

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Dudley Media, 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:**

Agency name: Dudley Media  
 Address: 919 Catharine Street, Philadelphia, PA 19147  
 Contact: Bob Dudley | Phone number: 215-923-3012 | Email: BDudley@cofi.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: SEIU Healthcare Illinois  
 Address: 2209 South Halsted Street  
 Contact: Jessica Angus | Phone number: 312-296-2900 | Email: jessica.angus@seiuhealth.org

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.):**

Greg Kelly - President  
Erica Bland - Executive Vice President  
Maggie Laslo - Secretary - 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):

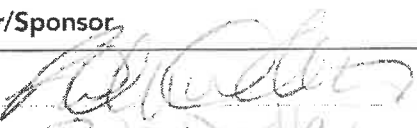
Date of election:

**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.

<b>Advertiser/Sponsor</b>	<b>Station Representative</b>
Signature: 	Signature:
Name: <u>Bob Dudley</u>	Name:
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: \_\_\_\_\_

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) 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 (optional): \_\_\_\_\_

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

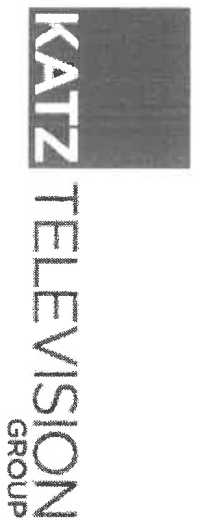
Date and nature of follow-ups, if any: \_\_\_\_\_

Contract #:	Station Call Letters:	Date Received/Requested:
Est. #:	Station Location:	Run Start and End Dates:

**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.





125 West 55th St  
New York, NY 10019

Contract # 28352961 Changes as of: 2/1/2024 at 10:56 AM Version: Current State Version 1

CPE: Agency: DUDLEY MEDIA 919 CATHARINE ST PHILADELPHIA, PA 19147  
 Flight: 2/2/24 - 2/15/24 Advertiser: SEIU HEALTHCARE ILLINOIS Product: SEIU-24-01H  
 Buyer: BOB DUDLEY Salesperson: KENIA OLIVERA 323-966-5000  
 Agency Order #: Separation: Primary Demo: Adults 35+ Assistant: KENIA OLIVERA 323-966-5000  
 Station: WICS Market: Campaign-Spmgfd-Dt DMA Office: WASHINGTON Service: Nielsen  
 Total Spots: 138 Total CPM: \$0.00 Total GRP:

Con Type: POLITICAL/VOTE  
Total \$: \$57,150.00

#	Day/Time	DP	Program	Rate	A35P Rating	Len	2/15 - 2/15		Total Spots	Total \$	CPP*	GRP*
							2/15	2/15				
1	M-F 5a-6a		NEWS	\$180.00	0.0	30	2		10	\$1,800.00	\$0.00	0.0
2	M-F 6a-7a		NEWS	\$550.00	0.0	30	2		15	\$8,250.00	\$0.00	0.0
3	M-F 7a-9a		GMA	\$500.00	0.0	30	2		15	\$7,500.00	\$0.00	0.0
4	M-F 9a-10a		LIVE W KELLY	\$200.00	0.0	30	1		5	\$1,000.00	\$0.00	0.0
5	M-F 10a-11a		THE VIEW	\$200.00	0.0	30	1		5	\$1,000.00	\$0.00	0.0
6	M-F 11a-11:30a		NEWS	\$200.00	0.0	30	1		10	\$2,000.00	\$0.00	0.0
7	M-F 11:30a-12n		NEWS	\$180.00	0.0	30	1		5	\$900.00	\$0.00	0.0
8	M-F 12n-1p		GMA3	\$150.00	0.0	30	1		5	\$750.00	\$0.00	0.0
9	M-F 1p-2p		GEN HOSP	\$300.00	0.0	30	0		0	\$0.00	\$0.00	0.0
10	M-F 2p-3p		GENNIFER HUDSON	\$200.00	0.0	30	0		0	\$0.00	\$0.00	0.0
11	M-F 3p-4p		DR PHIL	\$180.00	0.0	30	0		0	\$0.00	\$0.00	0.0
12	M-F 4p-5p		JUDGE JUDY	\$180.00	0.0	30	1		5	\$900.00	\$0.00	0.0
13	M-F 5p-5:30p		NEWS	\$600.00	0.0	30	1		8	\$4,800.00	\$0.00	0.0
14	M-Su 5:30p-6p		ABC NEWS	\$0.00	0.0	30	0		0	\$0.00	\$0.00	0.0
15	Sa 6p-6:30p		NEWS	\$250.00	0.0	30	0		1	\$250.00	\$0.00	0.0
16	Su 5:30p-6p		NEWS	\$350.00	0.0	30	0		1	\$350.00	\$0.00	0.0
17	M-F 6:30p-7p		ET	\$900.00	0.0	30	1		5	\$4,500.00	\$0.00	0.0
18	F 9p-10p		20/20	\$900.00	0.0	30	0		1	\$900.00	\$0.00	0.0
19	M-F 10p-10:35p		NEWS	\$750.00	0.0	30	1		10	\$7,500.00	\$0.00	0.0
20	Sa 10p-10:35p		NEWS	\$400.00	0.0	30	0		1	\$400.00	\$0.00	0.0

