u>
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRAL	02/29/16	03/01/16	Today Show	7-9A		:30				NM	1	\$700.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		02/29/16	03/06/16	M-----	1	\$700.00							
N 2	WRAL	03/01/16	03/01/16	Today Show	7-9A		:30				NM	1	\$700.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		02/29/16	03/06/16	-T-----	1	\$700.00							
N 3	WRAL	02/29/16	02/29/16	WRAL 6P News	6p-6:30p		:30				NM	1	\$1,600.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		02/29/16	03/06/16	M-----	1	\$1,600.00							
N 4	WRAL	02/29/16	02/29/16	WRAL AM News 6-7a	6a-7a		:30				NM	1	\$1,100.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		02/29/16	03/06/16	M-----	1	\$1,100.00							
N 5	WRAL	03/01/16	03/01/16	WRAL 5p News	5p-530p		:30				NM	1	\$1,000.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		02/29/16	03/06/16	-T-----	1	\$1,000.00							
N 6	WRAL	03/01/16	03/01/16	WRAL 530p News	530-6p		:30				NM	1	\$1,100.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		02/29/16	03/06/16	-T-----	1	\$1,100.00							
<b>Totals</b>								0.00				6	\$6,200.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
02/29/16 - 03/01/16	6	\$6,200.00	(\$930.00)	\$5,270.00
<b>Totals</b>	6	\$6,200.00	(\$930.00)	\$5,270.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

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

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

<u>Contract / Revision</u>	<u>Alt Order #</u>
160556 /	8145641

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
02/29/16 - 03/01/16	CONNECT NC 2/24	476

<u>Advertiser</u>	<u>Original Date / Revision</u>
Connect NC	02/19/16 / 02/23/16

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

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# CONTRACT



**WRAL-TV**  
 2619 Western Blvd  
 Raleigh, NC 27605  
 (919)821-8514

<b>Contract / Revision</b> 160555 /	<b>Alt Order #</b> 8145641
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<b>Product</b> CONNECT NC 2/24	
<b>Contract Dates</b> 02/24/16 - 02/27/16	<b>Estimate #</b> 476

<b>Advertiser</b> Connect NC	<b>Original Date / Revision</b> 02/19/16 / 02/23/16
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And:

Strategic Media Services  
 1911 North Ft. Myer Drive  
 Suite 400  
 Arlington, VA 22209

<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Property</b> WRAL-TV	<b>Account Executive</b> Cheryl Blair	<b>Sales Office</b> Washington Tel

<b>Special Handling</b> CIA - Mark PAID
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<b>Demographic</b> Adults 35+
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<b>Agy Code</b>	<b>Advertiser Code</b>	<b>Product 1/2</b>
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<b>Agency Ref</b>	<b>Advertiser Ref</b>
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Second part of est. 476 placed on  
 new contract due to affiliation change  
 from CBS to NBC eff. 2/29/16. m&g

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRAL	02/26/16	02/26/16	CBS This Morning	7am - 9am		:30				NM	1	\$700.00
		ISSUE CARD 1Q V2.12											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/22/16	02/28/16	----F--				1	\$700.00				
N 2	WRAL	02/26/16	02/26/16	Late News	11-1135p		:30				NM	1	\$1,100.00
		ISSUE CARD 1Q V2.12											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/22/16	02/28/16	----F--				1	\$1,100.00				
N 3	WRAL	02/27/16	02/27/16	Late News	11-1135p		:30				NM	1	\$1,100.00
		ISSUE CARD 1Q V2.12											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/22/16	02/28/16	-----S-				1	\$1,100.00				
N 4	WRAL	02/25/16	02/25/16	Late News	11-1135p		:30				NM	1	\$1,100.00
		ISSUE CARD 1Q V2.12											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/22/16	02/28/16	---T---				1	\$1,100.00				
N 5	WRAL	02/25/16	02/25/16	5:30 News	530-6p		:30				NM	1	\$1,100.00
		ISSUE CARD 1Q V2.12											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/22/16	02/28/16	---T---				1	\$1,100.00				
N 6	WRAL	02/25/16	02/25/16	6pm News (M-F)	6-630p		:30				NM	1	\$1,600.00
		ISSUE CARD 1Q V2.12											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/22/16	02/28/16	---T---				1	\$1,600.00				
N 7	WRAL	02/24/16	02/24/16	5:00 First News	5-530p		:30				NM	1	\$1,000.00
		ISSUE CARD 1Q V2.12											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/22/16	02/28/16	--W----				1	\$1,000.00				
N 8	WRAL	02/24/16	02/24/16	WRAL AM News	6-7a		:30				NM	1	\$1,100.00
		ISSUE CARD 1Q V2.12											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/22/16	02/28/16	--W----				1	\$1,100.00				

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**WRAL-TV**  
 2619 Western Blvd  
 Raleigh, NC 27605  
 (919)821-8514

<u>Contract / Revision</u>	<u>Alt Order #</u>
160555 /	8145641

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
02/24/16 - 02/27/16	CONNECT NC 2/24	476

<u>Advertiser</u>	<u>Original Date / Revision</u>
Connect NC	02/19/16 / 02/23/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount	
		Start Date	End Date	Weekdays			Spots/Week	Rate						
<b>Totals</b>												0.00	8	\$8,800.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
02/01/16 - 02/27/16	8	\$8,800.00	(\$1,320.00)	\$7,480.00
<b>Totals</b>	8	\$8,800.00	(\$1,320.00)	\$7,480.00

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

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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