

1947402

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

Station and Location: <u>WEAR-TV, Pensacola, FL</u>	Date: <u>08-20-14</u>
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I, HMS,

being/on behalf of: Parker Griffith,

a legally qualified candidate of the Democratic

political party for the office of: Governor

in the General

election to be held on: 11/4/14

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:

Griffith for Governor

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:

Tom Griffith PO BOX 18904 Huntsville, AL 35804 256-850-3233

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

8/20/14

Date

Kel Bluh

Signature

To Be Signed By Station Representative

Accepted

Deb Currie

Signature

Accepted in Part

Deb Currie

Printed Name

Rejected

GSM

Title



WEAR Mobile
4990 Mobile Hwy
Pensacola, FL 32506

Hulsen Media Services
2400 Laramie Trail
Austin, TX

Contract # 1947402

Schedule Dates 10/08/14-10/13/14
Advertiser Parker Griffith for Alabama Governor-D (92892)
Agency Hulsen Media Services (15485)
Product POLITICAL CANDIDATE (ns) (1186)
Brand GRIFFITH FOR GOV/326 (666789)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name BLACK, KRISTIN
Phone/Fax /
CPE 326
Account Types National/Political Candidate Agency BRD
Billing Type Standard
Comments GRIFFITH FOR GOV
SHANNON YALLOF

Date Entered 10/06/14
Last Modified 10/06/14
Entered By Briana Page
CO-OP No
Headline # ECR10437238
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,057.50
Net Total \$5,992.50
Sales Tax

Mobile (WEAR)	Spots	Rate
By Broadcast Month		
Oct 2014	11	\$7,050.00
Grand Total:	11	\$7,050.00

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 / SPOT	10/08/14-10/08/14	3	:30	8P- 4P (CST)	1			X					1	\$190.00	\$190.00	Mobile (WEAR)	ELEN	10/6/14
2.0	Normal Line / News	10/12/14-10/12/14	4	:30	4:58P- 5:30P (CST)	1						X		1	\$150.00	\$150.00	Mobile (WEAR)	NEWS	10/6/14
3.0	Normal Line / Prime Premium	10/13/14-10/13/14	3	:30	6:57:56P- ABC-Dancing With The Stars (Monday)	1	X							1	\$1,650.00	\$1,650.00	Mobile (WEAR)	DANCING WITH THE STARS	10/6/14
4.0	Normal Line / Prime	10/08/14-10/08/14	3	:30	8:30P- ABC-Black-ish (Wednesday)	1			X					1	\$1,650.00	\$1,650.00	Mobile (WEAR)	BLACK-ISH	10/6/14
5.0	Normal Line / Prime	10/09/14-10/09/14	3	:30	8P- ABC-Scandal (Thursday)	1			X					1	\$1,875.00	\$1,875.00	Mobile (WEAR)	SCANDAL	10/6/14
6.0	Normal Line / SPOT	10/08/14-10/10/14	2	:30	7A- 8A (CST)	2			1	1	1			3	\$405.00	\$1,215.00	Mobile (WEAR)	GMA	10/6/14
7.0	Normal Line / SPOT	10/12/14-10/12/14	2	:30	7A- 8A (CST)	1						X		1	\$285.00	\$285.00	Mobile (WEAR)	GMA	10/6/14
8.0	Normal Line / SPOT	10/08/14-10/10/14	4	:30	12:06A- 12:30A (CST)	1			X	X	X			1	\$20.00	\$20.00	Mobile (WEAR)	NIGHTLINE	10/6/14
9.0	Normal Line / SPOT	10/08/14-10/10/14	4	:30	12:35A- 1:05A (CST)	1			X	X	X			1	\$15.00	\$15.00	Mobile (WEAR)	OMG INSIDER	10/6/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____
 Accepted-Station: _____ Date: _____
 Comments: _____

Rep Order# 10437238 Ver# 3 Status Revised Traffic Order# 1947402 Printed: 10/08/14 12:52 PM 1 of 2
EC'd Yes Last Received: 10/08/14 12:38 PM
Showing Buylines: All Rep Revised Lines

Station WEAR-TV MOBILE-PENSACOLA Agency (HULS) HULSEN MEDIA SERVICES Rep Firm MILLENNIUM SALES & MARKETING
Advertiser (NW80) POLITICAL 2400 LARAMIE TRAIL Sales Office (DC) WASHINGTON
Product GRIFFITH FOR GOV AUSTIN, TX 78745 Salesperson (SY1) SHANNON YALLOF
Estimate# 326 Agency C/P1/P2/E /326 Sales Assistant
Buyer KRISTIN BLACK Flight Dates 10/07/14-10/13/14 Salesperson Phone# 202-955-5342
Salesperson Fax#

8/19/18

--- CONTRACT COMMENT ---
*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S 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 COMMUNICATIONS, INC. (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.