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 28352961 Changes as of: 2/1/2024 at 10:56 AM Version: Current State Version 1

CPE: \$600.00  
 Agency: DUDLEY MEDIA  
 919 CATHARINE ST  
 PHILADELPHIA, PA 19147  
 Flight: 2/2/24 - 2/15/24  
 Advertiser: SEIU HEALTHCARE ILLINOIS  
 Product: SEIU-24-01H  
 Agency Order #: 19147  
 Buyer: BOB DUDLEY  
 Salesperson: KENIA OLIVERA 323-966-5000  
 Separation:  
 Station: WICS  
 Market: Campaign-Sprngfld-Dt DMA  
 Office: WASHINGTON  
 Service: Nielsen  
 Primary Demo: Adults 35+  
 Assistant: KENIA OLIVERA 323-966-5000  
 Con Type: POLITICAL/NOTE  
 Total Spots: 138  
 Total CPM: \$0.00  
 Total GRP:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	2/2 - 2/14													
							2/2	2/3	2/4	2/5	2/6	2/7	2/8	2/9	2/10	2/11	2/12	2/13	2/14	
21	Su 10p-10:35p		NEWS	\$600.00	0.0	30	0	0	1	0	0	0	0	0	0	0	0	0	0	0
22	M-F 10:35p-11:37p		KIMMEL	\$250.00	0.0	30	0	0	0	0	0	0	0	0	1	0	0	1	1	1
23	M-F 12:06a-12:35a		I CRIME	\$60.00	0.0	30	0	0	0	0	0	0	0	0	0	0	0	0	0	0
24	Sa 7a-9a		GMA	\$250.00	0.0	30	0	1	0	0	0	0	0	0	0	2	0	0	0	0
25	Sa 11:35p-12:35a		ET	\$60.00	0.0	30	0	0	0	0	0	0	0	0	0	0	0	0	0	0
26	Sa 12:35a-1:35a		EXTRA	\$60.00	0.0	30	0	0	0	0	0	0	0	0	0	0	0	0	0	0
27	Su 7a-8a		GMA	\$250.00	0.0	30	0	0	1	0	0	0	0	0	0	0	1	0	0	0
28	Su 8a-9a		THIS WEEK	\$150.00	0.0	30	0	0	1	0	0	0	0	0	0	0	1	0	0	0
29	Su 9a-9:30a		NEWS	\$0.00	0.0	30	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	Su 10:35p-11:05p		FULL MEASURE	\$150.00	0.0	30	0	0	0	0	0	0	0	0	0	0	1	0	0	0
31	Su 11:35p-12:35a		ET	\$60.00	0.0	30	0	0	0	0	0	0	0	0	0	0	0	0	0	0
32	Su 12:35a-1:05a		OPEN HOUSE	\$60.00	0.0	30	0	0	0	0	0	0	0	0	0	0	0	0	0	0
33	M-F 6p-6:30p		NEWS	\$900.00	0.0	30	1	0	0	1	1	1	1	1	1	0	0	1	1	1
34	Sa 10:35p-11:35p		NATIONAL DESK	\$300.00	0.0	30	0	0	0	0	0	0	0	0	0	1	0	0	0	0
35	M-F 11:37p-12:06a		NIGHTLINE	\$90.00	0.0	30	1	0	0	1	1	1	1	1	1	0	0	1	1	1
<b>TOTALS:</b>							<b>6</b>	<b>1</b>	<b>3</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>6</b>	<b>19</b>	<b>5</b>	<b>5</b>	<b>18</b>	<b>18</b>	<b>18</b>	<b>1</b>





125 West 55th St  
New York, NY 10019

Contract # 28352961 Changes as of: 2/12/2024 at 10:56 AM Version: Current State Version 1

CPE: Agency: DUDLEY MEDIA Advertiser: SEIU HEALTHCARE ILLINOIS

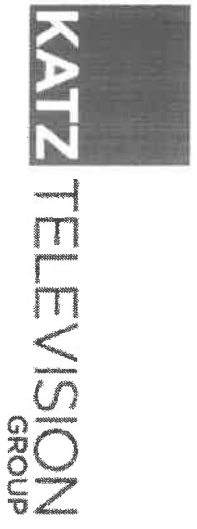
919 CATHARINE ST PHILADELPHIA, PA 19147 Agency Order #: Product: SEIU-24-01H

