

330 Wall Street Suite 40  
Chico, 95926



# VIEW Report

NO on A and YES on B

9/30/2014 8:20AM

Chico-Redding Nov13 DMA Nielsen Live+1

Client:

Buyer: Andrew Merkel

Advertiser: NO on A and YES on B

Product:

Phone:

Lengths: 30

Dayparts: ALL

Sched Dates: 10/13/14 - 11/04/14

AE: Chad Abramson

Phone: 530-893-6523

Email: chad@actionnewsnow.com

## All-Wks Avrg

	Rate \$\$	Wk 1 - Wk 4			Wk 1 10/13 '14	Wk 2 10/20 '14	Wk 3 10/27 '14	Wk 4 11/3 '14
		Adults 18+						
		Prog Name	Rtg	Imp				
Chico-Redding Nov13 DMA Nielsen Live+1	\$35590			2448142	67	67	98	48
KHSL-TV	\$17450	CBS		1098962	28	28	45	18
M-F 5a-7a	\$60	KHSL WAKEUP	1.4	5323	5	5	10	6
M-F 7a-9a	\$60	CBS THS MRNG	1.7	6497				4
M-F 12n-12:30p	\$150	ACTN NWS@NOON	2.7	10101	5	5	5	4
M-F 6p-6:30p	\$175	ACT NW NOW@6PM	2.6	9951	5	5	8	2
M-F 11p-11:35p	\$90	ACT NWS NOW@11	1.7	6392	5	5	8	2
Sa 6p-6:30p	\$80	ACT NWS NOW@6PM SAT	2.1	7906	1	1	2	
Sa 11p-11:30p	\$70	ACT NWS NOW@11SAT	1.3	4921	1	1	2	
Su 7a-8:30a	\$150	SUNDAY MRN-CBS	4.5	16940	2	2	2	
Su 5p-5:30p	\$50	ACT NW NOW@5PM SUN	3.2	12349	1	1	2	
Su 6p-6:30p	\$80	ACT NW NOW@6PM SUN	2.4	9119	1	1	2	
Su 11p-11:30p	\$70	ACT NWS NOW@11 SUN	1.9	7174	1	1	2	
Th 5:30p-8:30p	\$1600	NFL THURSDAY NIGHT FB	12.0	45628	1	1		
Su 10a-1p	\$1000	NFL CHARGERS @ DOLPHINS	7.0	26615			1	
Su 1p-4p	\$1000	NFL RAIDERS @ SEAHAWKS	8.0	30419			1	
KNVN-TV	\$15500	NBC		1051839	28	28	42	26
M-F 5a-7a	\$70	KNVN WAKE UP	1.7	6464	5	5	10	6
M-F 7a-9a	\$120	TODAY SHW	2.3	8695				6
M-F 9a-10a	\$80	KELLY&MICHAEL	1.6	5895				4
M-F 12n-12:30p	\$70	KNVN ACT NW-NN	0.5	2039	5	5	5	4
M-F 5p-6p	\$200	KNVN-NWSNOW-5P	5.0	19006	5	5	8	2
M-F 6p-6:30p	\$200	KNVN24-NW-6PM	2.9	11186	5	5	8	2
M-F 11p-11:35p	\$110	KNVN-NWNOW-11P	1.3	4964	5	5	8	2
Sa 11p-11:30p	\$70	KNVN-NWNOW-11P SAT	1.1	4108	1	1	1	
Sa 11:30p-1a	\$150	SAT NITE LIVE	2.4	8972	2	2	2	
NHSL-TV	\$640	CW		97341	10	10	10	2
M-F 10p-10:30p	\$20	CW 10-NWS-10	0.8	3042	10	10	10	2
Digital	\$2000			200000	1	1	1	2
M-Su 5a-4a	\$500	ActionNewsNow Banners	13.1	50000	1	1	1	
M 5a-4a	\$300	ActionNewsNow Banners	7.9	30000				1
Tu 5a-12n	\$200	ActionNewsNow Banners	5.3	20000				1
Total	\$35590			2448142	67	67	98	48

3 MONA / 3 TUE  
2/2  
2/2  
2  
2  
#30758

3(3)  
3(3)  
2/2  
2/2  
2  
2  
2  
#30757

#30756

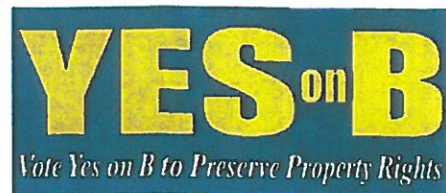
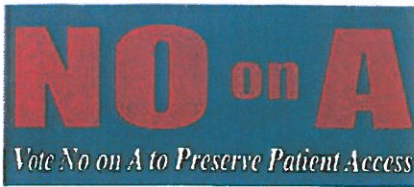
#30755

