



KOKH Oklahoma City
1228 E Wilshire Blvd
Oklahoma City, OK 73111

VI Marketing & Branding
125 Park Ave
Suite 200
Oklahoma City, OK 73102

Contract # 3011428

Schedule Dates 09/02/17-09/12/17
Advertiser CMA (17018)
Agency VI Marketing & Branding (16641)
Product POLITICAL ISSUE (ns) (1187)
Brand YES. SAFER STREETS. BETTER OKC (956337)
Salesperson HOUSE-OKLAHOMA CITY KOKH, KOKH (1426)
Sales Office KOKH/KOCB
Buyer Name HARRIMAN,RENEE
Phone/Fax /
CPE 3808
Account Types Local/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments YES. SAFER STREETS. BETTER OKC TV 2017

Date Entered 08/29/17
Last Modified 08/30/17
Entered By Victoria Nowell
CO-OP No
Headline # YES
Demo A55+R/A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,577.50
Net Total \$37,272.50
Sales Tax

Oklahoma City (KOKH)

By Broadcast Month	Spots	Rate
Sep. 2017	37	\$43,850.00
Grand Total:	37	\$43,850.00

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
1.0	Normal Line / Pre-Game	09/02/17-09/02/17	2	:30	1P- Sports-FOX 25 Pregame Show							1		1	\$300.00	\$300.00	Oklahoma City (KOKH)	FOX PREGAME	8/29/17
2.0	Normal Line / Pre-Game	09/02/17-09/02/17	2	:30	2P- Sports-FOX College Football Pregame							1		1	\$800.00	\$800.00	Oklahoma City (KOKH)	FOX PREGAME	8/29/17
3.0	Normal Line / Football	09/02/17-09/02/17	2	:30	2:30P- Sports-FOX College Football Oklahoma Late							2		2	\$9,500.00	\$19,000.00	Oklahoma City (KOKH)	OU/UTEP GAME	8/29/17
4.0	Normal Line / SPOT	09/02/17-09/02/17	2	:30	6P- Sports-FOX College Football Extra							1		1	\$600.00	\$600.00	Oklahoma City (KOKH)	COLLEGE FBALL EXTRA	8/29/17
5.0	Normal Line / SPOT	09/04/17-09/12/17	2	:30	5P- 5:30P (CST)		1	1	1	1	1			7	\$150.00	\$1,050.00	Oklahoma City (KOKH)	5PM NEWS	8/29/17
6.0	Normal Line / SPOT	09/04/17-09/12/17	2	:30	5:30P- 6P (CST)		1	1	1	1	1			7	\$150.00	\$1,050.00	Oklahoma City (KOKH)	5PM NEWS	8/29/17
7.0	Normal Line / SPOT	09/04/17-09/11/17	2	:30	9P- 9:50P (CST)		1	1	1	1	1			6	\$250.00	\$1,500.00	Oklahoma City (KOKH)	9PM NEWS	8/29/17
8.0	Normal Line / Football	09/10/17-09/10/17	2	:30	12P- Sports-FOX NFL Early Game								2	2	\$2,500.00	\$5,000.00	Oklahoma City (KOKH)	NFL ON FOX	8/29/17
9.0	Normal Line / Football	09/03/17-09/10/17	2	:30	3:25P- Sports-FOX NFL Late Game								2	2	\$2,250.00	\$4,500.00	Oklahoma City (KOKH)	NFL ON FOX	8/29/17
10.0	Normal Line / SPOT	09/03/17-09/10/17	2	:30	9P- News-Fox 25 Primetime News at 9 Sunday								1	1	\$275.00	\$275.00	Oklahoma City (KOKH)	SUNDAY NEWS	8/29/17

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

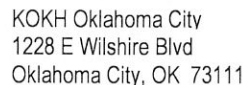
Date:

Comments:

Victoria Nowell

8/30/17

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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Phone/Fax	/
CPE	3808
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Entered By	Victoria Nowell
CO-OP	No
Headline #	YES
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Order Type	Normal
Package Deal	
Commission %	15.00
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YES. SAFER STREETS. BETTER OKC TV 2017

8/29/2017

10:34 AM

Client: CMA Strategies
Media: TV
Product: CMA Strategies
Market: Oklahoma City
Flight Date: 8/28/2017-9/17/2017

Estimate: 3808
Description: YES. SAFER STREETS, BETTER OKC TV 2017
Survey: Sep17 Proj. (Sep16 HUT, Jul17 SHR) DMA Nielsen Live+3
Buyer: Renee Harriman

