

WXLV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

4CWM  
1322 G St SE  
Washington, DC 20003

# Contract # 1905842

Schedule Dates 08/21/14-09/03/14  
Advertiser Center Forward (71144)  
Agency 4CWM (15934)  
Product POLITICAL ISSUE (ns) (1187)  
Brand CENTER FORWARD (439385)  
Salesperson Millennium/DC, Washington DC (1108)  
Sales Office Millennium Washington DC  
Buyer Name Placement/Media  
Phone/Fax /  
CPE 500/521/2253  
Account Types National/Political Issue Agency BRD  
Billing Type Weekly/Irregular  
Comments CENTER FORWARD  
PJ STACK

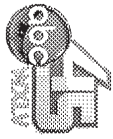
Date Entered 08/19/14  
Last Modified 08/21/14  
Entered By Lisa Carter  
CO-OP Yes  
Headline # ECR10379577  
Demo ABS+R  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$1,554.50  
Net Total \$9,375.50  
Sales Tax

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Aug. 2014	66	\$7,620.00
Sep. 2014	29	\$3,410.00
Grand Total:	95	\$11,030.00

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 (1)	08/21/14-08/27/14	3	:30	7A-ABC-Good Morning America	1	1	1	1					3	\$100.00	\$300.00	Greensboro (WXLV)	GD MRN AMN-ABC	8/19/14
2.0	Normal Line / SPOT (2)	08/21/14-08/22/14	3	:30	9A-Queen Latifah 2	1				X	X			1	\$30.00	\$30.00	Greensboro (WXLV)	QUEEN LATIFAH	8/19/14
3.0	Normal Line / SPOT (3)	08/21/14-08/22/14	4	:30	10:58-25A-ABC-The View					2	2			4	\$100.00	\$400.00	Greensboro (WXLV)	VIEW-ABC<	8/19/14
4.0	Normal Line / SPOT (4)	08/21/14-08/27/14	4	:30	12P-1P (EST)	1	1	1						3	\$30.00	\$90.00	Greensboro (WXLV)	MILLIONAIRE/MILLIONAIRE	8/19/14
5.0	Normal Line / SPOT (5)	08/21/14-08/22/14	3	:30	12:57-5P-ABC-The Chew					1	1			2	\$30.00	\$60.00	Greensboro (WXLV)	CHEW-ABC	8/19/14
6.0	Normal Line / SPOT (6)	08/21/14-08/22/14	4	:30	2P-ABC-General Hospital					1	1			2	\$90.00	\$180.00	Greensboro (WXLV)	GENRL HOSPITAL<	8/19/14
7.0	Normal Line / SPOT (7)	08/21/14-08/27/14	4	:30	3P-Queen Latifah	2	X	X	X					2	\$30.00	\$60.00	Greensboro (WXLV)	QUEEN LATIFAH	8/19/14
8.0	Normal Line / SPOT (8)	08/21/14-08/22/14	4	:30	4P-5P (EST)	1				X	X			1	\$30.00	\$30.00	Greensboro (WXLV)	FAMILY FEUD/FAMILY FEUD	8/19/14
9.0	Normal Line / SPOT (10)	08/21/14-08/22/14	4	:30	5P- Peoples Court	1				X	X			1	\$40.00	\$40.00	Greensboro (WXLV)	PEOPLES COURT	8/19/14
10.0	Normal Line / News (11)	08/21/14-08/27/14	3	:30	6:28-30P-ABC-World News Monday-Friday	2	X	X	X					2	\$100.00	\$200.00	Greensboro (WXLV)	ABC-WORLD NWS	8/19/14
11.0	Normal Line / News (12)	08/24/14-08/31/14	3	:30	6:28-45P-ABC-World News Sunday								1	1	\$50.00	\$50.00	Greensboro (WXLV)	ABC WORLD NEWS	8/19/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WXLV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

4QCM&M  
1322 G St SE  
Washington, DC 20003

### Contract # 1905842

Schedule Dates 08/21/14-09/03/14  
Advertiser Center Forward (71144)  
Agency 4QCM&M (15934)  
Product POLITICAL ISSUE (ns) (1187)  
Brand CENTER FORWARD (439385)  
Salesperson Millennium/DC, Washington DC (1108)  
Sales Office Millennium Washington DC  
Buyer Name Placement/Media  
Phone/Fax /  
CPE 500/521/2253  
Account Types National/Political Issue Agency BRD  
Billing Type Weekly/Irregular  
Comments CENTER FORWARD  
PI STACK

