

# CONTRACT



**KWTW-TV**  
**7401 N. Kelley Ave**  
**Oklahoma City, OK 73111**  
**(405) 843-6641**

**Oklahoma's Own™**  
[www.news9.com](http://www.news9.com)

And:

**Strategic Media Placement**  
**7669 Stagers Loop, The Gooding House**  
**Delaware, OH 43015**

<u>Contract / Revision</u> 6397 /		<u>Alt Order #</u> 07220810
<u>Product</u> TW SHANNON ADD		
<u>Contract Dates</u> 06/20/14 - 06/24/14		<u>Estimate #</u> 3669
<u>Advertiser</u> T.W. Shannon for US Senate - Rep		<u>Original Date / Revision</u> 06/19/14 / 06/19/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KWTW-TV	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep Philade
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KWTW	06/23/14	06/23/14	Mike&Milly/2.5 Men	8p-9p		:30				NM	1	\$3,445.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/23/14	06/29/14	1-----				1	\$3,445.00				
N 2	KWTW	06/23/14	06/23/14	Under The dome	9p-10p		:30				NM	1	\$3,215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/23/14	06/29/14	1-----				1	\$3,215.00				
N 3	KWTW	06/21/14	06/21/14	Blue Bloods	7p-8p		:30				NM	1	\$745.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/16/14	06/22/14	-----1-				1	\$745.00				
N 4	KWTW	06/21/14	06/21/14	48 Hours	8p-9p		:30				NM	1	\$920.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/16/14	06/22/14	-----1-				1	\$920.00				
N 5	KWTW	06/21/14	06/21/14	48 Hours	9p-10p		:30				NM	1	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/16/14	06/22/14	-----1-				1	\$975.00				
<b>Totals</b>												<b>5</b>	<b>\$9,300.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
05/26/14 -06/23/14	5	\$9,300.00	(\$1,395.00)	\$7,905.00
<b>Totals</b>	<b>5</b>	<b>\$9,300.00</b>	<b>(\$1,395.00)</b>	<b>\$7,905.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FCC Nondiscrimination Policy. Neither this agreement nor any party to this agreement discriminates in the sale of advertising time on the basis of race or ethnicity. Any provision in any agreement entered into with an advertiser whose intent is to discriminate in such manner shall be null & void. In compliance with FCC rules, broadcaster includes this nondiscrimination provision in all written advertising contract. The advertiser and agency are jointly and severally liable for all payments under this Agreement.

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE**       **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date:</b>
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I, STRATEGIC MEDIA PLACEMENT,

being/on behalf of: T.W. SHANNON

a legally qualified candidate of the REPUBLICAN

political party for the office of: U.S. SENATE - OKLAHOMA

in the PRIMARY

election to be held on: JUNE 24, 2014

do hereby request station time as follows:

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

**Attach proposed schedule with charges (if available):**

I represent that the payment for the above described broadcast time has been furnished by:

SHANNON FOR SENATE - PO BOX 18182 OKLAHOMA CITY, OK 73154

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Desiree Anderson

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

***To Be Signed By Candidate or Authorized Committee***

2/13/14

Date



Signature

***To Be Signed By Station Representative***

Accepted

Accepted in Part

Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

## FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

### I, STRATEGIC MEDIA PLACEMENT

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

does

does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



\_\_\_\_\_  
signature of candidate or authorized committee

\_\_\_\_\_  
KEGAN BERAN

printed name

\_\_\_\_\_  
2/13/14  
date

**AGREED UPON SCHEDULE**

**(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF CANDIDATE'S REQUEST)**

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 times the spots air and the rates charged, 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 specific spots aired and the rates charged. 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.