



WTVX
1100 Fairfield Dr
West Palm Beach, FL 33407

Multi Media Services Corp-Alexandria
915 King St
2nd Floor
Alexandria, VA 22314

Contract # 2107823

Schedule Dates 04/07/15-04/08/15

Advertiser Everglades Trust (100560)

Agency Multi Media Services Corp-Alexandria (4564)

Product POLITICAL ISSUE (ns) (1187)

Brand EVERGLADES TRUST 4/7 (719108)

Salesperson TeleRep/DC, Washington DC (2995)

Sales Office TeleRep Washington DC

Buyer Name MCDONALD, NEAL

Phone/Fax /

CPE 48/69/446

Account Types National/Political Issue Agency BRD

Billing Type Weekly/Irregular

Comments EVERGLADES TRUST 4/7 CHERYL LONG
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 04/06/15

Last Modified

Entered By Megan Marks-Peltz

CO-OP No

Headline # 07722223

Demo A35+R

Order Type Normal

Package Deal

Commission % 15.00

Commission \$300.00

Net Total \$1,700.00

Sales Tax

West Palm Beach (WTVX)		
By Broadcast Month	Spots	Rate
Apr. 2015	6	\$2,000.00
Grand Total:	6	\$2,000.00

MMP
4-6

INCOMPLETE CONTRACT

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

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
Est 1.0	Unapproved (NewL) on credit hold / News	04/07/15-04/07/15	1	:30	10P- News-CBS 12 News at 10p on CW34	1		1						1	\$275.00	\$275.00	West Palm Beach (WTVX)	LATE NEWS	4/6/15
Est 2.0	Unapproved (NewL) on credit hold / SPOT	04/07/15-04/07/15	3	:30	6:30P- Family Feud 2	1		1						1	\$350.00	\$350.00	West Palm Beach (WTVX)	FAMILY FEUD 2	4/6/15
Est 3.0	Unapproved (NewL) on credit hold / SPOT	04/07/15-04/07/15	2	:30	7P- Mike and Molly	1		1						1	\$375.00	\$375.00	West Palm Beach (WTVX)	MIKE AND MOLLY	4/6/15
Est 4.0	Unapproved (NewL) on credit hold / News	04/08/15-04/08/15	1	:30	10P- News-CBS 12 News at 10p on CW34	1			1					1	\$275.00	\$275.00	West Palm Beach (WTVX)	LATE NEWS	4/6/15
Est 5.0	Unapproved (NewL) on credit hold / SPOT	04/08/15-04/08/15	3	:30	6:30P- Family Feud 2	1			1					1	\$350.00	\$350.00	West Palm Beach (WTVX)	FAMILY FEUD 2	4/6/15
Est 6.0	Unapproved (NewL) on credit hold / SPOT	04/08/15-04/08/15	2	:30	7P- Mike and Molly	1			1					1	\$375.00	\$375.00	West Palm Beach (WTVX)	MIKE AND MOLLY	4/6/15

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Dwight Sterling

do hereby request station time concerning the following issue:

Everglades Restoration

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

This broadcast time will be used by: The Everglades Trust, Inc.

**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):

[Empty box for candidate and issue information]

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

[Empty box for payment information]

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):

[Empty box for executive information]

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):

The Everglades Trust, Inc., PO Box 1916, Islamorada, FL 33036 (305) 664-5598

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):

Mary Barley, Chairwoman
Mary Barley, Treasurer

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.

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)

Date



Signature

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted Accepted in Part Rejected



Signature

ROBERT BUTTERFIELD

Printed Name

G.M.

Title

REP HEADLINE# 7722223 REP: TEL# 703-528-7800 FAX# 703-528-7772 HARRIS REPORT FROM REP APR6/15 10.47
 *** ORIGINAL REV#0 *** ORDER WORKSHEET *** WTVX-TV ***

ADV # _____ ADV. NAME ISS/EVERGLADES TRUST REP.# _____ OFF.# _____ SALESMAN # _____
 AGY # _____ AGY. NAME MULTIMEDIA SERVICES CORP BUYER NAME NEAL MCDONALD
 915 KING STREET, 2ND FLOOR SALES PRSN WA- CHERYL LONG
 ALEXANDRIA, VA 22314