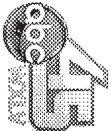
Date Entered 08/19/14  
Last Modified 08/21/14  
Entered By Lisa Carter  
CO-OP Yes  
Headline # ECR10379577  
Demo A35+R  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$1,654.50  
Net Total \$9,375.50  
Sales Tax

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Aug. 2014	66	\$7,620.00
Sep. 2014	29	\$3,410.00
<b>Grand Total:</b>	<b>95</b>	<b>\$11,030.00</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
11.0.1	Preempt (12)	08/24/14																	
12.0	Normal Line / SPOT (13)	08/21/14-08/22/14	3	:30	6:58-8:00P- Family Feud					1	1			2	\$270.00		Greensboro (WXLV)	Sold Out/Exception -	
13.0	Normal Line / SPOT (14)	08/21/14-08/22/14	3	:30	7:28-8:30P- Family Feud B					1	1			2	\$225.00		Greensboro (WXLV)	FAMILY FEUD	8/19/14
14.0	Normal Line / SPOT (15)	08/21/14-08/22/14	3	:30	11:35P- ABC-Jimmy Kimmel Live						1	1		2	\$35.00		Greensboro (WXLV)	J KIMMEL-ABC	8/19/14
15.0	Normal Line / SPOT (16)	08/21/14-08/22/14	4	:30	12:37A- ABC-Nightline	1				X	X			1	\$35.00		Greensboro (WXLV)	ABC-NIGHTLINE<	8/19/14
16.0	Normal Line / SPOT (1)	09/01/14-09/03/14	3	:30	7A- ABC-Good Morning America	1	1	1						3	\$100.00		Greensboro (WXLV)	GD MFRN AMR-ABC	8/19/14
17.0	Normal Line / SPOT (2)	08/28/14-08/29/14	3	:30	9A- Queen Latifah 2	1				X	X			1	\$30.00		Greensboro (WXLV)	QUEEN LATIFH R	8/19/14
18.0	Normal Line / SPOT (3)	08/25/14-08/27/14	3	:30	10:58-12:5A- ABC-The View	2	2	2						6	\$100.00		Greensboro (WXLV)	VIEW-ABC<	8/19/14
19.0	Normal Line / SPOT (3)	08/28/14-08/29/14	3	:30	10:58-12:5A- ABC-The View	2	2	2			2	2		4	\$100.00		Greensboro (WXLV)	VIEW-ABC<	8/19/14
20.0	Normal Line / SPOT (3)	09/01/14-09/03/14	3	:30	10:58-12:5A- ABC-The View	2	2	2						6	\$100.00		Greensboro (WXLV)	VIEW-ABC<	8/19/14
21.0	Normal Line / SPOT (4)	09/01/14-09/03/14	4	:30	12P- 1P (EST)	1	1	1						3	\$30.00		Greensboro (WXLV)	MILLIONAIRE/MILLIONAIRE B	8/19/14
22.0	Normal Line / SPOT (5)	08/28/14-08/29/14	3	:30	12:57-1:56P- ABC-The View					1	1			2	\$30.00		Greensboro (WXLV)	CHEW-ABC	8/19/14

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Buyer Name Placement/Media  
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Account Types National/Political Issue Agency BRD  
Billing Type Weekly/Irregular  
Comments CENTER FORWARD  
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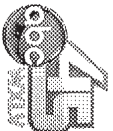
Date Entered 08/19/14  
Last Modified 08/21/14  
Entered By Lisa Carter  
CO-OP Yes  
Headline # ECR10379577  
Demo A35+R  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$1,654.50  
Net Total \$9,375.50  
Sales Tax

