

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 28368084

Changes as of: 3/20/2024 at 10:46 AM

Version: Original Order

CPE: 398/385/3708

Flight: 3/18/24 - 3/31/24

Station: WTTVA

Agency: HULSEN MEDIA SERVICES LLC

Advertiser: AMERICAN CANCER SOCIETY CANCER ACTION NETWORK

Market: Columbus-Tupelo

2400 LARAMIE TRAIL
AUSTIN, TX 78745

Product: Issue
Agency Order #: 13311012

Office: WASHINGTON
Service: Nielsen

Buyer: Solmundson, Jeff

Primary Demo: Adults 35+

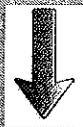
Salesperson: KENNETH MIELE
202-955-5342

Assistant: KENNETH MIELE
202-955-5342

Total Spots: 8
Total CPP: \$54,56
Total GRP: 94.4

Comments: Please confirm receipt and entry of order.; Separation: 15; PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	A35P Rating	Len	3/18 - 3/30													TOTALS:					
							3/18	3/19	3/20	3/21	3/22	3/23	3/24	3/25	3/26	3/27	3/28	3/29	3/30						
1	M-F 6p-6:30p		WTTVA 9 News At 6:00	\$825.00	14.4	30	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	
2	M-F 6:30p-7p		Wheel Of Fortune	\$825.00	13.0	30	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	
3	M-F 10p-10:35p		WTTVA 9 News At 10:00	\$350.00	8.6	30	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	
4	Su 10p-10:35p		WTTVA 9 News At 10	\$325.00	9.4	30	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	
TOTALS:							0	0	0	3	0	0	1	1	3	0	0	0	0	0	0	0	0	0	



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125 West 55th St
New York, NY 10019

Contract # 28368084

Changes as of: 3/20/2024 at 10:46 AM

Version: Original Order

CPE: 398/385/3708

Flight: 3/18/24 - 3/31/24

Station: WTVA

Con Type: POLITICAL/NOTE

Agency: HULSEN MEDIA SERVICES LLC

Advertiser: AMERICAN CANCER SOCIETY CANCER ACTION NETWORK

Market: Columbus-Tupelo

Total \$: \$5,150.00

2400 LARAMIE TRAIL
AUSTIN, TX 78745

Product: Issue
Agency Order #: 13311012

Office: WASHINGTON
Service: Nielsen

Total Spots: 8
Total CPP: \$54.56
Total GRP: 94.4

Buyer: Solmundson, Jeff
Salesperson: KENNETH MIELE
202-955-5342

Primary Demo: Adults 35+
Assistant: KENNETH MIELE
202-955-5342

Comments: Please confirm receipt and entry of order.; Separation: 15; PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	3/31 - 3/31		Total Spots	Total \$	CPP*	GRP*
							3/31	3/31				
1	M-F 6p-6:30p		WTVA 9 News At 6:00	\$825.00	14.4	30	0	0	2	\$1,650.00	\$57.29	28.8
2	M-F 6:30p-7p		Wheel Of Fortune	\$825.00	13.0	30	0	0	3	\$2,475.00	\$63.46	39.0
3	M-F 10p-10:35p		WTVA 9 News At 10:00	\$350.00	8.6	30	0	0	2	\$700.00	\$40.70	17.2
4	Su 10p-10:35p		WTVA 9 News At 10	\$325.00	9.4	30	0	0	1	\$325.00	\$34.57	9.4
TOTALS:							0	0	8	\$5,150.00	\$54.56	94.4



125 West 55th St
New York, NY 10019

Contract # 28368084

Changes as of: 3/20/2024 at 10:46 AM

Version: Original Order

CPE: 398/385/3708

Flight: 3/18/24 - 3/31/24

Station: WTVB

Con Type: POLITICAL/NOTE

Agency: HULSEN MEDIA SERVICES LLC

Advertiser: AMERICAN CANCER SOCIETY CANCER ACTION NETWORK

Market: Columbus-Tupelo

Total \$: \$5,150.00

2400 LARAMIE TRAIL
AUSTIN, TX 78745

Product: Issue
Agency Order #: 13311012

Office: WASHINGTON
Service: Nielsen

Total Spots: 8
Total CPP: \$54.56
Total GRP: 94.4

Buyer: Solmundson, Jeff
Salesperson: KENNETH MIELE
Separation: 202-955-5342

Primary Demo: Adults 35+
Assistant: KENNETH MIELE
202-955-5342

Special Instructions

Order Level Comments

Date/Time: 03/20/24 10:46 AM | Added by: KENNETH MIELE | Comment: Please confirm receipt and entry of order. Separation: 15:PopulationBuyType: CPP

Competitive Information	
Market Budget:	0%
WTVB Share:	0%
Comment:	Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	8	\$5,150.00	\$54.56	94.4
Total	100%	8	\$5,150.00	\$54.56	94.4

Monthly Summary		
Month	Spots	Dollars
2024-Mar	8	\$5,150.00
Total	8	\$5,150.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	3/20/24 12:51 PM					\$0	\$0	
New	3/20/24 10:46 AM	KENNETH MIELE	New	8		\$5,150.00	\$5,150.00	

Non-Discrimination Policy
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 MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.