--- REMARKS ---
SEE LN 2/7 FOR REV RT SEE LN 10 FOR CREDIT CREDIT OF \$30 PLS CF.

Ln	Day	Time	Dates	Len	Rate	Spots/ Week	Program	RTG/IMP	Num of Weeks	Total Spots	Total Cost
2*	Su	6P-630P	10/12-10/12	30	\$150.00	1	NEWS	-	1	1	\$150.00
Sales remark: V3 REV											
V3 Comment Changed, Rate Changed											
7*	Su	7A-8A	10/12-10/12	30	\$285.00	1	GMA	-	1	1	\$285.00
Sales remark: V3 REV											
V3 More than 2 codes changed											
10*	Sa	5A-530A	10/11-10/11	30	\$115.00	0	NEWS	-	1	0	\$0.00
Sales remark: V3 CXL 1X											
V3 Comment Changed, Spots/week Changed											

---REPORT TOTALS---
Report Totals: 2 / \$435.00

---SALES MONTHLY TOTALS---

Oct2014: 9 / \$7,015.00
Order Totals: 9 / \$7,015.00 Total GRPS: 0.0

Rep Order# 10437238 Ver# 3 Status Revised Traffic Order# 1947402 Last Received: 10/08/14 12:38 PM Printed: 10/08/14 12:52 PM 2 of 2
EC'd Yes Showing Buylines: All Rep Revised Lines

Station WEAR-TV MOBILE-PENSACOLA Agency (HUL,S) HULSEN MEDIA SERVICES Rep Firm MILLENNIUM SALES & MARKETING
Advertiser (NW80) POLITICAL 2400 LARAMIE TRAIL Sales Office (DC) WASHINGTON
Product GRPFFTH FOR GOV AUSTIN, TX 78745 Salesperson (SY1) SHANNON YALLOF
Estimate# 326 Agency C/P1/P2/E /326 Sales Assistant
Buyer KRISTIN BLACK Flight Dates 10/07/14-10/13/14 Salesperson Phone# 202-955-5342
Salesperson Fax#

--- COMPETITIVE ---

Market Totals	CABL	UNKN	WALA	WEAR	WFGX
\$42,310.01	.00%	.00%	28.67%	16.58%	.00%
	WFNA	WJTC	WRRG	WPVI	
	.00%	.00%	35.25%	19.50%	

Books [null]
Demos RA35+

--- CREDIT RISK ---
STANDARD CREDIT TERMS

Rep Order# 10437238 Ver# 2 Status Returned Traffic Order# 1947402 Printed: 10/06/14 3:14 PM 1 of 2
 EC'd Yes Last Received: 10/06/14 3:14 PM
 Showing Buylines: Last Station Changes

Station WEAR-TV MOBILE-PENSACOLA Agency (HUL) HULSEN MEDIA SERVICES Rep Firm MILLENNIUM SALES & MARKETING
 Advertiser (NW80) POLITICAL 2400 LARAMIE TRAIL Sales Office (DC) WASHINGTON
 Product GRIFFITH FOR GOV AUSTIN, TX 78745 Salesperson (SY1) SHANNON YALLOF
 Estimate# 326 Agency C/P1/P2/E /326 Sales Assistant
 Buyer KRISTIN BLACK Flight Dates 10/07/14-10/13/14 Salesperson Phone# 202-955-5342
 Salesperson Fax#

--- CONTRACT COMMENT ---

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--- REMARKS ---

SEE LINES 2,7,10 FOR RATE AND TIME PERIOD REVISIONS. THESE CHANGES LEAVE \$35 TO RESPEND. PLEASE ADD 10/8-10/13 1206-1230 A 1X @ 20 NIGHTLINE \$10/8-10/13 1235-105A 1X @ 15 OMG INSIDE R. THANKS, BRI