Greensboro (WXLV)			
By Broadcast Month	Spots	Rate	
Aug. 2014	66	\$7,620.00	
Sep. 2014	29	\$3,410.00	
<b>Grand Total:</b>	<b>95</b>	<b>\$11,030.00</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
23.0	Normal Line / SPOT (6)	08/25/14-08/27/14	4	:30	2P- ABC-General Hospital	1	1	1	1					3	\$90.00	\$270.00	Greensboro (WXLV)	GENRL HOSPTAL<	8/19/14
24.0	Normal Line / SPOT (6)	08/28/14-08/29/14	4	:30	2P- ABC-General Hospital					1	1			2	\$90.00	\$180.00	Greensboro (WXLV)	GENRL HOSPTAL<	8/19/14
25.0	Normal Line / SPOT (6)	09/01/14-09/03/14	4	:30	2P- ABC-General Hospital	1	1	1						3	\$90.00	\$270.00	Greensboro (WXLV)	GENRL HOSPTAL<	8/19/14
26.0	Normal Line / SPOT (7)	09/01/14-09/03/14	4	:30	2P- Queen Latifah	2	X	X	X					2	\$30.00	\$60.00	Greensboro (WXLV)	QUEEN LATIFAH	8/19/14
27.0	Normal Line / SPOT (8)	08/28/14-08/29/14	4	:30	4P- SP (EST)	1				X	X			1	\$30.00	\$30.00	Greensboro (WXLV)	FAMILY FEUD/FAMILY FEUD B	8/19/14
28.0	Normal Line / SPOT (10)	08/28/14-08/29/14	4	:30	5P- Peoples Court	1				X	X			1	\$40.00	\$40.00	Greensboro (WXLV)	PEOPLES COURT	8/19/14
29.0	Normal Line / News (11)	08/28/14-08/29/14	3	:30	6-28:30P- ABC-World News Monday-Friday	1				X	X			1	\$100.00	\$100.00	Greensboro (WXLV)	ABC-WORLD NWS	8/19/14
30.0	Normal Line / News (11)	09/01/14-09/03/14	3	:30	6-28:30P- ABC-World News Monday-Friday	1	X	X	X					1	\$100.00	\$100.00	Greensboro (WXLV)	ABC-WORLD NWS	8/19/14
31.0	Normal Line / SPOT (13)	08/25/14-08/27/14	3	:30	6-58:50P- Family Feud	1	1	1	1					3	\$270.00	\$810.00	Greensboro (WXLV)	FAMILY FEUD	8/19/14
32.0	Normal Line / SPOT (13)	08/28/14-08/29/14	3	:30	6-58:50P- Family Feud					1	1			2	\$270.00	\$540.00	Greensboro (WXLV)	FAMILY FEUD	8/19/14
33.0	Normal Line / SPOT (13)	09/01/14-09/03/14	3	:30	6-58:50P- Family Feud	1	1	1	1					3	\$270.00	\$810.00	Greensboro (WXLV)	FAMILY FEUD	8/19/14
34.0	Normal Line / SPOT (14)	08/25/14-08/27/14	3	:30	7-28:30P- Family Feud B	1	1	1	1					3	\$295.00	\$885.00	Greensboro (WXLV)	FAMILY FEUD B	8/19/14

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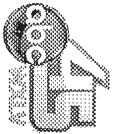
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<b>Grand Total:</b>	<b>95</b>	<b>\$11,030.00</b>

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35.0	Normal Line / SPOT (14)	08/28/14-08/29/14	3	:30	7:28-8:30p- Family Feud B									2	\$295.00		Greensboro (WXLV)	FAMILY FEUD B	8/19/14
36.0	Normal Line / SPOT (14)	09/01/14-09/03/14	3	:30	7:28-8:30p- Family Feud B		1	1	1					3	\$295.00		Greensboro (WXLV)	FAMILY FEUD B	8/19/14
37.0	Normal Line / SPOT (15)	09/01/14-09/03/14	3	:30	11:35p- ABC-Jimmy Kimmel Live	2	X	X	X					2	\$35.00		Greensboro (WXLV)	J KIMMEL-ABC	8/19/14
38.0	Normal Line / SPOT (16)	08/28/14-08/29/14	4	:30	12:37a- ABC-Nightline	1				X	X			1	\$35.00		Greensboro (WXLV)	ABC-NIGHTLINE<	8/19/14
39.0	Normal Line / News (17)	08/25/14-08/27/14	3	:30	6:28-50a- News-News 14 Carolina on ABC 45 at 630am	1	X	X	X					1	\$60.00		Greensboro (WXLV)	NEWS	8/21/14
40.0	Normal Line / News (18)	08/25/14-08/27/14	3	:30	5:58-30p- News-News 14 Carolina on ABC 45 at 630m	2	X	X	X					2	\$90.00		Greensboro (WXLV)	NEWS	8/21/14
41.0	Normal Line / News (19)	08/25/14-08/27/14	3	:30	11:01p- News- News 14 Carolina on ABC 45 at 11pm	1	X	X	X					1	\$90.00		Greensboro (WXLV)	NEWS	8/21/14
42.0	Normal Line / News (20)	08/23/14-08/23/14	4	:30	6:30p- ABC-World News Saturday							1		1	\$45.00		Greensboro (WXLV)	ABC WORLD NEWS	8/21/14
43.0	Normal Line / News (21)	09/01/14-09/03/14	3	:30	6:28-50a- News-News 14 Carolina on ABC 45 at 630am	1	X	X	X					1	\$60.00		Greensboro (WXLV)	NEWS	8/21/14

