

# CONTRACT



**WSAV**  
**1430 East Victory Drive**  
**Savannah, GA 31404**  
**(912) 651-0300**

And:

**New Media Firm**  
**1730 Rhode Island Avenue Northwest**  
**Suite 410**  
**Washington, DC 20036**  
**USA**

<u>Contract / Revision</u> 955985 /		<u>Alt Order #</u> 25333000
<u>Product</u> Ballot Measure		
<u>Contract Dates</u> 10/19/16 - 10/31/16		<u>Estimate #</u> 4355
<u>Advertiser</u> POL/Committee to Keep Georgia Schools Lo		<u>Original Date / Revision</u> 10/18/16 / 10/18/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WSAV	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz/Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agcy Code</u> 9914019	<u>Advertiser Code</u> 690	<u>Product 1/2</u> 720
<u>Agency Ref</u> IN12545/IN14067/TO1		<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	WSAV	10/21/16	10/21/16	Today Show M-F	7-9a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	----F--				1	\$300.00				
N 2	WSAV	10/24/16	10/24/16	Today Show M-F	7-9a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	M-----				1	\$300.00				
N 3	WSAV	10/27/16	10/27/16	Today Show M-F	7-9a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---T---				1	\$300.00				
N 4	WSAV	10/28/16	10/28/16	Today Show M-F	7-9a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$300.00				
N 5	WSAV	10/31/16	10/31/16	Today Show M-F	7-9a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	M-----				1	\$300.00				
N 6	WSAV	10/21/16	10/21/16	Late News M-F	11-1135p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	----F--				1	\$250.00				
N 7	WSAV	10/26/16	10/26/16	Late News M-F	11-1135p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	--W----				1	\$250.00				
N 8	WSAV	10/31/16	10/31/16	Late News M-F	11-1135p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	M-----				1	\$250.00				
N 9	WSAV	10/27/16	10/27/16	WSAV 6p News	6-630p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---T---				1	\$500.00				
N 10	WSAV	10/20/16	10/20/16	M-F 4-5p	4-5p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	---T---				1	\$300.00				
N 11	WSAV	10/26/16	10/26/16	M-F 4-5p	4-5p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**WSAV**  
**1430 East Victory Drive**  
**Savannah, GA 31404**  
**(912) 651-0300**

<u>Contract / Revision</u>	<u>Alt Order #</u>
955985 /	25333000

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/19/16 - 10/31/16	Ballot Measure	4355

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Committee to Keep	10/18/16 / 10/18/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	--W----				1	\$300.00				
N 12	WSAV	10/27/16	10/27/16	M-F 4-5p	4-5p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---T---				1	\$300.00				
N 13	WSAV	10/31/16	10/31/16	M-F 4-5p	4-5p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	M-----				1	\$300.00				
N 14	WSAV	10/31/16	10/31/16	WSAV 530p News	530-6p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	M-----				1	\$400.00				
N 15	WSAV	10/28/16	10/28/16	WSAV 5p News	5-530p		:30				NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$315.00				
N 16	WSAV	10/20/16	10/20/16	Coastal Sunrise	6-7a		:30				NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	---T---				1	\$170.00				
N 17	WSAV	10/21/16	10/21/16	Coastal Sunrise	6-7a		:30				NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	----F--				1	\$170.00				
N 18	WSAV	10/25/16	10/25/16	Coastal Sunrise	6-7a		:30				NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-T-----				1	\$170.00				
N 19	WSAV	10/28/16	10/28/16	Coastal Sunrise	6-7a		:30				NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$170.00				
N 20	WSAV	10/24/16	10/24/16	M-F 3-4p	3-4p		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	M-----				1	\$225.00				
N 21	WSAV	10/26/16	10/26/16	M-F 3-4p	3-4p		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	--W----				1	\$225.00				
N 22	WSAV	10/28/16	10/28/16	M-F 3-4p	3-4p		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$225.00				
N 23	WSAV	10/20/16	10/20/16	Days of Our Lives	1-2p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	---T---				1	\$100.00				
N 24	WSAV	10/21/16	10/21/16	Days of Our Lives	1-2p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	----F--				1	\$100.00				
N 25	WSAV	10/24/16	10/24/16	Days of Our Lives	1-2p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	M-----				1	\$100.00				
N 26	WSAV	10/25/16	10/25/16	Days of Our Lives	1-2p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-T-----				1	\$100.00				
N 27	WSAV	10/26/16	10/26/16	Days of Our Lives	1-2p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