28/1187/3808

301428

of SPOTS PER DAY

Station	Affil	Day	DP	Time	Program	Adults 55+ RTG	Adults 35+ RTG	Dur	9/2 9/2	9/3 9/3	9/4 9/4	9/5 9/5	9/6 9/6	9/7 9/7	9/8 9/8	9/10 9/10	9/11 9/11	9/12 9/12	Total Spots	STN Gross Cost	CPP
1 KOKH-TV	FOX	M-F	EM	7:00a-9:00a	MORNING NEWS	1.6	1.3	30	0	0	0	0	0	0	0	0	0	0	0	\$90.00	\$56.25
2 KOKH-TV	FOX	M-F	DT	3:00p-4:00p	Judge Mathis	2.2	1.5	30	0	0	0	0	0	0	0	0	0	0	0	\$75.00	\$34.09
3 KOKH-TV	FOX	M-F	EF	4:00p-5:00p	Judge Judy/Judge Judy	3.5	2.3	30	0	0	0	0	0	0	0	0	0	0	0	\$90.00	\$25.71
4 KOKH-TV	FOX	M-F	EN	5:00p-5:30p	KOKH FOX 25 News @ 5	2.2	1.4	30	0	0	1	1	1	1	1	0	1	1	5	\$150.00	\$68.18
5 KOKH-TV	FOX	M-F	EN	5:30p-6:00p	KOKH FOX 25 News @ 5:30	2.0	1.3	30	0	0	1	1	1	1	1	0	1	1	6	\$150.00	\$75.00
6 KOKH-TV	FOX	M-F	EN	6:00p-6:30p	Big Bang Theory	3.5	2.8	30	0	0	0	0	0	0	0	0	0	0	0	\$450.00	\$128.57
7 KOKH-TV	FOX	M-F	PA	6:30p-7:00p	Big Bang Theory	3.0	3.0	30	0	0	0	0	0	0	0	0	0	0	0	\$450.00	\$150.00
8 KOKH-TV	FOX	M-F	PT	9:00p-9:50p	FOX Primetime News @ 9PM	2.7	2.2	30	0	0	1	1	1	1	1	0	1	0	7	\$250.00	\$92.59
9 KOKH-TV	FOX	Su	LN	9:50p-10:00p	Fox Sports Wrapup Sunday	2.0	1.7	30	0	0	0	0	0	0	0	0	0	0	0	\$250.00	\$125.00
10 KOKH-TV	FOX	Su	DT	12:00p-3:25p	2017 NFL on FOX - Philadelphia Eagles @ Washington Redskins	6.0	6.4	30	0	2	0	0	0	0	0	0	2	0	8	\$2,500.00	\$416.67
11 KOKH-TV	FOX	Su	DT	3:25p-6:00p	2017 NFL on FOX - Seattle Seahawks @ Green Bay Packers	6.0	5.4	30	0	2	0	0	0	0	0	0	2	0	9	\$2,250.00	\$375.00
12 KOKH-TV	FOX	Su	DT	11:00a-12:00p	FOX NFL Sunday Pre-Game 2017	2.0	4.8	30	0	0	0	0	0	0	0	0	0	0	0	\$500.00	\$250.00
13 KOKH-TV	FOX	Su	LN	9:00p-9:50p	Primetime News Sunday	3.3	2.3	30	0	1	0	0	0	0	0	1	0	0	10	\$275.00	\$83.33
14 KOKH-TV	FOX	Sa	DT	1:00p-2:00p	FOX PREGAME	9.9	6.8	30	1	0	0	0	0	0	0	0	0	0	1	\$300.00	\$30.30
15 KOKH-TV	FOX	Sa	DT	2:00p-2:30p	NETWORK PREGAME	9.9	7.1	30	1	2	0	0	0	0	0	0	0	0	1	\$800.00	\$80.81
16 KOKH-TV	FOX	Sa	DT	2:30p-6:00p	OU/UTEP	23.7	19.8	30	2	3	0	0	0	0	0	0	0	0	2	\$9,500.00	\$400.84
17 KOKH-TV	FOX	Sa	EN	6:00p-6:30p	COLLEGE FBALL EXTRA	12.0	8.1	30	1	4	0	0	0	0	0	0	0	0	1	\$600.00	\$50.00
Station Total:						179.4	145.5												35	\$43,850.00	



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8/29/2017

10:34 AM

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Spots Per Week									5	5	3	3	3	3	3	5	3	2		35			
Cost Per Week									20,700	9,775	550	550	550	550	9,775	550	300			43,850			
TRPs Per Week									79.2	27.3	6.9	6.9	6.9	6.9	6.9	27.3	6.9	4.2			179.4		

SCHEDULE TOTALS

TOTAL SPOTS: 35
 TOTAL COST: \$43,850.00
 TOTAL Adults 55+ TRPs: 179.4
 TOTAL Adults 55+ CPP: \$244.43
 TOTAL Adults 55+ Reach Pct/Frequency: 76.8%/2.3
 TOTAL Adults 35+ TRPs: 145.5
 TOTAL Adults 35+ CPP: \$301.37
 TOTAL Adults 35+ Reach Pct/Frequency: 66.4%/2.2

Disclaimer:

Agreed to and Accepted by: _____

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KOKH	Date: 8-29-17
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I, VI MARKETING AND BRANNOIN
do hereby request station time concerning the following issue:

YES. SAFE STREETS, BETTER OKC

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

This broadcast time will be used by: CITIZENS FOR A BETTER OKC 2017

**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):

CITIZENS FOR A BETTER OKC 2017

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):

MAYOR MICK DOENERTT
CON NOEICK

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)

8-29-17 [Signature] _____ 525-0055
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
Victoria Nowell Victoria Nowell RSA
 Signature Printed Name Title