Ln	Day	Time	Dates	Len	Rate	Spots/Week	Program	RTG/IMP	Num of Weeks	Total Spots	Total Cost
2*	Su	6P-630P	10/12-10/12	30	\$125.00	1	NEWS		1	1	\$125.00
Station remark: V2 REVISE RATE TO \$150											
7*	Su	5P-530P	10/12-10/12	30	\$225.00	1	GMA		1	1	\$225.00
Station remark: V2 REVISE TIME PERIOD TO 7-8A, REVISE RATE TO \$285											
10*	Sa	5A-530A	10/11-10/11	30	\$115.00	1	NEWS		1	1	\$115.00
Station remark: V2 CANCEL LINE DUE TO WRONG RATE AND TIME PERIOD											

---REPORT TOTALS---

Report Totals: 3 / \$465.00

---SALES MONTHLY TOTALS---

Oct2014: 10 / \$7,045.00

Order Totals: 10 / \$7,045.00 Total GRPS: 0.0

---COMPETITIVE---

Market Totals \$42,490.95
 CABL .00% UNKN .00% WALA 28.67% WEAR 16.58% WFGX .00%
 WFVA .00% WJTC .00% WKRG 35.25% WPXI 19.50%

Rep Order# 10437238 Ver# 2 Status Returned Traffic Order# 1947402 Printed: 10/06/14 3:14 PM 2 of 2
EC'd Yes Last Received: 10/06/14 3:14 PM
Showing Buylines: Last Station Changes

Station WEAR-TV MOBILE-PENSACOLA Agency (HUIS) HUISEN MEDIA SERVICES Rep Firm MILLENNIUM SALES & MARKETING
Advertiser (NW80) POLITICAL 2400 LARAMIE TRAIL Sales Office (DC) WASHINGTON
Product GRIFFITTH FOR GOV AUSTIN, TX 78745 Salesperson (SY1) SHANNON YALLOF
Estimate# 326 Agency C/P1/P2/E /326 Sales Assistant
Buyer KRISTIN BLACK Flight Dates 10/07/14-10/13/14 Salesperson Phone# 202-955-5342
Salesperson Fax#

Books [null]
Demos RA35+

--- CREDIT RISK ---
STANDARD CREDIT TERMS

ORDER WORKSHEET
 Rep Order# 10437238 Ver# 1 Status New Traffic Order# 1947402
 Printed: 10/06/14 2:37 PM 1 of 2
 EC'd Yes Last Received: 10/06/14 9:47 AM
 Showing Buylines: All Rep Changes or Last Station Changes

Station WEAR-TV MOBILE-PENSACOLA Agency (HULS) HULSEN MEDIA SERVICES
 Advertiser (NW80) POLITICAL 2400 LARAMIE TRAIL
 Product GRIFFITH FOR GOV AUSTIN, TX 78745
 Estimate# 326 Agency C/P1/P2/E /326
 Buyer KRISTIN BLACK Flight Dates 10/07/14-10/13/14
 Rep Firm MILLENNIUM SALES & MARKETING
 Sales Office (DC) WASHINGTON
 Salesperson (SY1) SHANNON YALLOF
 Sales Assistant
 Salesperson Phone# 202-955-5342
 Salesperson Fax#

RPD/6

--- CONTRACT COMMENT ---
 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S 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 COMMUNICATIONS, INC. (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.

--- REMARKS ---
 NEW POL ORD STARTS 10/7 PLS CF.

Ln	Day	Time	Dates	Len	Rate	Spots/ Week	Program	RTG/IMP	Num of Weeks	Total Spots	Total Cost
1	W	3P-4P	10/08-10/08	30	\$190.00	1	ELLEN	-	1	1	\$190.00
2	Su	5P-630P <i>5-530P</i>	10/12-10/12	30	\$125.00 <i>150</i>	1	NEWS	-	1	1	\$125.00
3	M	7P-9P	10/13-10/13	30	\$1,650.00	1	DANCING WITH THE STARS	-	1	1	\$1,650.00
4	W	830P-9P	10/08-10/08	30	\$1,650.00	1	BLACK-ISH	-	1	1	\$1,650.00
5	Th	8P-9P	10/09-10/09	30	\$1,875.00	1	SCANDAL	-	1	1	\$1,875.00
6	Tu-F, M	7A-8A <i>7-8A</i>	10/07-10/13	30	\$405.00 ✓	3	GMA	-	1	3	\$1,215.00
7	Su	5P-530P <i>5-530P</i>	10/12-10/12	30	\$225.00 <i>285</i>	1	GMA	-	1	1	\$225.00
9	Tu-F, M	6P-630P	10/07-10/13	30	\$675.00	0	NEWS	-	1	0	\$0.00
10	Sa	5A-530A	10/11-10/11	30	\$115.00	1	NEWS	-	1	1	\$115.00