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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4QM&M  
1322 G St SE  
Washington, DC 20003

**Contract # 1905842**

Schedule Dates	08/21/14-09/03/14	Date Entered	08/19/14
Advertiser	Center Forward (71144)	Last Modified	08/21/14
Agency	4QM&M (15934)	Entered By	Lisa Carter
Product	POLITICAL ISSUE (ns) (1187)	CO-OP	Yes
Brand	CENTER FORWARD (439385)	Headline #	ECR10379577
Salesperson	Millennium/DC, Washington DC (1108)	Demo	A35+R
Sales Office	Millennium Washington DC	Order Type	Normal
Buyer Name	Placement Media	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	500/521/2253	Commission	\$1,654.50
Account Types	National/Political Issue Agency BRD	Net Total	\$9,375.50
Billing Type	Weekly/Irregular	Sales Tax	
Comments	CENTER FORWARD PI STACK		

Greensboro (WXYZ)		
By Broadcast Month	Spots	Rate
Aug. 2014	66	\$7,620.00
Sep. 2014	29	\$3,410.00
<b>Grand Total:</b>	<b>95</b>	<b>\$11,030.00</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
44.0	Normal Line / News (22)	09/01/14-09/03/14	3	:30	5:58-30P- News-News 14 Carolina on ABC 4.5 at 6pm	1	X	X	X	X				1	\$90.00	\$90.00	Greensboro (WXYZ)	NEWS	8/21/14
45.0	Normal Line / News (23)	09/01/14-09/03/14	3	:30	11:01P- News- News 14 Carolina on ABC 4.5 at 11pm	1	X	X	X	X				1	\$75.00	\$75.00	Greensboro (WXYZ)	NEWS	8/21/14

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
		<i>Marta Greene</i>		<i>8/20/14</i>

2/27/20

1 of 3

**Rep Firm** MILLENNIUM SALES & MARKETING  
**Sales Office** (DC) WASHINGTON  
**Salesperson** (PLX) PJ STACK  
**Sales Assistant** PJ  
**Salesperson Phone#** 202-955-5342  
**Salesperson Fax#** 202-955-5348

CENTER FORWARD

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* 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 COMMUNICATIONS, INC. (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.

SEE INS 17-23 FOR MGS FROM INS 9 & 12 PLS CONFIRM T/R PJ

Ln	Day	Time	Program	Len	Rate	Dates	Spots/ Week	Total Cost	Num of Weeks	Total Spots	RTG/IMP	GRPs/ (000)
9*	Su	4P-6P	MOVIE	30	\$50.00	08/24-08/31	4	\$0.00	2	0	-	-
		MADE-GOOD BY LINE(S) 17 18 19 20 21 22 23										
		V3 Effective Dates Changed										
17*	M-W	630A-7A	AM NEWS	30	\$60.00	08/25-08/27	1	\$60.00	1	1	-	-
		Buy Comment: MG										
		MKGD FOR SPOTS MISSED ON LN #9: 8/24(4/WK) 8/31(4/WK)										
		MKGD FOR SPOTS MISSED ON LN #12: 8/24(2/WK) 8/31(2/WK)										
		V3 Added										
18*	M-W	6P-630P	6PM NEWS	30	\$90.00	08/25-08/27	2	\$180.00	1	2	-	-
		Buy Comment: MG										
		PART OF A MKGD MADE UP OF LINES 17 18 19 20 21 22 23										
		V3 Added										
19*	M-W	11P-1135P	LATE NEWS	30	\$90.00	08/25-08/27	1	\$90.00	1	1	-	-
		Buy Comment: MG										
		PART OF A MKGD MADE UP OF LINES 17 18 19 20 21 22 23										
		V3 Added										

ORDER WORKSHEET

Rep Order# 10379577 Ver# 3 Status Revised Traffic Order# 1905842 Printed: 08/21/14 2:34 PM 2 of 3  
 EC'd Yes Last Received: 08/21/14 11:10 AM  
 Showing Buylines: All Rep Revised Lines