Buyer: BOB DUDLEY Salesperson: KENIA OLIVERA 323-966-5000 Separation: Primary Demo: Adults 35+ Assistant: KENIA OLIVERA 323-966-5000

Station: WICS Market: Campaign-SprngId-Dt DMA Office: WASHINGTON Service: Nielsen Total Spots: 138 Total CPP: \$0.00

Total GRP:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	2/15 - 2/15		Total Spots	Total \$	CPP*	GRP*
							2/15	2/15				
21	Su 10p-10:35p		NEWS	\$600.00	0.0	30	0	0	2	\$1,200.00	\$0.00	0.0
22	M-F 10:35p-11:37p		KINMEI	\$250.00	0.0	30	1	0	5	\$1,250.00	\$0.00	0.0
23	M-F 12:06a-12:35a		I CRIME	\$60.00	0.0	30	0	0	0	\$0.00	\$0.00	0.0
24	Sa 7a-9a		GMA	\$250.00	0.0	30	0	0	3	\$750.00	\$0.00	0.0
25	Sa 11:35p-12:35a		ET	\$60.00	0.0	30	0	0	0	\$0.00	\$0.00	0.0
26	Sa 12:35a-1:35a		EXTRA	\$60.00	0.0	30	0	0	0	\$0.00	\$0.00	0.0
27	Su 7a-8a		GMA	\$250.00	0.0	30	0	0	2	\$500.00	\$0.00	0.0
28	Su 8a-9a		THIS WEEK	\$150.00	0.0	30	0	0	2	\$300.00	\$0.00	0.0
29	Su 9a-9:30a		NEWS	\$0.00	0.0	30	0	0	0	\$0.00	\$0.00	0.0
30	Su 10:35p-11:05p		FULL MEASURE	\$150.00	0.0	30	0	0	1	\$150.00	\$0.00	0.0
31	Su 11:35p-12:35a		ET	\$60.00	0.0	30	0	0	0	\$0.00	\$0.00	0.0
32	Su 12:35a-1:05a		OPEN HOUSE	\$60.00	0.0	30	0	0	0	\$0.00	\$0.00	0.0
33	M-F 6p-6:30p		NEWS	\$900.00	0.0	30	1	0	10	\$9,000.00	\$0.00	0.0
34	Sa 10:35p-11:35p		NATIONAL DESK	\$300.00	0.0	30	0	0	1	\$300.00	\$0.00	0.0
35	M-F 11:37p-12:06a		NIGHTLINE	\$90.00	0.0	30	1	0	10	\$900.00	\$0.00	0.0
TOTALS:							18		138	\$57,150.00	\$0.00	0.0



125 West 55th St  
New York, NY 10019

Contract # 28352961      Changes as of: 2/12/2024 at 10:56 AM      Version: Current State Version 1

CPE:      Flight: 2/2/24 - 2/15/24      Station: WICS      Con Type: POLITICAL/VOTE  
 Agency: DUDLEY MEDIA      Advertiser: SEIU HEALTHCARE ILLINOIS      DMA      Total \$: \$57,150.00

919 CATHARINE ST      Product: SEIU-24-01H      Office: WASHINGTON      Total Spots: 138  
 PHILADELPHIA, PA 19147      Agency Order #:      Service: Nielsen      Total CPP: \$0.00

Buyer: BOB DUDLEY      Primary Demo: Adults 35+      Total GRP:  
 Salesperson: KENIA OLIVERA      Assistant: KENIA OLIVERA  
 Separation:      323-966-5000

Competitive Information	
Market Budget:	\$57,150
WICS Share:	100%
Comment:	Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	138	\$57,150.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>138</b>	<b>\$57,150.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2024-Feb	138	\$57,150.00
<b>Total</b>	<b>138</b>	<b>\$57,150.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	2/1/24 11:00 AM					\$0		
New	2/1/24 10:56 AM	KENIA OLIVERA	New	138		\$57,150.00	\$57,150.00	

**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.

8951

DUDLEY MEDIA

PNC Bank, N.A.  
Philadelphia, PA 020



3-5/310

1/31/2024

PAY TO THE ORDER OF WICS-TV/WICD-TV

\$ \*\*15,300.00

Fifteen Thousand Three Hundred and 00/100\*\*\*\*\*

DOLLARS

WICS-TV/WICD-TV



*[Handwritten Signature]*

AUTHORIZED SIGNATURE

MEMO SEIU Healthcare

Security features. Details on back

⑈00895⑈ ⑆03⑆000053⑆ 86⑆639⑆739⑈