

Sales Order

Station: WZDC-TV Agency: CHAMBERS LOPEZ STRATEGIES
 Contract Name: 1479039 PEOPLE FTA Address: P.O BOX 5539
 Contract#: 297603338 City: ARLINGTON State: VA Zip: 22205
 Start Date: 10/17/17 End Date: 10/23/17 Buyer: _____
 Revenue Type: POLITICAL SALES Tax Schedule: _____ (None)
 NATIONAL Type: Cash Agency Commission %: 15
 Advertiser: PEOPLE FOR AMERICAN WAY Billing Cycle: Standard
 Address: _____ Salesperson: 5253NNATI Comm %: 15
 City: _____ State: _____ Zip: _____ Makegood Policy: Within Contract Dates
 Product Name: 697-ISSUE
 Estimate #: 4960
 Competitive Code: Political

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	10/17/17	10/17/17		7:00 AM	10:00 AM	30		2						2	D	120.00	2	240.00	1	
2	10/18/17	10/18/17		7:00 AM	10:00 AM	30			1					1	D	120.00	1	120.00	1	
3	10/19/17	10/19/17		7:00 AM	10:00 AM	30				2				2	D	120.00	2	240.00	1	
4	10/20/17	10/20/17		7:00 AM	10:00 AM	30					2			2	D	120.00	2	240.00	1	
5	10/23/17	10/23/17		7:00 AM	10:00 AM	30	2							2	D	120.00	2	240.00	1	
6	10/18/17	10/18/17		3:00 PM	4:00 PM	30			1					1	D	225.00	1	225.00	1	
7	10/20/17	10/20/17		3:00 PM	4:00 PM	30					1			1	D	225.00	1	225.00	1	
8	10/22/17	10/22/17		12:00 PM	12:30 PM	30							1	1	D	155.00	1	155.00	1	
9	10/17/17	10/20/17		4:00 PM	5:00 PM	30		1	1	1	1			4	D	275.00	4	1,100.00	1	
10	10/23/17	10/23/17		4:00 PM	5:00 PM	30	1							1	D	275.00	1	275.00	1	
11	10/17/17	10/17/17		5:00 PM	6:00 PM	30		1						1	D	275.00	1	275.00	1	
12	10/19/17	10/19/17		5:00 PM	6:00 PM	30				1				1	D	275.00	1	275.00	1	
13	10/23/17	10/23/17		5:00 PM	6:00 PM	30	1							1	D	275.00	1	275.00	1	
14	10/21/17	10/21/17		5:00 PM	6:00 PM	30						1		1	D	140.00	1	140.00	1	
15	10/21/17	10/21/17		6:00 PM	6:30 PM	30						1		1	D	140.00	1	140.00	1	
16	10/18/17	10/18/17		6:00 PM	6:30 PM	30			1					1	D	375.00	1	375.00	1	
17	10/20/17	10/20/17		6:00 PM	6:30 PM	30					1			1	D	375.00	1	375.00	1	
18	10/17/17	10/17/17		6:30 PM	7:00 PM	30		1						1	D	300.00	1	300.00	1	
19	10/19/17	10/19/17		6:30 PM	7:00 PM	30				1				1	D	300.00	1	300.00	1	
20	10/23/17	10/23/17		6:30 PM	7:00 PM	30	1							1	D	300.00	1	300.00	1	
21	10/21/17	10/21/17		6:30 PM	7:00 PM	30						1		1	D	200.00	1	200.00	1	
22	10/17/17	10/20/17		7:00 PM	8:00 PM	30		1	1	1	1			4	D	375.00	4	1,500.00	1	
23	10/23/17	10/23/17		7:00 PM	8:00 PM	30	1							1	D	375.00	1	375.00	1	
24	10/19/17	10/19/17		8:00 PM	9:00 PM	30				1				1	D	425.00	1	425.00	1	
25	10/17/17	10/17/17		9:00 PM	10:00 PM	30		1						1	D	425.00	1	425.00	1	
26	10/23/17	10/23/17		10:00 PM	11:00 PM	30	1							1	D	500.00	1	500.00	1	
27	10/22/17	10/22/17		7:00 PM	9:00 PM	30							1	1	D	200.00	1	200.00	1	
28	10/22/17	10/22/17		10:00 PM	11:00 PM	30							1	1	D	200.00	1	200.00	1	
29	10/18/17	10/18/17		11:00 PM	11:35 PM	30			1					1	D	300.00	1	300.00	1	

Billing Projections: By Month

	Oct 17
CA	9,940.00
ST	9,940.00

☒ Print Spot Prices

TOTAL SPOTS 39

GROSS TOTAL \$ 9,940.00

ADJUSTED SPOTS 39

ADJUSTED TOTAL \$ 9,940.00

APPROVE DECLINE

☐☐

General Manager

☐☐

Sales Manager

☐☐

Business Manager

☒☐

5253egue, 10/13/17 @8:28AM

ORDER WORKSHEET

Rep Order# 1479039 Ver# 1 Status Confirmed Traffic Order# Last Received: 10/12/17 4:30 PM 1 of 3
EC'd No Showing Buylines: All Lines

Station WZDC-TV WASHINGTON
Advertiser (P4AW) PEOPLE FOR THE AMERI
Product 697 - ISSUE
Estimate# 4960
Buyer UNSPECIFIED BUYER

Agency (LCTR) CHAMBERS LOPEZ STRAT C/O TRUMC
5050 QUORUM DR. SUITE 160
DALLAS, TX 75254
Agency C/P1/P2/E 667/697/4960
Flight Dates 10/17/17-10/23/17

Rep Firm NBCUNIVERSAL
Sales Office (WA) WASHINGTON
Salesperson (HIL) WILL HILDEBRANDT
Sales Assistant JAY
Salesperson Phone# 2028854861
Salesperson Fax#

--- CONTRACT COMMENT ---
30 MIN SEP. POLITICAL ORDER.

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	Tu	7A-10A	UN NUEVO DIA	30	-	-	\$120.00	10/17-10/17	2	2	\$240.00
2	W	7A-10A	UN NUEVO DIA	30	-	-	\$120.00	10/18-10/18	1	1	\$120.00
3	Th	7A-10A	UN NUEVO DIA	30	-	-	\$120.00	10/19-10/19	2	2	\$240.00
4	F	7A-10A	UN NUEVO DIA	30	-	-	\$120.00	10/20-10/20	2	2	\$240.00
5	M	7A-10A	UN NUEVO DIA	30	-	-	\$120.00	10/23-10/23	2	2	\$240.00
6	W	3P-4P	SUELTA LA SOPA	30	-	-	\$225.00	10/18-10/18	1	1	\$225.00
7	F	3P-4P	SUELTA LA SOPA	30	-	-	\$225.00	10/20-10/20	1	1	\$225.00
8	Su	12P-1230P	ENFOQUE	30	-	-	\$155.00	10/22-10/22	1	1	\$155.00
9	Tu-F	4P-5P	AL ROJO VIVO	30	-	-	\$275.00	10/17-10/20	4	4	\$1,100.00
Buy Comment: 1X PER DAY											
10	M	4P-5P	AL ROJO VIVO	30	-	-	\$275.00	10/23-10/23	1	1	\$275.00
11	Tu	5P-6P	SUELTA LA SOPA	30	-	-	\$275.00	10/17-10/17	1	1	\$275.00
12	Th	5P-6P	SUELTA LA SOPA	30	-	-	\$275.00	10/19-10/19	1	1	\$275.00
13	M	5P-6P	SUELTA LA SOPA	30	-	-	\$275.00	10/23-10/23	1	1	\$275.00

ORDER WORKSHEET

Rep Order# 1479039
EC'd No

Ver# 1

Status Confirmed

Traffic Order#

Last Received:

Printed: 10/12/17 4:30 PM

2 of 3

Showing Buylines:

10/12/17 4:30 PM
All LinesStation WZDC-TV WASHINGTON
Advertiser (P4W) PEOPLE FOR THE AMERI
Product 697 - ISSUE
Estimate# 4960
Buyer UNSPECIFIED BUYERAgency (LCTR) CHAMBERS LOPEZ STRAT C/O TRUMC
5050 QUORUM DR, SUITE 160
DALLAS, TX 75254
Agency C/P1/P2/E 667/697/4960
Flight Dates 10/17/17-10/23/17Rep Firm NBCUNIVERSAL
Sales Office (WA) WASHINGTON
Salesperson (HIL) WILL HILDEBRANDT
Sales Assistant JAY
Salesperson Phone# 202854861
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
14	Sa	5P-6P	LA VERDADERAS MUJERES	30	-	-	\$140.00	10/21-10/21	1	1	\$140.00
15	Sa	6P-630P	CONDUCTAS TOTALMENTE DISPARATADAS	30	-	-	\$140.00	10/21-10/21	1	1	\$140.00
16	W	6P-630P	TELENOTICAS WASHINGTON DC	30	-	-	\$375.00	10/18-10/18	1	1	\$375.00
17	F	6P-630P	TELENOTICAS WASHINGTON DC	30	-	-	\$375.00	10/20-10/20	1	1	\$375.00
18	Tu	630P-7P	NOTICIAS TELEMUNDO	30	-	-	\$300.00	10/17-10/17	1	1	\$300.00
19	Th	630P-7P	NOTICIAS TELEMUNDO	30	-	-	\$300.00	10/19-10/19	1	1	\$300.00
20	M	630P-7P	NOTICIAS TELEMUNDO	30	-	-	\$300.00	10/23-10/23	1	1	\$300.00
21	Sa	630P-7P	NOTICIA-SAT-TEL	30	-	-	\$200.00	10/21-10/21	1	1	\$200.00
22	Tu-F	7P-8P	CASO CERRADO	30	-	-	\$375.00	10/17-10/20	4	4	\$1,500.00
Buy Comment: 1X PER DAY											
23	M	7P-8P	CASO CERRADO	30	-	-	\$375.00	10/23-10/23	1	1	\$375.00
24	Th	8P-9P	JENNI	30	-	-	\$425.00	10/19-10/19	1	1	\$425.00
25	Tu	9P-10P	SIN SENOS	30	-	-	\$425.00	10/17-10/17	1	1	\$425.00
26	M	10P-11P	EL SENOR	30	-	-	\$500.00	10/23-10/23	1	1	\$500.00
27	Su	7P-9P	CINE	30	-	-	\$200.00	10/22-10/22	1	1	\$200.00
28	Su	10P-11P	DON FRANCISCO	30	-	-	\$200.00	10/22-10/22	1	1	\$200.00
29	W	11P-1135P	TELENOTICIAS	30	-	-	\$300.00	10/18-10/18	1	1	\$300.00

ORDER WORKSHEET

Rep Order# 1479039 Ver# 1 Status Confirmed Traffic Order# Last Received: 10/12/17 4:30 PM 3 of 3
 EC'd No Showing Buylines: All Lines

Station WZDC-TV WASHINGTON
 Advertiser (P4W) PEOPLE FOR THE AMERI
 Product 697 - ISSUE
 Estimate# 4960
 Buyer UNSPECIFIED BUYER
 Agency (LCTR) CHAMBERS LOPEZ STRAT C/O TRUMC
 5050 QUORUM DR. SUITE 160
 DALLAS, TX 75254
 Agency C/P1/P2/E 667/697/4960
 Flight Dates 10/17/17-10/23/17
 Rep Firm NBCUNIVERSAL
 Sales Office (WA) WASHINGTON
 Salesperson (HIL) WILL HILDEBRANDT
 Sales Assistant JAY
 Salesperson Phone# 2028854861
 Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
----	-----	------	---------	-----	---------	----------------	------	-------	----------------	----------------	---------------

---REPORT TOTALS---

Report Totals: 39 / \$9,940.00

---SALES MONTHLY TOTALS---

Oct2017: 39 / \$9,940.00
 Order Totals: 39 / \$9,940.00
 Total GRPs: 0.0

---COMPETITIVE---

Market Totals \$9,940.00 OTHB .00% WAA .00% WUSA .00% WZDC 100.00%

Books [null]
 Demos RA35+P

--- Agency Comment ---

SPOT DATA IDB# 986

--- CREDIT RISK ---

CASH IN ADVANCE

New Order

Agency: Chambers Lopez Strategies
 Office: Arlington
 Client: 667 - People for the American Way (PFAW)
 Product: 697 - Issue
 Piggyback Product:
 Estimate: 4960 - PFAW DC Spanish TV 10-17 to 10-23

Station: WZDC
 Order Type: Normal
 Cancel Date:

Flight Start: 10/17/2017
 Flight End: 10/23/2017
 Hiatus:

Received in ePort: 10/12/2017 2:14:43 PM

Primary Demo:
 Demo 2:

Local/National:
 Rep Office: National
 Telemundo Affiliate National Sales (WZDC)

Airtime Dollars: \$9,940.00
 Interactive Dollars: \$0.00
 Non-Airtime Dollars: \$0.00
 Total Dollars: \$9,940.00

Demo 3:

AE: Will Hildebrandt

Total Spots: 39

GRP: 0.00

Phone:

Total Spots:

CPP: \$0.00

OrderID:

6625023

GIMP: 0

Status:

New

CPM: \$0.00

MarketShare:

Comments: Separation: 30

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/17	10/18	10/19	10/20	10/21	10/22	10/23	Total Spots	Rtg	CPP	Imp	CPM
1	TuWThFM 7A-10A UN NUEVO DIA	RT	\$120.00	C	30	2	1	2	2	0	0	2	9				
2	TuWThFM 3P-4P SUELTA LA SOPA	DT	\$225.00	C	30	0	1	0	1	0	0	0	2				
3	Su 12P-12:30P ENFOQUE	WK	\$155.00	C	30	0	0	0	0	0	1	0	1				
4	TuWThFM 4P-5P AL ROJO VIVO	EF	\$275.00	C	30	1	1	1	1	0	0	1	5				
5	TuWThFM 5P-6P SUELTA SOPA MF	EN	\$275.00	C	30	1	0	1	0	0	0	1	3				
6	Sa 5P-6P LA VERDADERAS MUJERES ASSESINAS	EN	\$140.00	C	30	0	0	0	0	1	0	0	1				
7	Sa 6P-6:30P CONDUCTAS TOTALMENTE DISPARATADAS	EN	\$140.00	C	30	0	0	0	0	1	0	0	1				
8	TuWThFM 6P-6:30P TELENOTICAS WASHINGTON DC	EN	\$375.00	C	30	0	1	0	1	0	0	0	2				
9	TuWThFM 6:30P-7P NOTICIAS TELEMUNDO	EN	\$300.00	C	30	1	0	1	0	0	0	1	3				

New Order (Page 2)

Agency: Chambers Lopez Strategies
Client: 667 - People for the American Way (PFAW)

Station: WZDC
Product: 697 - Issue

Order ID: 6625023
Estimate: 4960 - PFAW DC Spanish TV 10-17 to 10-23

Flight Start: 10/17/2017

Flight End: 10/23/2017

Received in ePort: 10/12/2017 2:14:43 PM

Flight Start: 10/17/2017													Flight End: 10/23/2017				
Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/17	10/18	10/19	10/20	10/21	10/22	10/23	Total Spots	Rtg	CPP	Imp	CPM
10	Sa 6:30P-7P NOTICIA-SAT-TEL	EN	\$200.00	C	30	0	0	0	0	1	0	0	1				
11	TuWThFM 7P-8P CASO CERRADO HD EDICION ESTELAR	PA	\$375.00	C	30	1	1	1	1	0	0	1	5				
12	TuWThFM 8P-9P JENNI: MARIPOSA DE BARRIO	PT	\$425.00	C	30	0	0	1	0	0	0	0	1				
13	TuWThFM 9P-10P SIN SENOS SI HAY PARAISO	PT	\$425.00	C	30	1	0	0	0	0	0	0	1				
14	TuWThFM 10P-11P EL SENOR DE LOS CIELOS	PT	\$500.00	C	30	0	0	0	0	0	0	1	1				
15	Su 7P-9P CINE	PT	\$200.00	C	30	0	0	0	0	0	1	0	1				
16	Su 10P-11P DON FRANCISCO TE INVITA	PT	\$200.00	C	30	0	0	0	0	0	1	0	1				
17	TuWThFM 11P-11:35P TELENOTICIAS WASHIN (LOCAL)	LN	\$300.00	C	30	0	1	0	0	0	0	0	1				
Total Spots:						7	6	7	6	3	3	7					
CASH\$ - Spots: \$9,940.00 - 39						TRADE\$ - Spots: \$0.00 - 0						Total Cost: \$9,940.00					
						Total GRP - CPP: 0.0 - \$0.00						Total GIMP(000) - CPM: 0 - \$0.00					

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
------------------------------	--------------

I, Chambers Lopez Strategies, LLC

do hereby request station time concerning the following issue:

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

This broadcast time will be used by: People For the American Way

**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):

People for the American Way, 1101 15th Street NE #600
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):

Michael Keegan - CEO

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)

10/5/17

Date

Robert Mushroe

Signature

Digitally signed by Robert Mushroe
DN: cn=Robert Mushroe, o=Sage Media Planning and
Placement, ou=email=bobby@sagemediaplanning.com, c=US
Date: 2017.10.05 16:04:49 -0400

202-675-6936

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

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.