---REPORT TOTALS---

Rep Order# 10437238 Ver# 1 Status New
EC'd Yes

Traffic Order# Printed: 10/06/14 2:37 PM 2 of 2
Last Received: 10/06/14 9:47 AM
Showing Buylines: All Rep Changes or Last Station Changes

Station WEAR-TV MOBILE-PENSACOLA
Advertiser (NW80) POLITICAL
Product GRPFIH FOR GOV
Estimate# 326
Buyer KRISTIN BLACK

Agency (HULS) HULSEN MEDIA SERVICES
2400 LARAMIE TRAIL
AUSTIN, TX 78745
Agency C/P1/P2/E /326
Flight Dates 10/07/14-10/13/14

Rep Firm MILLENNIUM SALES & MARKETING
Sales Office (DC) WASHINGTON
Salesperson (SY1) SHANNON YALLOF
Sales Assistant
Salesperson Phone# 202-955-5342
Salesperson Fax#

Report Totals: 10 / \$7,045.00

---SALES MONTHLY TOTALS---

Oct2014: 10 / \$7,045.00

Order Totals: 10 / \$7,045.00 Total GRPS: 0.0

---COMPETITIVE---

Market Totals	CABL	UNKN	WALA	WEAR	WFGX
\$42,450.95	.00%	.00%	28.67%	16.58%	.00%
	WENA	WJTC	WRRG	WPVI	
	.00%	.00%	35.25%	19.50%	

Books [null]
Demos RA35+

--- CREDIT RISK ---

STANDARD CREDIT TERMS

Buy Detail Report

Revision #: Date: 10/3/2014

Client: Griffith for Governor
 Media: TV
 Product: Candidate
 Market: Mobile
 Separation between spots: 15

Estimate: 326
 Description: PG - Q4 GE TV - 10.7-10.13
 Flight Start Date: 10/6/2014 05:00 AM
 Flight End Date: 10/19/2014 04:59 AM
 Buyer: Kristin Black
 Vendor: WEAR-TV
 4990 Mobile Highway/PO Box 12278
 Pensacola, FL 32506/82581
 Send Billing To: Hulsen Media Services, LLC
 2400 Laramie Trail
 Austin, TX 78745
 Phone: 850-456-3333
 Fax: 850-455-8972
 Phone: 512 297 7349

Affiliation: ABC

Line No	Daypart Program	Daypart Code	STN Gross	Days	Tue 10/7	Wed 10/8	Thu 10/9	Fri 10/10	Sat 10/11	Sun 10/12	Mon 10/13	Total Spots				
WEAR-TV																
40	MTuWThF 3:00p-4:00p ELLEN	DT	\$190.00 ✓	30	0	1	0	1	0	0	0	2				
41	M 7:00p-9:00p DANCING WITH THE STARS	PT	\$4400.00 1650	30	0	0	0	0	0	0	1	1				
42	W 8:30p-9:00p BLACK-ISH	PT	\$4100.00 1650	30	0	1	0	0	0	0	0	1				
43	Th 8:00p-9:00p SCANDAL	PT	\$1,875.00 ✓	30	0	0	1	0	0	0	0	1				
44	MTuWThF 7:00a-8:00a GMA	EM	\$405.00 ✓	30	1	1	1	1	0	0	1	5				
45	Sa 7:00a-8:00a GMA	EM	\$285.00 ✓	30	0	0	0	0	1	0	0	1				
46	Su 7:00a-8:00a GMA	EM	\$285.00 ✓	30	0	0	0	0	0	1	0	1				
Total Cost:				\$7,050.00	Total Spots:				1	3	2	2	1	1	2	12

Signature: _____

Disclaimer: