

# ORDER



**Orders**  
**Order / Rev:** 263891  
**Alt Order #:** 07903089  
**Product Desc:** LEAGUE OF CNSRV VOTE  
**Estimate:** 4167  
**Flight Dates:** 09/22/15 - 09/28/15  
**Original Date / Rev:** 09/03/15 / 09/03/15  
**Order Type:** GENERAL

**WDJT-TV-LP CBS58**  
**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency Name:** Waterfront Strategies  
**Buying Contact:** Jesse Demastrie  
**Billing Contact:** \_\_\_\_\_  
3050 K Street NW  
Washington, DC 20007

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

**Advertiser Name:** Issue/League of Conservation Voters  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Priority:** P-2  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:** \_\_\_\_\_  
**Order Separation:** 00:15:00  
**Advertiser External ID:** \_\_\_\_\_  
**Agency External ID:** \_\_\_\_\_

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/31/15	09/27/15	59	\$37,390.00	\$31,781.50
09/28/15	09/28/15	3	\$260.00	\$221.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2015	59	\$37,390.00	\$31,781.50	0.00
October 2015	3	\$260.00	\$221.00	0.00
<b>Totals</b>	<b>62</b>	<b>\$37,650.00</b>	<b>\$32,002.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WDJT-TV-LP CBS58	19%	\$37,650.00
Market	100%	\$198,157.89

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$1,981.58
WCGV	0%	\$0.00
WISN	31%	\$61,428.95
WITI	27%	\$53,502.63
WMLW-	6%	\$11,889.47
WPXE	0%	\$0.00
WTMJ	16%	\$31,705.26
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	09/22/15	09/25/15	M-F Late News M-F Late News	CM	10p-1035p	-TWTF--	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-TWTF--		4				\$600.00		0.00			
E 2	WDJT	09/22/15	09/25/15	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	-TWTF--	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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WDJT-TV-LP CBS58

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	09/22/15	09/25/15	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	-TWTF--	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-TWTF--		2				\$500.00		0.00			
E 3	WDJT	09/22/15	09/25/15	LF 1035p-1135p Late Show with Stephen Colber	CM	1035p-1135p	-TWTF--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-TWTF--		2				\$300.00		0.00			
E 4	WDJT	09/22/15	09/25/15	Late Late 1135p-1235a Late Late 1135p-1235a	CM	1135p-1235a	-TWTF--	:30	3	\$80.00	P-2	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-TWTF--		3				\$80.00		0.00			
E 5	WDJT	09/22/15	09/25/15	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p	-TWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-TWTF--		2				\$400.00		0.00			
E 6	WDJT	09/22/15	09/25/15	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p	-TWTF--	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-TWTF--		2				\$200.00		0.00			
E 7	WDJT	09/22/15	09/25/15	News at Noon News at Noon	CM	12p-1230p	-TWTF--	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-TWTF--		2				\$300.00		0.00			
E 8	WDJT	09/22/15	09/25/15	2p-3p 2p-3p	CM	2p-3p	-TWTF--	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-TWTF--		2				\$150.00		0.00			
E 9	WDJT	09/22/15	09/25/15	3p-4p Dr Phil	CM	3p-4p	-TWTF--	:30	3	\$200.00	P-2	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-TWTF--		3				\$200.00		0.00			
E 10	WDJT	09/22/15	09/25/15	M-F 4p-5p News M-F 4p-5p News eff 3/30	CM	4p-5p	-TWTF--	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-TWTF--		2				\$200.00		0.00			
E 11	WDJT	09/22/15	09/25/15	M-F 5pm News M-F 5pm News	CM	5p-530p	-TWTF--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-TWTF--		2				\$300.00		0.00			
E 12	WDJT	09/22/15	09/25/15	Morning News M-F 5a - 6M M-F 5a - 6a	CM	5a - 6a	-TWTF--	:30	4	\$60.00	P-2	0.00	NM	4	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-TWTF--		4				\$60.00		0.00			
E 13	WDJT	09/22/15	09/25/15	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	-TWTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-TWTF--		3				\$1,200.00		0.00			
E 14	WDJT	09/22/15	09/25/15	Morning News M-F 6a - 7M M-F 6a - 7a	CM	6a-7a	-TWTF--	:30	4	\$100.00	P-2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-TWTF--		4				\$100.00		0.00			
E 15	WDJT	09/22/15	09/25/15	Wheel of Fortune 630p-7M 630p-7p/Wheel	CM	M-F 630p-7p	-TWTF--	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-TWTF--		3				\$1,500.00		0.00			
E 16	WDJT	09/22/15	09/25/15	CBS Mrning Nws M-F 7-8M CBS This Morning M-F 7a-9a	CM	7a-9a	-TWTF--	:30	4	\$100.00	P-2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-TWTF--		4				\$100.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WDJT	09/22/15	09/25/15	CBS Mrrning Nws M-F 7-9M CBS This Morning M-F 7a-9a		7a-9a	-TWTF--	:30	4	\$100.00	P-2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-TWTF--					4	\$100.00		0.00			
E 17	WDJT	09/22/15	09/25/15	Let's Make a Deal 9a-106M Let's Make a Deal 9a-10a		858a-10a	-TWTF--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-TWTF--					2	\$300.00		0.00			
E 18	WDJT	09/26/15	09/26/15	Sat Late News Sat Late News	CM	10p-1035p	-----1-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-----1-					1	\$600.00		0.00			
E 19	WDJT	09/26/15	09/26/15	Sat 1035p-1135p The Closer	CM	1035p-1135p	-----1-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-----1-					1	\$200.00		0.00			
E 20	WDJT	09/26/15	09/26/15	Sat 1235a-135a Rookie Blu	CM	1235a-135a	-----1-	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-----1-					1	\$100.00		0.00			
E 21	WDJT	09/26/15	09/26/15	SEC Afternoon Game SEC Afternoon Game	CM	Fri 130p-5p/Sat 11	-----1-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-----1-					1	\$500.00		0.00			
E 22	WDJT	09/26/15	09/26/15	Sat 6p-7p Jap/Wheel Sat 6p-7p Jap/Wheel	CM	Sat 6-7p	-----1-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-----1-					1	\$400.00		0.00			
E 23	WDJT	09/26/15	09/26/15	CBS Sat Mom Nws 6a-8AM CBS This Morning: Sat 6a-9a (6:00 AM-8:00 AM)		6a-9a	-----1-	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-----1-					1	\$60.00		0.00			
E 24	WDJT	09/26/15	09/26/15	Sa 7p - 8p Crimetime Saturday	CM	7p - 8p	-----1-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-----1-					1	\$800.00		0.00			
E 25	WDJT	09/27/15	09/27/15	Sun 10-1030a Green Bay Nation	SPRT	10a-1030a	-----1	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-----1					1	\$250.00		0.00			
E 26	WDJT	09/27/15	09/27/15	NFL Early Game Regular NFL Early Game	SPRT	NFL Early Game	-----1	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-----1					1	\$4,000.00		0.00			
E 27	WDJT	09/27/15	09/27/15	NFL Late Game Regular NFL Late Game Regular Season	SPRT	NFL Late Game R	-----1	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-----1					1	\$6,000.00		0.00			
E 28	WDJT	09/27/15	09/27/15	CBS Sunday Morn 758a&M CBS Sunday Morning		8a-930a	-----1	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-----1					1	\$600.00		0.00			
E 29	WDJT	09/27/15	09/27/15	Face the Nation Face the Nation	CM	930a-1030a (9:30 AM-10:00 AM)	-----1	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	-----1					1	\$200.00		0.00			
E 30	WDJT	09/24/15	09/24/15	NFL Thursday Prime NFL Thursday Prime	SPRT	NFL Thursday Prin	---1---	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	---1---					1	\$6,000.00		0.00			

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E 30	WDJT	09/24/15	09/24/15	NFL Thursday Prime NFL Thursday Prime	SPRT	NFL Thursday Prin	---1---	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	---1---					1	\$6,000.00		0.00			
E 31	WDJT	09/28/15	09/28/15	Morning News M-F 5a - 6M M-F 5a - 6a	CM	5a - 6a	1-----	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/15	10/04/15	1-----					1	\$60.00		0.00			
E 32	WDJT	09/28/15	09/28/15	Morning News M-F 6a - 7M M-F 6a - 7a	CM	6a-7a	1-----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/15	10/04/15	1-----					1	\$100.00		0.00			
E 33	WDJT	09/28/15	09/28/15	CBS Mming Nws M-F 7-9M CBS This Morning M-F 7a-9a	CM	7a-9a	1-----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/15	10/04/15	1-----					1	\$100.00		0.00			
													Totals	62	\$37,650.00

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Jesse Demastrie, authorized media buyer

do hereby request station time concerning the following issue:

League of Conservation Voters (LCV)
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED	AS ORDERED	AS ORDERED	AS ORDERED	AS ORDERED	AS ORDERED

This broadcast time will be used by: League of Conservation Voters (LCV)

**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):

Message is focused on addressing the issue of carbon pollution and the implementation of the Clean Power Plan in the states and potential upcoming votes in the U.S. Senate that may seek to undercut these efforts.

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

League of Conservation Voters  
1920 L Street NW, Suite 800 Washington, DC 20038

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):

Gene Karpinski, President  
David Willett, SVP Communications  
Daniel Weiss, SVP Campaigns

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

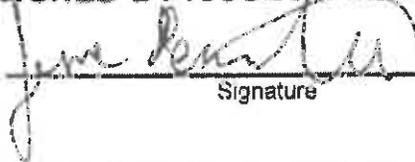
**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

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)**

9/2/15

Date



Signature

202-338-8700

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
AS ORDERED	AS ORDERED	AS ORDERED	AS ORDERED	AS ORDERED	AS ORDERED

**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.