WTVA
PO BOX 320
TUPELO, MS 38802-0320

Hulsen Media Services --EDI
2400 LARAMIE TRL
AUSTIN, TX 78745-3664

Contract # 60980
 Schedule Dates: 03/21/24-03/26/24
 Advertiser: American Cancer Society Cancer Action Network ()
 Agency: Hulsen Media Services --EDI (1118)
 Product: Political - Issues/Propositions (1152)
 Brand: Issue (7724)
 Salesperson: Katz New York, Katz New York (1026)
 Sales Office: Katz New York
 Buyer Name: Jef Solmundson,
 Phone/Fax: (202) 995-5342 /
 CPE: 398/385/3708
 Account Types: National/Political Issue - Agency
 Billing Type: Standard
 Comments: Issue
 Please confirm receipt and entry of order.;Separation: 15;Populationbu
 YType: CPP

Tupelo NBC (WTVA)		
By Broadcast Month	Spots	Rate
Mar. 2024	8	\$5,150.00
Grand Total:	8	\$5,150.00

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
1.0	Normal Line / SPOT	03/21/24-03/21/24	3	:30	6P- 6:30P (CST)					1				1	\$825.00	\$825.00	Tupelo NBC (WTVA)	WTVA 9 News AT 6:00	3/20/24
2.0	Normal Line / SPOT	03/26/24-03/26/24	3	:30	6P- 6:30P (CST)		1							1	\$825.00	\$825.00	Tupelo NBC (WTVA)	WTVA 9 News AT 6:00	3/20/24
3.0	Normal Line / SPOT	03/21/24-03/21/24	3	:30	6:30P- 7P (CST)					1				1	\$825.00	\$825.00	Tupelo NBC (WTVA)	Wheel Of Fortune	3/20/24
4.0	Normal Line / SPOT	03/25/24-03/25/24	3	:30	6:30P- 7P (CST)		1							1	\$825.00	\$825.00	Tupelo NBC (WTVA)	Wheel Of Fortune	3/20/24
5.0	Normal Line / SPOT	03/26/24-03/26/24	3	:30	6:30P- 7P (CST)					1				1	\$825.00	\$825.00	Tupelo NBC (WTVA)	Wheel Of Fortune	3/20/24
6.0	Normal Line / SPOT	03/21/24-03/21/24	3	:30	10P- 10:35P (CST)					1				1	\$350.00	\$350.00	Tupelo NBC (WTVA)	WTVA 9 News AT 10:00	3/20/24
7.0	Normal Line / SPOT	03/26/24-03/26/24	3	:30	10P- 10:35P (CST)		1							1	\$350.00	\$350.00	Tupelo NBC (WTVA)	WTVA 9 News AT 10:00	3/20/24
8.0	Normal Line / SPOT	03/24/24-03/24/24	3	:30	10P- 10:35P (CST)								1	1	\$325.00	\$325.00	Tupelo NBC (WTVA)	WTVA 9 News AT 10	3/20/24

CONFIRMATION CONTRACT

Accepted Agency/Advertiser: _____ Date: _____
 Accepted Station: _____ Date: _____
 Comments: _____

Our stations (WTVA and ABC WTVA) do not discriminate on the basis of race or ethnicity in the sale, placement or scheduling of advertising. Any order for advertising that includes any such restrictions will not be accepted.

**ISSUE (Non-candidate) ADVERTISEMENT
AGREEMENT FORM**

I, HMS Hulsen Media Services, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

Check one:

- Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by: Hulsen Media Services

Agency name: Hulsen Media Services

Address: 2400 Laramie Trail

Contact: Kristin Black

Phone number: 512-827-7427

Email: kristin@hulsenmedia.com

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: American Cancer Society Cancer Action Network

Address: 655 15th Street, NW, Suite 503 Washington, DC 20005

Contact:

Phone number: (202) 661-5700

Email:

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

Karen E. Knudsen, MBA, PhD (CEO)

Lisa Lacasse, MBA (President)

Kimberly L. Jeffries Leonard, PhD (Chair of the Board)

John J. Manna, Jr., Esq (Vice Chair)

Scarlett K. Mueller, MPH, RN, FAAN (Secretary)

Kav Coleman (Treasurer)

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

N/A

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

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor

Station Representative

Signature:

K-Black

Signature:

Sunny Grimes

Name:

Kevin Black

Name:

Sunny Grimes

Date of Request to Purchase Ad Time:

Date of Station Agreement to Sell Time:

3.20.24

TO BE COMPLETED BY STATION ONLY

Ad submitted to station?

Yes

No

Date ad received:

3.20.24

Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

Accepted

Accepted IN PART (e.g., ad not received to determine content)*

Rejected - provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #:

60980

Station Call Letters:

WTVA

Date Received/Requested:

3.20.24

Est. #:

3708

Station Location:

Tupelo, MS

Run Start and End Dates:

3.21 - 3.26

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.