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10/1/14

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**PAYMENTS:**

PRODUCTION: \$700 (\$350X2 COMMERCIALS) DUE ON OR BEFORE 10/10

WEEK 1: \$8,945 DUE ON OR BEFORE FRIDAY 10/10

WEEK 2: \$8,945 DUE ON OR BEFORE FRIDAY 10/17

WEEK 3: \$12,670 DUE ON OR BEFORE FRIDAY 10/24

WEEK 4: \$5,030 DU ON OR BEFORE FRIDAY 10/31

**ROTATION PLAN FOR TV AND DIGITAL:**

WEEK 1:

WEEK 2:

WEEK 3:

WEEK 4:

KHSL/KNVN/CW10/ACTIONNEWSNOW.COM WILL AIR THE ATTACHED SCHEDULE OF 275 COMMERCIALS ALONG WITH 200,000 IMPRESSIONS ON ACTIONNEWSNOW.COM.

TOTAL ON-AIR AND DIGITAL INVESTMENT: \$35,590

PRODUCTION: \$700

TOTAL INVESTMENT \$36,290

Signature

Andrew Merkel – NO on A/YES on B







KVVN/GOCOM  
3490 Silverbell Rd  
Chico, CA 95973

PROP: NO ON BYES ON A  
ANDREW MERKEL  
330 WALL STREET SUITE 40  
CHICO, CA 95926

# Contract # 30757

Schedule Dates 10/13/14-11/04/14  
Advertiser PROP: NO ON BYES ON A (4000)  
Agency Direct Account (1)  
Product Political/Issue (1121)  
Brand Various (1)  
Salesperson Abramson, Chad (1002)  
Sales Office KVVN/KHSL/CW  
Buyer Name MERKEL, ANDREW  
Phone/Fax (530) 518-1638 /  
CPE N/A  
Account Types Local/Political  
Billing Type Weekly/Irregular  
Comments

Date Entered 10/01/14  
Last Modified 10/01/14  
Entered By Sher Hanley  
CO-OP No  
Headline #/PO # /  
Demo  
Order Type Normal  
Package Deal  
Commission % 0.00  
Commission \$0.00  
Net Total \$15,500.00  
Sales Tax

NBC (KVVN)	
By Broadcast Month	Spots
Oct. 2014	56
Nov. 2014	68
Grand Total:	124

	Rate
Oct. 2014	\$7,240.00
Nov. 2014	\$8,260.00
Grand Total:	\$15,500.00

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 / NEWS	10/13/14-10/24/14	1	:30	5A-7A (PST)	1	1	1	1	1	1			10	\$70.00	\$700.00	NBC (KVVN)		10/1/14
2.0	Normal Line / NEWS	10/27/14-10/31/14	1	:30	5A-7A (PST)	2	2	2	2	2				10	\$70.00	\$700.00	NBC (KVVN)		10/1/14
3.0	Normal Line / NEWS	11/03/14-11/04/14	1	:30	5A-7A (PST)	3	3							6	\$70.00	\$420.00	NBC (KVVN)		10/1/14
4.0	Normal Line / NEWS	11/03/14-11/04/14	1	:30	7A- NBC Today Show	3	3							6	\$120.00	\$720.00	NBC (KVVN)		10/1/14
5.0	Normal Line / SPOT	11/03/14-11/04/14	1	:30	20005- Live With Kelly And Michael	2	2							4	\$80.00	\$320.00	NBC (KVVN)		10/1/14
6.0	Normal Line / NEWS	10/13/14-10/31/14	1	:30	11:59A- Action News Now @12pm	1	1	1	1	1	1			15	\$70.00	\$1,050.00	NBC (KVVN)		10/1/14
7.0	Normal Line / NEWS	11/03/14-11/04/14	1	:30	11:59A- Action News Now @12pm	2	2							4	\$70.00	\$280.00	NBC (KVVN)		10/1/14
8.0	Normal Line / NEWS	10/13/14-10/24/14	1	:30	4:59P- Action News Now @ 5pm	1	1	1	1	1	1			10	\$200.00	\$2,000.00	NBC (KVVN)		10/1/14
9.0	Normal Line / NEWS	10/27/14-10/31/14	1	:30	4:59P- Action News Now @ 5pm	2	1	2	1	2				8	\$200.00	\$1,600.00	NBC (KVVN)		10/1/14
10.0	Normal Line / NEWS	11/03/14-11/03/14	1	:30	4:59P- Action News Now @ 5pm	2								2	\$200.00	\$400.00	NBC (KVVN)		10/1/14
11.0	Normal Line / NEWS	10/13/14-10/24/14	1	:30	6P- Action News Now @6pm	1	1	1	1	1	1			10	\$200.00	\$2,000.00	NBC (KVVN)		10/1/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