Station WXLV-TV GREENSBORO/W.SALEM  
 Advertiser (6087) POLITICAL ISSUE GROU  
 Product CENTER FORWARD  
 Estimate# 2253  
 Buyer Media Placement

Agency (4CMM) 4CM&M  
 1322 G STREET, SE  
 WASHINGTON, DC 20003  
 Agency C/P1/P2/E 500/521/2253  
 Flight Dates 08/21/14-09/03/14

Rep Firm MILLENNIUM SALES & MARKETING  
 Sales Office (DO) WASHINGTON  
 Salesperson (PI) PI STACK  
 Sales Assistant PJ  
 Salesperson Phone# 202-955-5342  
 Salesperson Fax# 202-955-5348

Ln	Day	Time	Program	Len	Rate	Dates	Spots/ Week	Total Cost	Num of Weeks	Total Spots	RTG/IMP	GRPs/ (000)
20*	Sa	630P-7P	ABC WORLD NEWS	30	\$45.00	08/23-08/23	1	\$45.00	1	1	-	-
Buy Comment: MG												
PART OF A MKGD MADE UP OF LINES 17 18 19 20 21 22 23												
V3 Added												
21*	M-W	630A-7A	AM NEWS	30	\$60.00	09/01-09/03	1	\$60.00	1	1	-	-
Buy Comment: MG												
PART OF A MKGD MADE UP OF LINES 17 18 19 20 21 22 23												
V3 Added												
22*	M-W	6P-630P	6PM NEWS	30	\$90.00	09/01-09/03	1	\$90.00	1	1	-	-
Buy Comment: MG												
PART OF A MKGD MADE UP OF LINES 17 18 19 20 21 22 23												
V3 Added												
23*	M-W	11P-1135P	11P NEWS	30	\$75.00	09/01-09/03	1	\$75.00	1	1	-	-
Buy Comment: MG												
PART OF A MKGD MADE UP OF LINES 17 18 19 20 21 22 23												
V3 Added												
12*	Su	630P-7P	ABC WORLD NEWS	30	\$50.00	08/24-08/31	1	\$100.00	2	2	-	-
MADE-GOOD BY LINE(S) 17 18 19 20 21 22 23												
V3 Effective Dates Changed												

---REPORT TOTALS---  
 Report Totals: 10 / \$700.00

---SALES MONTHLY TOTALS---  
 Aug2014: 93/ \$10,855.00  
 Order Totals: 96 / \$11,080.00

Sep2014: 3/ \$225.00  
 Total GRPs: 0.0

9/21/14

# ORDER WORKSHEET

Rep Order# 10379577 Ver# 3 Status Revised Traffic Order# 1905842 Printed: 08/21/14 2:34 PM 3 of 3  
 EC'd Yes Last Received: 08/21/14 11:10 AM  
 Showing Buylines: All Rep Revised Lines

Station WXLV-TV GREENSBORO/W.SALEM Agency (4CMMD) 4CM&M  
 Advertiser (6087) POLITICAL ISSUE GROU 1322 G STREET, SE  
 Product CENTER FORWARD WASHINGTON, DC 20003  
 Estimate# 2253 Agency C/P1/P2/E 500/521/2253  
 Buyer Media Placement Flight Dates 08/21/14-09/03/14  
 Rep Firm MILLENNIUM SALES & MARKETING  
 Sales Office (DC) WASHINGTON  
 Salesperson (PDX) PJ STACK  
 Sales Assistant PJ  
 Salesperson Phone# 202-955-5342  
 Salesperson Fax# 202-955-5348

## --- COMPETITIVE ---

Market Totals	\$68,734.49	CABL .00%	DNKN .00%	WBFX .00%	WCWG .00%	WENT 34.46%
		WGHP 19.71%	WXYV 4.10%	WUPN .00%	WXII 25.60%	WXLV 16.12%

Books [null]  
 Demos RA35+

--- CREDIT RISK ---  
 STANDARD CREDIT TERMS

## Lisa Carter

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**From:** Lisa Carter  
**Sent:** Thursday, August 21, 2014 8:48 AM  
**To:** 'Stack, PJ'  
**Subject:** RE: WXLV Greensboro MG Center ~~Forward~~

Ok, let's try this:

m-w 8/25-8/27  
630-7a 1x \$60  
6-630p 2x \$90/ea  
11-1135p 1x \$90  
(all local news)

Sat 8/23  
630-7p 1x \$45  
(abc world news)

m-w 9/1-9/3  
630-7a 1x \$60  
6-630p 1x \$90  
11-1135p 1x \$75  
(all local news)

Pls let me know if this will work.