ORDER # 2107823 CONTRACT # 7722223 CLASS: NATL. LOCAL REGIONAL
 PRDCT EVERGLADES TRUST 4/7 EST#446 COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES APR7/15 APR8/15 WK-1
 CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE APR6/15 10.47

REP: TO MEGAN
 FROM WES
 *NEW ORDER
 \$2000/6X
 THANKS PLEASE CONFIRM 4/6

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			1000P-1035P	30		\$275.00	4/7	4/7	1		TUE	1
PROGRAM : LATE NEWS CON COM1 : LATE NEWS AGENCY ADVERTISER CODE = 48 AGENCY EST# = 446 AGENCY PRODUCT CODE = 69												
2			630P-700P	30		\$350.00	4/7	4/7	1		TUE	1
PROGRAM : FAMILY FEUD B CON COM1 : FAMILY FEUD B												
3			700P-730P	30		\$375.00	4/7	4/7	1		TUE	1
PROGRAM : MIKE AND MOLLY CON COM1 : MIKE AND MOLLY												

REP HEADLINE# 7722223
 *** ORIGINAL REV#0 ***

REP: TEL# 703-528-7800
 ORDER WORKSHEET

FAX# 703-528-7772
 HARRIS REPORT FROM REP

APR6/15 10.47
 *** WTVX-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1000P-1035P	30	1	\$275.00	4/8	4/8	1		WED	1
PROGRAM : LATE NEWS												
CON COM1 : LATE NEWS												
5			630P-700P	30	3	\$350.00	4/8	4/8	1		WED	1
PROGRAM : FAMILY FEUD B												
CON COM1 : FAMILY FEUD B												
6			700P-730P	30	2	\$375.00	4/8	4/8	1		WED	1
PROGRAM : MIKE AND MOLLY												
CON COM1 : MIKE AND MOLLY												
											CONTRACT TOTAL	\$2,000.00
											TOTAL SPOTS	6

APR/15 \$2,000.00

MARKET TOTALS \$40,000 WTVX 5% WPBF 30% WPTV 35% WPEC 25% WFLX 5% CABL 0% WTCN 0%

SVC- NSI
 DEMOS- RA35+*



ORDER (Copy)

Revision #: Date: 4/6/2015

Client: The Everglades Trust **Estimate:** 446 **Vendor:** WTVX-TV
Media: TV **Description:** 04/07- 04/08 2 Day FL TV Order- Everglades 4411 Beacon Circle, Majestic Plaza, Suite 5
Product: Spring 2015 Campaign **Flight Start Date:** 4/2/2015 05:00 AM
Market: West Palm Beach-Boca Raton **Flight End Date:** 4/8/2015 04:59 AM West Palm Beach, FL 33407

Buyer: Neal McDonald **Phone:** 561-841-3434
Separation between spots: 30 **Fax:** 561-848-9150
Affiliation: CW

Daypart Program	Daypart Code	STN Gross	Days	Dur	Tue 4/7	Wed 4/8	Total Spots
WTVX-TV							
MTuWThF 6:30p- 7:00p FAMILY FEUD B	EF	\$350.00	30	30	1	1	2
MTuWThF 7:00p- 7:30p MIKE AND MOLLY	PA	\$375.00	30	30	1	1	2
MTuWThF 10:00p-10:35p LATE NEWS	LN	\$275.00	30	30	1	1	2
Total Spots:					3	3	6
Total Cost:					\$2,000.00		6



TRAFFIC MEMORANDUM

TO: WEST PALM TV STATIONS AND CABLE SYSTEMS
FROM: NEAL MCDONALD
DATE: MARCH 27, 2015
RE: THE EVERGLADES TRUST-TRAFFIC INSTRUCTIONS

The Everglades Trust has schedules airing on your cable system or TV Station.

**EFFECTIVE TUESDAY 3/31, TRAFFIC INSTRUCTIONS ARE THE FOLLOWING
UNTIL FURTHER NOTICE:**

"TREASURE v1" ISCI: TVET-0320-01H :30 100%

The spot "Treasure v1" was sent via Extreme Reach Monday PM 3/20. If you do not have this spot by 3pm on Monday 3/23, please let us know immediately.

If you have any questions, please call me at (703) 341-4289 or email nmcdonald@fabmac.com

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