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<u>Advertiser</u>		<u>Original Date / Revision</u>
POL/Committee to Keep (		10/18/16 / 10/18/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
												1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	--W----				1	\$100.00				
N 28	WSAV	10/27/16	10/27/16	Days of Our Lives	1-2p		:30				NM	1	\$100.00
												1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---T---				1	\$100.00				
N 29	WSAV	10/25/16	10/25/16	Tonight Show	Tonight Show		:30				NM	1	\$150.00
												1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-T-----				1	\$150.00				
N 30	WSAV	10/23/16	10/23/16	Today Show Sun	8-9a		:30				NM	1	\$250.00
												1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S				1	\$250.00				
N 31	WSAV	10/30/16	10/30/16	Today Show Sun	8-9a		:30				NM	1	\$250.00
												1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				1	\$250.00				
Totals								0.00				31	\$7,270.00

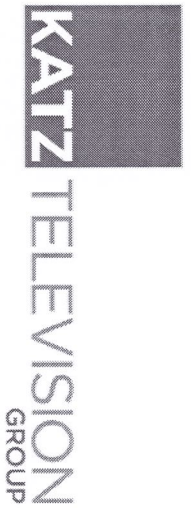
Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	27	\$6,020.00	(\$903.00)	\$5,117.00
10/31/16 - 10/31/16	4	\$1,250.00	(\$187.50)	\$1,062.50
<b>Totals</b>	31	\$7,270.00	(\$1,090.50)	\$6,179.50

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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125 West 55th St  
New York, NY 10019

Contract # 25333000

CPE: 690720/4355

Agency: NEW MEDIA FIRM

Flight: 10/19/16 - 10/31/16

Advertiser: COMMITTEE TO KEEP GEORGIA SCHOOLS LOCAL

Product: Ballot Measure

Office: WASHINGTON

Total CPP: \$0.00

THE NEW MEDIA  
FIRM 1322 G ST, SE  
WASHINGTON DC  
20003

Agency Order #: 5493447

Buyer: Placement, Media

Salesperson: ERIN SCHUMACHER  
212-424-6620

Primary Demo: Adults 35+

Con Type: POLITICAL/VOTE

Assistant: ERIN SCHUMACHER  
212-424-6620

Total GRP:

Separation:

Comments: Separation: 30

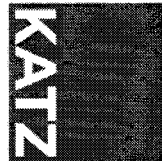
					10/19 - 10/31											Total	Total							
#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/19	10/20	10/21	10/22	10/23	10/24	10/25	10/26	10/27	10/28	10/29	10/30	10/31	Spots	\$	CPP	GRP	
REV- 1	W-F,M-Tu 7a-9a		Today Show	\$300.00	0	30	1	0	0	1	0	0	1	0	0	1	0	0	0	1	5	\$1,500.00	\$0.00	0.0
Changes: Rate from 240 to 300																								
REV- 2	W-F,M-Tu 7p-7:30p		Wheel of Fortune	\$1,000.00	0	30	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	\$0.00	0.0	
Changes: Rate from 750 to 1000																								
3	W-F,M-Tu 11p-11:35p		WSAV News 3 @ 11	\$250.00	0	30	0	0	0	1	0	0	0	1	0	0	0	0	0	1	3	\$750.00	\$0.00	0.0
REV- 4	W-F,M-Tu 6p-6:30p		WSAV News 3 @ 6	\$500.00	0	30	1	0	0	0	0	0	0	0	1	0	0	0	0	0	1	\$500.00	\$0.00	0.0
Changes: Rate from 350 to 500																								
5	W-F,M-Tu 4p-5p		Judge Judy	\$300.00	0	30	0	1	0	0	0	0	0	0	1	0	0	0	0	1	4	\$1,200.00	\$0.00	0.0
Changes: Rate from 165 to 300																								
REV- 6	W-F,M-Tu 5:30p-6p		WSAV News 3 @ 5:30	\$400.00	0	30	0	1	0	0	0	0	0	0	1	0	0	0	0	1	1	\$400.00	\$0.00	0.0
Changes: Rate from 195 to 400																								
REV- 7	W-F,M-Tu 5p-5:30p		WSAV First News @ 5	\$315.00	0	30	0	0	0	1	0	0	0	0	1	0	0	1	0	0	1	\$315.00	\$0.00	0.0
Changes: Rate from 175 to 315																								
REV+ 8	W-F,M-Tu 6a-7a		Coastal Sunrise	\$170.00	0	30	0	1	1	0	1	0	0	1	0	0	1	0	0	0	4	\$680.00	\$0.00	0.0
Changes: Rate from 160 to 170																								
9	W-F,M-Tu 3p-4p		Family Feud	\$225.00	0	30	0	0	0	0	0	0	1	0	1	0	1	0	0	0	3	\$675.00	\$0.00	0.0
Changes: Rate from 150 to 225																								
REV+ 10	W-F,M-Tu 1p-2p		Days of Our Lives	\$100.00	0	30	0	1	0	1	0	0	1	1	1	0	0	0	0	0	6	\$600.00	\$0.00	0.0
REV- 11	W-F,M-Tu 11:35p-12:35a		Tonight Show Starring Jimmy Fallon	\$150.00	0	30	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1	\$150.00	\$0.00	0.0
12	Su 8a-9a		Sunday Today Show	\$250.00	0	30	0	0	0	0	0	1	0	0	0	0	0	0	1	0	2	\$500.00	\$0.00	0.0
Changes: Rate from 115 to 250																								