Thanks

Lisa W. Carter  
WXLV/MMTV Regional Sales Coordinator  
[lcarter@sbtv.com](mailto:lcarter@sbtv.com)  
(336) 722-4545 x1004  
(336) 723-8226 fax

---

**From:** Stack, PJ [mailto:[PJ.Stack@msnbvsales.com](mailto:PJ.Stack@msnbvsales.com)]  
**Sent:** Wednesday, August 20, 2014 5:21 PM

**To:** Lisa Carter  
**Subject:** FW: WXLV Greensboro MG Center Forward

Hi Lisa,

See below. This affects 10379577. Overall we have \$600 preempted.

She didn't buy our 6p Local news or 11p News. Anyway we could reoffer her spots there? She'd rather not have sports.

Let me know...thanks!

PJ

**P.J. Stack | Account Executive**  
**Millennium Sales and Marketing**  
**202-955-5342**

---

**From:** Casey Bessette [mailto:casey@munkato.com]  
**Sent:** Wednesday, August 20, 2014 5:16 PM  
**To:** Stack, PJ  
**Subject:** RE: WXLV Greensboro MG Center Forward

Is there something else we can put the spots into other than sports? Like another news or daytime area?

Casey Bessette  
Mundy Katowitz Media, Inc.  
1322 G Street, SE  
Washington, DC 20003  
ph: 202-675-6936  
fx: 202-675-6929  
[casey@munkato.com](mailto:casey@munkato.com)

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**From:** Stack, PJ [mailto:PJ.Stack@msmtvsales.com]  
**Sent:** Wednesday, August 20, 2014 5:09 PM  
**To:** Casey Bessette  
**Subject:** WXLV Greensboro MG Center Forward

Hi Casey,

Please advise on the below MG for WXLV in Greensboro...thanks!

NA

4x 8/24 Sun 4-6p Movie \$50 each

4x 8/31 Sun 4-6p Movie \$50 each

Total NA: \$400

MG

2x 8/23 Sat 1230-6p Little League World Series \$125 each

1x 8/24 Sun 3-5530p Little League World Series \$150

Total MG: \$400

NA

2x Sun 8/24 630-7p World News \$50

2x Sun 8/31 630-7p World News \$50

NA: \$200

MG

1x Sat 8/30 330-7p College Football \$200

**P.J. Stack | Account Executive**

**Millennium Sales and Marketing**

1233 20th St, NW | Suite 504 | Washington, D.C. 20036  
p: 202-956-5342 | f: 917-206-9726

[pj.stack@msmstvsales.com](mailto:pj.stack@msmstvsales.com)

# ORDER WORKSHEET

Rep Order# 40379577	Ver# 2	Status Returned	Traffic Order# 1905842	Printed: 08/19/14 12:00 PM
EC'd Yes			Last Received: 08/19/14 11:59 AM	1 of 2
			Showing Buylines:	
Station WXXV-TV GREENSBORO/W.SALEM	Agency (4CMM) 4CMM	Rep Firm MILLENNIUM SALES & MARKETING		
Advertiser (6087) POLITICAL ISSUE GROU	1322 G STREET, SE	Sales Office (DC) WASHINGTON		
Product CENTER FORWARD	WASHINGTON, DC 20003	Salesperson (PXX) PJ STACK		
Estimate# 2253	Agency C/P1/P2/E 500/521/2253	Sales Assistant PJ		
Buyer Media Placement	Flight Dates 08/21/14-09/03/14	Salesperson Phone# 202-955-5342		
		Salesperson Fax# 202-955-5348		

## --- CONTRACT COMMENT ---

CENTER FORWARD  
\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* 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 COMMUNICATIONS, INC. (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.

## --- REMARKS ---

pls see lines 9 & 12 for n/a's and mg offers. pls advise/re vise asap. tks

Ln	Day	Time	Program	Len	Rate	Dates	Spots/ Week	Total Cost	Num of Weeks	Total Spots	RTG/IMP	GRS/ (000)
9*	Su	4P-6P	MOVIE	30	\$50.00	08/24-08/24 08/31-08/31	4 4	\$400.00	1 4	4 4	-	-
Station remark: V2 this line is n/a (no movies) -offer mg 8/23 1230-6p 2x \$125/e a & 8/24 3-530p 1x \$150 (little league world series)												
12*	Su	630P-7P	ABC WORLD NEWS	30	\$50.00	08/24-08/24 08/31-08/31	3 3	\$300.00	1 3	3 3	-	-
Station remark: V2 2x each w/ are n/a (only have 1 break) -offer mg 8/30 330-7p 1x \$200 (college football)												

## ---REPORT TOTALS---

Report Totals: 7 / \$700.00

## ---SALES MONTHLY TOTALS---

Aug2014: 100/ \$11,080.00	Total GRPS: 0.0				
Order Totals: 100 / \$11,080.00					
--- COMPETITIVE ---					
Market Totals	\$68,734.49	CABL .00%	UNKN .00%	WBFX .00%	WCMG .00%
		WGHP 19.71%	WMTV 4.10%	WUEN .00%	WYII 25.60%
				WMTV 34.46%	WYII 16.12%

ORDER WORKSHEET

Rep Order# 10379577 Ver# 2

EC'd Yes

Status Returned

Traffic Order# 1905842

2 of 2

Last Received:  
Showing Buylines:

Printed: 08/19/14 12:00 PM  
08/19/14 11:59 AM  
Last Station Changes

Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser (6087) POLITICAL ISSUE GROU  
Product CENTER FORWARD  
Estimate# 2253  
Buyer Media Placement

Agency (4CMM) 4CM&M  
1322 G STREET, SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 500/521/2253  
Flight Dates 08/21/14-09/03/14

Rep Firm MILLENNIUM SALES & MARKETING  
Sales Office (DC) WASHINGTON  
Salesperson (PI) PJ STACK  
Sales Assistant PJ  
Salesperson Phone# 202-955-5342  
Salesperson Fax# 202-955-5348

Books [null]  
Demos RA35+

— CREDIT RISK —  
STANDARD CREDIT TERMS

# ORDER WORKSHEET

Rep Order# 10379577 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 08/18/14 8:35 AM  
Last Received: 08/15/14 4:29 PM  
Showing Buylines: All Rep Changes or Last Station Changes

1 of 3

Station WXLV-TV GREENSBORO/W SALEM  
Advertiser (6087) POLITICAL ISSUE GROU  
Product CENTER FORWARD  
Estimate# 2253  
Buyer Media Placement

Agency (4CMM) 4CM&M  
1322 G STREET, SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 500/521/2253  
Flight Dates 08/21/14-09/03/14

Rep Firm MILLENNIUM SALES & MARKETING  
Sales Office (DC) WASHINGTON  
Salesperson (PDX) PJ STACK  
Sales Assistant PJ  
Salesperson Phone# 202-955-5342  
Salesperson Fax# 202-955-5348

## --- CONTRACT COMMENT ---

CENTER FORWARD

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* 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 COMMUNICATIONS, INC. (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.

## --- REMARKS ---

NEW POLITICAL ORDER PLS CONFIRM T/R PJ

Ln	Day	Time	Program	Len	Rate	Dates	Spots/ Week	Total Cost	Num of Weeks	Total Spots	RTG/TMP	Gross/ (000)
1	Th-F	M-W 7A-9A	GD MEN AMR-ABC	30	\$100.00	08/21-08/27	3	\$600.00	1	3	-	-
2	Th-F	M-W 9A-10A	QUEEN LATIFAH R	30	\$30.00	08/21-08/27	1	\$60.00	1	1	-	-
3	Th-F	M-W 11A-12P	VIEW-ABC<	30	\$100.00	08/21-08/27	10	\$2,000.00	1	10	-	-
4	Th-F	M-W 12P-1P	MILLIONAIRE/MILLIONAIRE B	30	\$30.00	08/21-08/27	3	\$180.00	1	3	-	-
5	Th-F	M-W 1P-2P	CHEW-ABC	30	\$30.00	08/21-08/27	2	\$120.00	1	2	-	-
6	Th-F	M-W 2P-3P	GENRL HOSPITAL<	30	\$90.00	08/21-08/27	5	\$900.00	1	5	-	-
7	Th-F	M-W 3P-4P	QUEEN LATIFAH	30	\$30.00	08/21-08/27	2	\$120.00	1	2	-	-

8/21-8/22  
8/25-8/27  
8/28-8/29  
8/1-9/1

ORDER WORKSHEET

Rep Order# 10379577 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 08/18/14 8:35 AM  
Last Received: 08/15/14 4:29 PM  
Showing Buylines:

2 of 3  
All Rep Changes or Last Station Changes

Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser (6087) POLITICAL ISSUE GROU  
Product CENTER FORWARD  
Estimate# 2253  
Buyer Media Placement

Agency (4CMM) 4CM&M  
1322 G STREET, SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 500/521/2253  
Flight Dates 08/21/14-09/03/14

Rep Firm MILLENNIUM SALES & MARKETING  
Sales Office (DC) WASHINGTON  
Salesperson (P/X) PJ STACK  
Sales Assistant PJ  
Salesperson Phone# 202-955-5342  
Salesperson Fax# 202-955-5348

Ln	Day	Time	Program	Len	Rate	Dates	Spots/ Week	Total Cost	Num of Weeks	Total Spots	RTG/IMP GRPs/ (000)
8	Th-F, M-W	4P-5P	FAMILY FEUD/FAMILY FEUD B	30	\$30.00	08/21-08/27 08/28-09/03	1 1	\$60.00	1	1	-
9	Su	4P-6P	MOVIE	30	\$50.00	08/24-08/24 08/31-08/31	4 1	\$400.00	1	4	-
10	Th-F, M-W	5P-6P	PEOPLE'S COURT	30	\$40.00	08/21-08/27 08/28-09/03	1 1	\$80.00	1	1	-
11	Th-F, M-W	630P-7P	ABC-WORLD NWS	30	\$100.00	08/21-08/27 08/28-09/03	2 1	\$400.00	1	2	-
12	Su	630P-7P	ABC WORLD NEWS	30	\$50.00	08/24-08/24 08/31-08/31	3 3	\$300.00	1	3	-
13	Th-F, M-W	7P-730P	FAMILY FEUD	30	\$270.00	08/21-08/27 08/28-09/03	5 5	\$2,700.00	1	5	-
14	Th-F, M-W	730P-8P	FAMILY FEUD B	30	\$295.00	08/21-08/27 08/28-09/03	5 5	\$2,950.00	1	5	-
15	Th-F, M-W	1135P-1205A	J KIMMEL-ABC	30	\$35.00	08/21-08/27 08/28-09/03	2 2	\$140.00	1	2	-
16	Th-F, M-W	1235A-105A	ABC-NIGHTLINE<	30	\$35.00	08/21-08/27 08/28-09/03	1 1	\$70.00	1	1	-

---REPORT TOTALS---  
Report Totals: 50 / \$11,080.00

---SALES MONTHLY TOTALS---

ORDER WORKSHEET

Rep Order# 10379577 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed:  
Last Received:  
Showing Buylines:

08/18/14 8:35 AM 3 of 3  
08/15/14 4:29 PM  
All Rep Changes or Last Station Changes

Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser (6087) POLITICAL ISSUE GROU  
Product CENTER FORWARD  
Estimate# 2253  
Buyer Media Placement

Agency (4COM) 4CM&M  
1322 G STREET, SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 500/521/2253  
Flight Dates 08/21/14-09/03/14

Rep Firm MILLENNIUM SALES & MARKETING  
Sales Office (DC) WASHINGTON  
Salesperson (PIX) PJ STACK  
Sales Assistant PJ  
Salesperson Phone# 202-955-5342  
Salesperson Fax# 202-955-5348

Aug2014: 100 / \$11,080.00

Order Totals: 100 / \$11,080.00

Total GRPs: 0.0

--- COMPETITIVE ---

Market Totals

\$68,734.49

CABL .00%  
WGHP 19.71%

UNEN .00%  
WMYV 4.10%

WBFX .00%  
WUPN .00%

WCWG .00%  
WXII 25.60%

WPMY 34.46%  
WXLV 16.12%

Books [null]  
Demos RA35+

--- CREDIT RISK ---  
STANDARD CREDIT TERMS

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, 4C M&M  
do hereby request station time concerning the following issue:

Center Forward
----------------

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

This broadcast time will be used by: Center Forward

**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):

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

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):

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):

Center Forward  
925 15th Street NW, Washington, DC 20005

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):

Jeff Murray - Treasurer  
Robert Cramer - Chairman

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.**

## Contact Phone Number

## Title

### AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.