KVVN/GOCOM  
3490 Silverbell Rd  
Chico, CA 95973

PROP: NO ON BYES ON A  
ANDREW MERKEL  
330 WALL STREET SUITE 40  
CHICO, CA 95926

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Schedule Dates 10/13/14-11/04/14  
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Agency Direct Account (1)  
Product Political/Issue (1121)  
Brand Various (1)  
Salesperson Abramson, Chad (1002)  
Sales Office KVVN/KHSL/CW  
Buyer Name MERKEL, ANDREW  
Phone/Fax (530) 518-1638 /  
CPE N/A  
Account Types Local/Political  
Billing Type Weekly/Irregular  
Comments

Date Entered 10/01/14  
Last Modified 10/01/14  
Entered By Sher Hanley  
CO-OP No  
Headline # / PO # /  
Demo  
Order Type Normal  
Package Deal  
Commission % 0.00  
Commission \$0.00  
Net Total \$15,500.00  
Sales Tax

NBC (KVVN)		
By Broadcast Month	Spots	Rate
Oct. 2014	56	\$7,240.00
Nov. 2014	68	\$8,260.00
Grand Total:	124	\$15,500.00

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
12.0	Normal Line / NEWS	10/27/14-10/31/14	1	:30	6P- Action News Now @6pm	1	1	2	2	2	1			8	\$200.00	\$1,600.00	NBC (KVVN)		10/1/14
13.0	Normal Line / NEWS	11/03/14-11/03/14	1	:30	6P- Action News Now @6pm	2								2	\$200.00	\$400.00	NBC (KVVN)		10/1/14
14.0	Normal Line / NEWS	10/13/14-10/24/14	1	:30	11P- 11:35P (PST)	1	1	1	1	1	1			10	\$110.00	\$1,100.00	NBC (KVVN)		10/1/14
15.0	Normal Line / NEWS	10/27/14-10/31/14	1	:30	11P- 11:35P (PST)	2	1	2	1	2				8	\$110.00	\$880.00	NBC (KVVN)		10/1/14
16.0	Normal Line / NEWS	11/03/14-11/03/14	1	:30	11P- 11:35P (PST)	2								2	\$110.00	\$220.00	NBC (KVVN)		10/1/14
17.0	Normal Line / NEWS	10/18/14-11/01/14	1	:30	11P- Action News Now @ 11pm/Wkend	1						1		3	\$70.00	\$210.00	NBC (KVVN)		10/1/14
18.0	Normal Line / SPOT	10/18/14-11/01/14	1	:30	11:29P- Saturday Night Live/NBC	2						2		6	\$150.00	\$900.00	NBC (KVVN)		10/1/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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# NON-CANDIDATE/ISSUE ADVERTISEMENT

Station and Location: <b>KHSL-KNVN-CW-RHSL</b>	Date: <b>10/1/14</b>
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I, \_\_\_\_\_  
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
ATTACHED					

**Total Charges:**

This broadcast time will be used by: \_\_\_\_\_

<p><b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b></p> <p> <input type="checkbox"/> Yes         <input checked="" type="checkbox"/> No       </p>
--

*Am*



Answer a) water

I represent that the payment for the above described broadcast time has been furnished by:

Answer a unit

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

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

TO BE SIGNED BY ISSUE ADVERTISER

10/2/14 \_\_\_\_\_  
Date

\_\_\_\_\_ *Peter O'Brien*  
Signature

\_\_\_\_\_ VP/CM  
Contact Phone Number Title

☒ Accepted      ☐ Accepted in Part      ☐ Rejected

Signature: Andrew Merkel Printed Name: Andrew Merkel Title: Rep

**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
ATTACHED					

**Total Charges:**

**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 times the spots 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 specific spots aired.**

RECORD OF REQUEST FOR BROADCAST TIME BY OR ON  
BEHALF OF POLITICAL CANDIDATE

STATION <sup>KHSL KNVN</sup> NHSL MARKET Chico - Redding		DATE/TIME 10/11/14
LAST NAME Merkel	FIRST NAME Andrew	PARTY
CAMPAIGN NO ON B / Yes on A	STATUS	
RACE NO ON B / Yes on A	STATE CA	CITY Chico
ADDRESS		
INQUIRY BY		ON BEHALF OF
REP		
INFO REQUESTED: Rates/production rates		
INFO SUPPLIED:		
ACCEPTED BY:	DATE:	TIME:
FINAL DISPOSITION:		
PMT RECEIVED BY:	COPY APPROVED BY:	
(AMOUNT)	(DATE)	
NAMES OF COMMITTEE PERSONNEL:		
NAME: Andrew Merkel	AGENCY: N/A	
TITLE:	ADDRESS: 330 Wall St suite 40	
	Chico CA 95928	
CAMP. PH:	PHONE: 518-1638	
	FAX:	