955985

Version: Highlighting Revision 1

Total \$: \$7,270.00

Total Spots: 31



THE NEW MEDIA  
FIRM 1322 G ST, SE  
WASHINGTON DC  
20003

Contract # 25333000 Changes as of: 10/18/2016 at 4:29 PM Version: Highlighting Revision 1  
CPE: 690720/4355 Flight: 10/19/16 - 10/31/16 Station: WSAV Total \$: \$7,270.00  
Agency: NEW MEDIA FIRM Advertiser: COMMITTEE TO KEEP Market: Savannah Total Spots: 31  
LOCAL  
Product: Ballot Measure Office: WASHINGTON Total CPP: \$0.00  
Agency Order #: 5493447 Primary Demo: Adults 35+  
Buyer: Placement, Media Con Type: POLITICAL/VOTE  
Salesperson: ERIN SCHUMACHER Assistant: ERIN SCHUMACHER Separation:  
212-424-6620 212-424-6620

125 West 55th St  
New York, NY 10019

Special Instructions	
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Date/Time	Added by	Comment
10/18/16 4:29 PM	ERIN SCHUMACHER	Separation: 30
10/18/16 4:29 PM	ERIN SCHUMACHER	Separation: 30

Competitive Information
Market Budget: \$7,270
WSAV Share: 100%
Comment: Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	31	\$7,270.00	N/A	0.0
Total	100%	31	\$7,270.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Oct	27	\$6,020.00
2016-Nov	4	\$1,250.00
Total	31	\$7,270.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg Contract \$ Comment
Queued for Electronic Contracting	10/18/16 4:59 PM					\$0
Revision	10/18/16 4:29 PM	ERIN SCHUMACHER	Revised		5	\$0
New	10/18/16 3:10 PM	ERIN SCHUMACHER	New	36		\$7,270.00 \$7,270.00

Changes: Total Spots from 36 to 31, User Entered \$ from \$0.00 to \$7,270.00, Demo Meta to [R16]: 11 buylines added or modified.

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES, CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WSAV, Savannah, GA	<b>Date:</b> 9/12/16
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I, The New Media Firm

do hereby request station time concerning the following issue:

Committee to Keep Georgia Schools Local
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
order attached					

This broadcast time will be used by: Committee to Keep Georgia Schools Local

**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):

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

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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):

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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):

Committee to Keep Georgia Schools Local, P.O. Box 42933, Atlanta, GA 30311

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):

David Wilkerson - treasurer



**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 24 hours before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

8/11/16

Date

Signature

202-775-1440

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Michelle West

Signature

Michelle West

Printed Name

Title