

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WGFL - Gainesville, FL	<b>Date:</b> 12/8/10
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I, Cat Gepner

do hereby request station time concerning the following issue:

Seminole Tribe of Florida/ Seminole Gaming
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	Varies				

This broadcast time will be used by: Seminole Tribe of Florida/ Seminole Gaming

**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):

Seminole Tribe of Florida/ Seminole Gaming  
1 Seminole Way  
Hollywood, Florida 33314

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):

Executive Director: Jim Allen  
Group Treasurer: John Eder

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):

Seminole Tribe of Florida/ Seminole Gaming  
1 Seminole Way  
Hollywood, Florida 33314

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):

Executive Director: Jim Allen  
Group Treasurer: John Eder

**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)**

2/27/15                      [Signature]                      757 985-5880  
Date                                      Signature                                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Accepted in Part

Rejected

[Signature]                      Leslie Joseph                      LSM  
Signature                                      Printed Name                                      Title



Client Information Request Form  
Issue

Seminole Tribe of Florida/

Advertiser Group Name:

Seminole Gaming

Address:

1 Seminole Way

City, State & Zip Code:

Hollywood, FL 33314

Phone:

954-327-7684

Fax:

954-787-2433

Executive Director or  
President

Jim Allen

Group Treasurer

John Eder

# ORDER



**Orders**  
**Order / Rev:** 513125  
**Alt Order #:** 25068244  
**Product Desc:** POLITICAL ISSUE  
**Estimate:** 2669  
**Flight Dates:** 02/06/16 - 02/07/16  
**Original Date / Rev:** 01/21/16 / 01/28/16  
**Order Type:** GENERAL

**WGFL**  
**Primary AE:** Philadelphia Millennium/PHL  
**Sales Office:** K-PHI  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Service  
**Buying Contact:**  
**Billing Contact:**  
 210 W Pennsylvania  
 Towson, MD 21204

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Seminole Tribe of Florida  
**Demographic:** A35+  
**Product Codes:** Services-Government/Conservation  
**Priority:** P-10  
**Revenue Codes:** AGY, Political, Political Issue

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/01/16	02/07/16	3	\$3,060.00	\$2,601.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2016	3	\$3,060.00	\$2,601.00	9.90
<b>Totals</b>	<b>3</b>	<b>\$3,060.00</b>	<b>\$2,601.00</b>	<b>9.90</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Philadelphia Millennium/PHL	K-PHI	NAT	Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WGFL	36%	\$3,060.00
Market	100%	\$8,500.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
EGFL	0%	\$0.00
UNKWN	0%	\$0.00
WCJB	61%	\$5,185.00
WNBW	2%	\$170.00
WOGX	1%	\$85.00
WUFT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WGFL	02/06/16	02/06/16	NCAA Basketball Game	CM	4:00 PM-6:00 PM	-----S-	:30	2	\$1,500.00	POL-	4.00	NM	2	\$3,000.00
				FL vs Kentucky		(4:00 PM-6:00 PM)									
				NCAA Basketball: FL vs Kentucky											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 02/06/16	02/12/16	-----S-	2	\$1,500.00	4.00								
N 2	WGFL	02/07/16	02/07/16	Face The Nation	CM	1030a-1130a	-----S	:30	1	\$60.00	POL-	1.90	NM	1	\$60.00
				Face The Nation											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 02/01/16	02/07/16	-----S	1	\$60.00	1.90								

Totals 3 \$3,060.00