

# ORDER WORKSHEET

Rep Order# 9420378 Ver# 1 Status New  
EC'd Yes

Traffic Order#

30748

Printed: 09/30/14 3:45 PM  
Last Received: 09/30/14 3:45 PM  
Showing Buylines: All Rep Changes or Last Station Changes

1 of 6

✓

Station KNVN-TV CHICO-REDDING  
Advertiser (CAHH) CALIFORNIANS AGAINST  
Product 889/CAHC-3243-BALLOT  
Estimate# 889  
Buyer CINDY WINTON

Agency (GCWM) GCW MEDIA SERVICES  
417 W FOOTHILL BLVD, #B-221  
GLENORA, CA 91741  
Agency C/P1/P2/E /889  
Flight Dates 10/13/14-11/03/14

Rep Firm KATZ CONTINENTAL  
Sales Office (LA) LOS ANGELES  
Salesperson (BRM) BRUCE MARKS  
Sales Assistant JORDAN  
Salesperson Phone# 323-966-5176  
Salesperson Fax# 323-658-6443



## --- CONTRACT COMMENT ---

CALIFORNIANS AGAINST HIGHER HEALTHCARE COSTS - NO ON PROP 45 30 MIN SEPERATION REQUESTED

\*\*\*\*\*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 ORDER\*\*\* CALIFORNIANS AGAINST HIGHER HEATHCARE EST 889 TOTAL DOLLARS: \$27,180 TOTAL SPOTS:179X PLEASE CONFIRM THANKS JORDAN/BRUCE

Line 34

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
1	M-F	5A-7A	KNVN WAKE UP 5AM	30	-	-	\$70.00	10/13-10/17 10/20-10/24 10/27-10/31	3 4 3	1 1 1	3 4 3	\$700.00
2	M	5A-7A	KNVN WAKE UP 5AM	30	-	-	\$70.00	11/03-11/03	1	1	1	\$70.00
3	M-F	7A-9A	TODAY SHOW	30	-	-	\$120.00	10/13-10/17 10/20-10/24 10/27-10/31	3 3 3	1 1 1	3 3 3	\$1,080.00
4	M	7A-9A	TODAY SHOW	30	-	-	\$120.00	11/03-11/03	1	1	1	\$120.00
5	M-F	9A-10A	KELLY AND MICHAEL	30	-	-	\$80.00	10/13-10/17 10/20-10/24 10/27-10/31	3 5 5	1 1 1	3 5 5	\$1,040.00
6	M	9A-10A	KELLY AND MICHAEL	30	-	-	\$80.00	11/03-11/03	1	1	1	\$80.00
7	M-F	10A-11A	TODAY SHOW 2	30	-	-	\$40.00	10/13-10/17 10/20-10/24 10/27-10/31	3 3 3	1 1 1	3 3 3	\$360.00

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Salesperson Fax# 323-658-6443

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
8	M	10A-11A	TODAY SHOW 2	30	-	-	\$40.00	11/03-11/03	1	1	1	\$40.00
9	M-F	11A-12P	TODAY SHOW 3	30	-	-	\$40.00	10/13-10/17 10/20-10/24 10/27-10/31	2 2 2	1 1 1	2 2 2	\$240.00
10	M	11A-12P	TODAY SHOW 3	30	-	-	\$40.00	11/03-11/03	1	1	1	\$40.00
11	M-F	3P-4P	MEREDITH VIERA	30	-	-	\$40.00	10/13-10/17 10/27-10/31	2 2	1 1	2 2	\$160.00
12	M	3P-4P	MEREDITH VIERA	30	-	-	\$40.00	11/03-11/03	1	1	1	\$40.00
13	M-F	4P-5P	ELLEN	30	-	-	\$100.00	10/13-10/17 10/20-10/24 10/27-10/31	3 3 3	1 1 1	3 3 3	\$900.00
14	M	4P-5P	ELLEN	30	-	-	\$100.00	11/03-11/03	1	1	1	\$100.00
15	M-F	5P-530P	KNVN NEWS NOW 5PM	30	-	-	\$250.00	10/13-10/17 10/20-10/24 10/27-10/31	3 4 3	1 1 1	3 4 3	\$2,500.00
16	M	5P-530P	KNVN NEWS NOW 5PM	30	-	-	\$250.00	11/03-11/03	1	1	1	\$250.00
17	M-F	530P-6P	KNVN NEWS AT 530P	30	-	-	\$250.00	10/13-10/17 10/20-10/24 10/27-10/31	3 3 3	1 1 1	3 3 3	\$2,250.00
18	M	530P-6P	KNVN NEWS AT 530P	30	-	-	\$250.00	11/03-11/03	1	1	1	\$250.00

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Salesperson Fax# 323-658-6443

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
19	M-F	6P-630P	KNVN NEWS 6PM	30	-	-	\$225.00	10/13-10/17 10/20-10/24 10/27-10/31	2 3 2	1 1 1	2 3 2	\$1,575.00
20	M	6P-630P	KNVN NEWS 6PM	30	-	-	\$225.00	11/03-11/03	1	1	1	\$225.00
21	M-F	630P-7P	NBC NIGHTLY NEWS	30	-	-	\$225.00	10/13-10/17 10/20-10/24 10/27-10/31	2 3 2	1 1 1	2 3 2	\$1,575.00
22	M	630P-7P	NBC NIGHTLY NEWS	30	-	-	\$225.00	11/03-11/03	1	1	1	\$225.00
23	M-F	7P-730P	WHEEL OF FORTUNE	30	-	-	\$300.00	10/13-10/17 10/20-10/24 10/27-10/31	3 3 3	1 1 1	3 3 3	\$2,700.00
24	M	7P-730P	WHEEL OF FORTUNE	30	-	-	\$300.00	11/03-11/03	1	1	1	\$300.00
25	M-F	730P-8P	JEOPARDY	30	-	-	\$300.00	10/13-10/17 10/20-10/24 10/27-10/31	3 3 3	1 1 1	3 3 3	\$2,700.00
26	M	730P-8P	JEOPARDY	30	-	-	\$300.00	11/03-11/03	1	1	1	\$300.00
27	M-F	11P-1135P	KNVN NEWS NOW 11PM	30	-	-	\$100.00	10/13-10/17 10/20-10/24 10/27-10/31	3 3 3	1 1 1	3 3 3	\$900.00
28	M	11P-1135P	KNVN NEWS NOW 11PM	30	-	-	\$100.00	11/03-11/03	1	1	1	\$100.00
29	M-F	1135P-1236A	TONIGHT SHOW	30	-	-	\$65.00	10/13-10/17 10/20-10/24 10/27-10/31	3 3 3	1 1 1	3 3 3	\$585.00

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Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
30	M	1135P-1236A	TONIGHT SHOW	30	-	-	\$65.00	11/03-11/03	1	1	1	\$65.00
31	M-F	1236A-136A	SETH MEYERS	30	-	-	\$30.00	10/13-10/17 10/20-10/24 10/27-10/31	2 2 2	1 1 1	2 2 2	\$180.00
32	M	1236A-136A	SETH MEYERS	30	-	-	\$30.00	11/03-11/03	1	1	1	\$30.00
33	Sa	6A-8A	SATURDAY TODAY	30	-	-	\$50.00	10/18-10/18 10/25-10/25 11/01-11/01	1 1 1	1 1 1	1 1 1	\$150.00
34	Sa	5P-6P	CSI MIAMI <i>Good wife</i>	30	-	-	\$50.00	10/18-10/18 10/25-10/25 11/01-11/01	1 1 1	1 1 1	1 1 1	\$150.00
35	Sa	6P-630P	KNVN NEWS 6PM	30	-	-	\$150.00	10/18-10/18 10/25-10/25 11/01-11/01	1 1 1	1 1 1	1 1 1	\$450.00
36	Sa	630P-7P	NBC NIGHTLY NEWS	30	-	-	\$150.00	10/18-10/18 10/25-10/25 11/01-11/01	1 1 1	1 1 1	1 1 1	\$450.00
37	Sa	7P-730P	WHEEL OF FORTUNE	30	-	-	\$125.00	10/18-10/18 10/25-10/25 11/01-11/01	1 1 1	1 1 1	1 1 1	\$375.00
38	Sa	730P-8P	JEOPARDY	30	-	-	\$125.00	10/18-10/18 10/25-10/25 11/01-11/01	1 1 1	1 1 1	1 1 1	\$375.00

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Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
39	Sa	11P-1130P	KNVN NEWS NOW 11PM	30	-	-	\$80.00	10/25-10/25 11/01-11/01	1 1	1 1	1 1	\$160.00
40	M	8P-10P	THE VOICE	30	-	-	\$700.00	10/20-10/20	1	1	1	\$700.00 ✓
41	M	10P-11P	BLACKLIST	30	-	-	\$400.00	10/27-10/27	1	1	1	\$400.00 ✓
42	Th	10P-11P	PARENTHOOD	30	-	-	\$300.00	10/30-10/30	1	1	1	\$300.00 ✓
43	F	8P-9P	DATELINE	30	-	-	\$300.00	10/24-10/24	1	1	1	\$300.00 ✓
44	Su	7A-8A	SUNDAY TODAY	30	-	-	\$30.00	10/19-10/19 10/26-10/26 11/02-11/02	1 1 1	1 1 1	1 1 1	\$90.00
45	Su	530P-830P	NBC NFL FOOTBALL	30	-	-	\$1,600.00	10/26-10/26	1	1	1	\$1,600.00 ✓

## —REPORT TOTALS—

Report Totals: 72 / \$27,180.00 ✓

## —SALES MONTHLY TOTALS—

Oct2014: 108/ \$17,180.00 Nov2014: 71/ \$10,000.00

Order Totals: 179 / \$27,180.00 Total GRPS: 0.0

## — COMPETITIVE —

Market Totals	\$100,666.67	CABL .00%	KCVU 15.00%	KHSL 26.00%	KNVN 27.00%	KRCR 32.00%
		KRVU .00%	NHSL .00%	NNVN .00%	RNVN .00%	UNKN .00%

Books [NOV14]  
Demos RA35+



KNVN/GOCOM  
3490 Silverbell Rd  
Chico, CA 95973

GCW MEDIA SERVICES  
417 W. FOOTHILL BLVD  
SUITE B-221  
GLEN DORA, CA 91741

## Contract # 30748

**Schedule Dates** 10/13/14-11/03/14  
**Advertiser** PROP:NO ON 45 (3999)  
**Agency** GCW MEDIA SERVICES (1339)  
**Product** Political/Issue (1121)  
**Brand** EST 889 (13291)  
**Salesperson** KATZ, Los Angeles (1022)  
**Sales Office** KNNV/KHSL/CW  
**Buyer Name** WINTON,CINDY  
**Phone/Fax** /  
**CPE** 889  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** | 889/CAHC-3243-BALLOT  
CALIFORNIANS AGAINST HIGHER HEALTHCARE COSTS - NO ON PROP 45  
30 MIN SEPERATION REQUESTED

**Date Entered** 09/30/14  
**Last Modified** 09/30/14  
**Entered By** Sher Hanley  
**CO-OP** No  
**Headline #/PO #** ECR09420378 /  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$4,077.00  
**Net Total** \$23,103.00  
**Sales Tax**

## NBC (KNNV)

By Broadcast Month	Spots	Rate
Oct. 2014	108	\$17,180.00
Nov. 2014	71	\$10,000.00
<b>Grand Total:</b>	<b>179</b>	<b>\$27,180.00</b>

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 (1)	10/13/14-10/17/14	1	:30	5A- 7A (PST)	3	X	X	X	X	X			3	\$70.00	\$210.00	NBC (KNNV)	COMMENTS APPLY TO SUB LINES A THRU C KNNV WAKE UP 5AM	9/30/14
2.0	Normal Line / NEWS (1)	10/20/14-10/23/14	1	:30	5A- 7A (PST)		1	1	1	1				4	\$70.00	\$280.00	NBC (KNNV)	COMMENTS APPLY TO SUB LINES A THRU C KNNV WAKE UP 5AM	9/30/14
3.0	Normal Line / NEWS (1)	10/27/14-10/31/14	1	:30	5A- 7A (PST)	3	X	X	X	X	X			3	\$70.00	\$210.00	NBC (KNNV)	COMMENTS APPLY TO SUB LINES A THRU C KNNV WAKE UP 5AM	9/30/14
4.0	Normal Line / NEWS (2)	11/03/14-11/03/14	1	:30	5A- 7A (PST)		1							1	\$70.00	\$70.00	NBC (KNNV)	KNNV WAKE UP 5AM	9/30/14
5.0	Normal Line / NEWS (3)	10/13/14-10/31/14	1	:30	7A- NBC Today Show	3	X	X	X	X	X			9	\$120.00	\$1,080.00	NBC (KNNV)	TODAY SHOW	9/30/14
6.0	Normal Line / NEWS (4)	11/03/14-11/03/14	1	:30	7A- NBC Today Show		1							1	\$120.00	\$120.00	NBC (KNNV)	TODAY SHOW	9/30/14
7.0	Normal Line / SPOT (5)	10/13/14-10/17/14	1	:30	20005- Live With Kelly And Michael	3	X	X	X	X	X			3	\$80.00	\$240.00	NBC (KNNV)	COMMENTS APPLY TO SUB LINES A THRU B KELLY AND MICHAEL	9/30/14
8.0	Normal Line / SPOT (5)	10/20/14-10/31/14	1	:30	20005- Live With Kelly And Michael		1	1	1	1	1			10	\$80.00	\$800.00	NBC (KNNV)	COMMENTS APPLY TO SUB LINES A THRU B KELLY AND MICHAEL	9/30/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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KNVN/GOCOM  
3490 Silverbell Rd  
Chico, CA 95973

GCW MEDIA SERVICES  
417 W. FOOTHILL BLVD  
SUITE B-221  
GLEN DORA, CA 91741

## Contract # 30748

<b>Schedule Dates</b>	10/13/14-11/03/14	<b>Date Entered</b>	09/30/14
<b>Advertiser</b>	PROP:NO ON 45 (3999)	<b>Last Modified</b>	09/30/14
<b>Agency</b>	GCW MEDIA SERVICES (1339)	<b>Entered By</b>	Sher Hanley
<b>Product</b>	Political/Issue (1121)	<b>CO-OP</b>	No
<b>Brand</b>	EST 889 (13291)	<b>Headline #/PO #</b>	ECR09420378 /
<b>Salesperson</b>	KATZ, Los Angeles (1022)	<b>Demo</b>	
<b>Sales Office</b>	KNVN/KHSL/CW	<b>Order Type</b>	Normal
<b>Buyer Name</b>	WINTON,CINDY	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>CPE</b>	889	<b>Commission</b>	\$4,077.00
<b>Account Types</b>	National/Political	<b>Net Total</b>	\$23,103.00
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	
<b>Comments</b>	889/CAHC-3243-BALLOT CALIFORNIANS AGAINST HIGHER HEALTHCARE COSTS - NO ON PROP 45 30 MIN SEPERATION REQUESTED		

## NBC (KNVN)

By Broadcast Month	Spots	Rate
Oct. 2014	108	\$17,180.00
Nov. 2014	71	\$10,000.00
<b>Grand Total:</b>	<b>179</b>	<b>\$27,180.00</b>

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
9.0	Normal Line / SPOT (6)	11/03/14-11/03/14	1	:30	9A- Live With Kelly And Michael	1	1							1	\$80.00	\$80.00	NBC (KNVN)	KELLY AND MICHAEL	9/30/14
10.0	Normal Line / NEWS (7)	10/13/14-10/31/14	1	:30	20008- Today Show II	3	X	X	X	X	X			9	\$40.00	\$360.00	NBC (KNVN)	TODAY SHOW 2	9/30/14
11.0	Normal Line / NEWS (8)	11/03/14-11/03/14	1	:30	10A- Today Show II	1	1							1	\$40.00	\$40.00	NBC (KNVN)	TODAY SHOW 2	9/30/14
12.0	Normal Line / NEWS (9)	10/13/14-10/31/14	1	:30	20813- NBC Today Show III	2	X	X	X	X	X			6	\$40.00	\$240.00	NBC (KNVN)	TODAY SHOW 3	9/30/14
13.0	Normal Line / NEWS (10)	11/03/14-11/03/14	1	:30	11A- NBC Today Show III	1	1							1	\$40.00	\$40.00	NBC (KNVN)	TODAY SHOW 3	9/30/14
14.0	Normal Line / SPOT (11)	10/13/14-10/17/14	1	:30	25858- Meredith Viera	2	X	X	X	X	X			2	\$40.00	\$80.00	NBC (KNVN)	COMMENTS APPLY TO SUB LINES A THRU B MEREDITH VIERA	9/30/14
15.0	Normal Line / SPOT (11)	10/27/14-10/31/14	1	:30	25858- Meredith Viera	2	X	X	X	X	X			2	\$40.00	\$80.00	NBC (KNVN)	COMMENTS APPLY TO SUB LINES A THRU B MEREDITH VIERA	9/30/14
16.0	Normal Line / SPOT (12)	11/03/14-11/03/14	1	:30	3P- Meredith Viera	1	1							1	\$40.00	\$40.00	NBC (KNVN)	MEREDITH VIERA	9/30/14
17.0	Normal Line / SPOT (13)	10/13/14-10/31/14	1	:30	20012- Ellen	3	X	X	X	X	X			9	\$100.00	\$900.00	NBC (KNVN)	ELLEN	9/30/14
18.0	Normal Line / SPOT (14)	11/03/14-11/03/14	1	:30	3:58P- Ellen	1	1							1	\$100.00	\$100.00	NBC (KNVN)	ELLEN	9/30/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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KSNV/GOCOM  
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**Salesperson** KATZ, Los Angeles (1022)  
**Sales Office** KSNV/KHSL/CW  
**Buyer Name** WINTON,CINDY  
**Phone/Fax** /  
**CPE** 889  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** | 889/CAHC-3243-BALLOT  
CALIFORNIANS AGAINST HIGHER HEALTHCARE COSTS - NO ON PROP 45  
30 MIN SEPERATION REQUESTED

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**Last Modified** 09/30/14  
**Entered By** Sher Hanley  
**CO-OP** No  
**Headline #/PO #** ECR09420378 /  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$4,077.00  
**Net Total** \$23,103.00  
**Sales Tax**

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By Broadcast Month	Spots	Rate
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Nov. 2014	71	\$10,000.00
<b>Grand Total:</b>	<b>179</b>	<b>\$27,180.00</b>

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
19.0	Normal Line / NEWS (15)	10/13/14-10/17/14	1	:30	5P- 5:30P (PST)	3	X	X	X	X	X			3	\$250.00	\$750.00	NBC (KSNV)	COMMENTS APPLY TO SUB LINES A THRU C KSNV NEWS NOW 5PM	9/30/14
20.0	Normal Line / NEWS (15)	10/20/14-10/23/14	1	:30	5P- 5:30P (PST)		1	1	1	1				4	\$250.00	\$1,000.00	NBC (KSNV)	COMMENTS APPLY TO SUB LINES A THRU C KSNV NEWS NOW 5PM	9/30/14
21.0	Normal Line / NEWS (15)	10/27/14-10/31/14	1	:30	5P- 5:30P (PST)	3	X	X	X	X	X			3	\$250.00	\$750.00	NBC (KSNV)	COMMENTS APPLY TO SUB LINES A THRU C KSNV NEWS NOW 5PM	9/30/14
22.0	Normal Line / NEWS (16)	11/03/14-11/03/14	1	:30	5P- 5:30P (PST)		1							1	\$250.00	\$250.00	NBC (KSNV)	KSNV NEWS NOW 5PM	9/30/14
23.0	Normal Line / NEWS (17)	10/13/14-10/31/14	1	:30	5:30P- 6P (PST)	3	X	X	X	X	X			9	\$250.00	\$2,250.00	NBC (KSNV)	KSNV NEWS AT 530P	9/30/14
24.0	Normal Line / NEWS (18)	11/03/14-11/03/14	1	:30	5:30P- 6P (PST)		1							1	\$250.00	\$250.00	NBC (KSNV)	KSNV NEWS AT 530P	9/30/14
25.0	Normal Line / NEWS (19)	10/13/14-10/17/14	1	:30	6P- Action News Now @6pm	2	X	X	X	X	X			2	\$225.00	\$450.00	NBC (KSNV)	COMMENTS APPLY TO SUB LINES A THRU C KSNV NEWS 6PM	9/30/14
26.0	Normal Line / NEWS (19)	10/20/14-10/24/14	1	:30	6P- Action News Now @6pm	3	X	X	X	X	X			3	\$225.00	\$675.00	NBC (KSNV)	COMMENTS APPLY TO SUB LINES A THRU C KSNV NEWS 6PM	9/30/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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KNVN/GOCOM  
3490 Silverbell Rd  
Chico, CA 95973

GCW MEDIA SERVICES  
417 W. FOOTHILL BLVD  
SUITE B-221  
GLEN DORA, CA 91741

## Contract # 30748

**Schedule Dates** 10/13/14-11/03/14  
**Advertiser** PROP:NO ON 45 (3999)  
**Agency** GCW MEDIA SERVICES (1339)  
**Product** Political/Issue (1121)  
**Brand** EST 889 (13291)  
**Salesperson** KATZ, Los Angeles (1022)  
**Sales Office** KNNV/KHSL/CW  
**Buyer Name** WINTON,CINDY  
**Phone/Fax** /  
**CPE** 889  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** | 889/CAHC-3243-BALLOT  
CALIFORNIANS AGAINST HIGHER HEALTHCARE COSTS - NO ON PROP 45  
30 MIN SEPERATION REQUESTED

**Date Entered** 09/30/14  
**Last Modified** 09/30/14  
**Entered By** Sher Hanley  
**CO-OP** No  
**Headline #/PO #** ECR09420378 /  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$4,077.00  
**Net Total** \$23,103.00  
**Sales Tax**

## NBC (KNVN)

By Broadcast Month	Spots	Rate
Oct. 2014	108	\$17,180.00
Nov. 2014	71	\$10,000.00
<b>Grand Total:</b>	<b>179</b>	<b>\$27,180.00</b>

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
27.0	Normal Line / NEWS (19)	10/27/14-10/31/14	1	:30	6P- Action News Now @6pm	2	X	X	X	X	X			2	\$225.00	\$450.00	NBC (KNVN)	COMMENTS APPLY TO SUB LINES A THRU C KNNV NEWS 6PM	9/30/14
28.0	Normal Line / NEWS (20)	11/03/14-11/03/14	1	:30	6P- Action News Now @6pm	1		1						1	\$225.00	\$225.00	NBC (KNVN)	KNNV NEWS 6PM	9/30/14
29.0	Normal Line / NEWS (21)	10/13/14-10/17/14	1	:30	6:29P- NBC Nightly News	2	X	X	X	X	X			2	\$225.00	\$450.00	NBC (KNVN)	COMMENTS APPLY TO SUB LINES A THRU C NBC NIGHTLY NEWS	9/30/14
30.0	Normal Line / NEWS (21)	10/20/14-10/24/14	1	:30	6:29P- NBC Nightly News	3	X	X	X	X	X			3	\$225.00	\$675.00	NBC (KNVN)	COMMENTS APPLY TO SUB LINES A THRU C NBC NIGHTLY NEWS	9/30/14
31.0	Normal Line / NEWS (21)	10/27/14-10/31/14	1	:30	6:29P- NBC Nightly News	2	X	X	X	X	X			2	\$225.00	\$450.00	NBC (KNVN)	COMMENTS APPLY TO SUB LINES A THRU C NBC NIGHTLY NEWS	9/30/14
32.0	Normal Line / NEWS (22)	11/03/14-11/03/14	1	:30	6:29P- NBC Nightly News	1		1						1	\$225.00	\$225.00	NBC (KNVN)	NBC NIGHTLY NEWS	9/30/14
33.0	Normal Line / SPOT (23)	10/13/14-10/31/14	1	:30	20017- Wheel Of Fortune	3	X	X	X	X	X			9	\$300.00	\$2,700.00	NBC (KNVN)	WHEEL OF FORTUNE	9/30/14
34.0	Normal Line / SPOT (24)	11/03/14-11/03/14	1	:30	7P- Wheel Of Fortune	1		1						1	\$300.00	\$300.00	NBC (KNVN)	WHEEL OF FORTUNE	9/30/14
35.0	Normal Line / SPOT (25)	10/13/14-10/31/14	1	:30	20018- Jeopardy	3	X	X	X	X	X			9	\$300.00	\$2,700.00	NBC (KNVN)	JEOPARDY	9/30/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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KNVN/GOCOM  
3490 Silverbell Rd  
Chico, CA 95973

GCW MEDIA SERVICES  
417 W. FOOTHILL BLVD  
SUITE B-221  
GLEN DORA, CA 91741

## Contract # 30748

**Schedule Dates** 10/13/14-11/03/14  
**Advertiser** PROP:NO ON 45 (3999)  
**Agency** GCW MEDIA SERVICES (1339)  
**Product** Political/Issue (1121)  
**Brand** EST 889 (13291)  
**Salesperson** KATZ, Los Angeles (1022)  
**Sales Office** KNNV/KHSL/CW  
**Buyer Name** WINTON,CINDY  
**Phone/Fax** /  
**CPE** 889  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** | 889/CAHC-3243-BALLOT  
CALIFORNIANS AGAINST HIGHER HEALTHCARE COSTS - NO ON PROP 45  
30 MIN SEPERATION REQUESTED

**Date Entered** 09/30/14  
**Last Modified** 09/30/14  
**Entered By** Sher Hanley  
**CO-OP** No  
**Headline #/PO #** ECR09420378 /  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$4,077.00  
**Net Total** \$23,103.00  
**Sales Tax**

## NBC (KNNV)

By Broadcast Month	Spots	Rate
Oct. 2014	108	\$17,180.00
Nov. 2014	71	\$10,000.00
<b>Grand Total:</b>	<b>179</b>	<b>\$27,180.00</b>

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
36.0	Normal Line / SPOT (26)	11/03/14-11/03/14	1	:30	7:28P- Jeopardy		1							1	\$300.00	\$300.00	NBC (KNNV)	JEOPARDY	9/30/14
37.0	Normal Line / NEWS (27)	10/13/14-10/31/14	1	:30	11P- 11:35P (PST)	3	X	X	X	X	X			9	\$100.00	\$900.00	NBC (KNNV)	KNNV NEWS NOW 11PM	9/30/14
38.0	Normal Line / NEWS (28)	11/03/14-11/03/14	1	:30	11P- 11:35P (PST)		1							1	\$100.00	\$100.00	NBC (KNNV)	KNNV NEWS NOW 11PM	9/30/14
39.0	Normal Line / SPOT (29)	10/13/14-10/31/14	1	:30	11:34P- Tonight Show Starring Jimmy Fallon/NBC	3	X	X	X	X	X			9	\$65.00	\$585.00	NBC (KNNV)	TONIGHT SHOW	9/30/14
40.0	Normal Line / SPOT (30)	11/03/14-11/03/14	1	:30	11:34P- Tonight Show Starring Jimmy Fallon/NBC		1							1	\$65.00	\$65.00	NBC (KNNV)	TONIGHT SHOW	9/30/14
41.0	Normal Line / SPOT (31)	10/13/14-10/31/14	1	:30	12:36A- Late Night with Seth Meyers/NBC	2	X	X	X	X	X			6	\$30.00	\$180.00	NBC (KNNV)	SETH MEYERS	9/30/14
42.0	Normal Line / SPOT (32)	11/03/14-11/03/14	1	:30	12:36A- Late Night with Seth Meyers/NBC		1							1	\$30.00	\$30.00	NBC (KNNV)	SETH MEYERS	9/30/14
43.0	Normal Line / NEWS (33)	10/18/14-11/01/14	1	:30	20047- NBC Saturday Today/NBC							1		3	\$50.00	\$150.00	NBC (KNNV)	SATURDAY TODAY	9/30/14
44.0	Normal Line / SPOT (34)	10/18/14-11/01/14	1	:30	5P- 6P (PST)							1		3	\$50.00	\$150.00	NBC (KNNV)		9/30/14
45.0	Normal Line / NEWS (35)	10/18/14-11/01/14	1	:30	6P- Action News Now @ 6pm/Wknd							1		3	\$150.00	\$450.00	NBC (KNNV)	KNNV NEWS 6PM	9/30/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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KNVN/GOCOM  
3490 Silverbell Rd  
Chico, CA 95973

GCW MEDIA SERVICES  
417 W. FOOTHILL BLVD  
SUITE B-221  
GLEN DORA, CA 91741

## Contract # 30748

**Schedule Dates** 10/13/14-11/03/14  
**Advertiser** PROP:NO ON 45 (3999)  
**Agency** GCW MEDIA SERVICES (1339)  
**Product** Political/Issue (1121)  
**Brand** EST 889 (13291)  
**Salesperson** KATZ, Los Angeles (1022)  
**Sales Office** KNVN/KHSL/CW  
**Buyer Name** WINTON,CINDY  
**Phone/Fax** /  
**CPE** 889  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** | 889/CAHC-3243-BALLOT  
CALIFORNIANS AGAINST HIGHER HEALTHCARE COSTS - NO ON PROP 45  
30 MIN SEPERATION REQUESTED

**Date Entered** 09/30/14  
**Last Modified** 09/30/14  
**Entered By** Sher Hanley  
**CO-OP** No  
**Headline #/PO #** ECR09420378 /  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$4,077.00  
**Net Total** \$23,103.00  
**Sales Tax**

## NBC (KNVN)

By Broadcast Month	Spots	Rate
Oct. 2014	108	\$17,180.00
Nov. 2014	71	\$10,000.00
<b>Grand Total:</b>	<b>179</b>	<b>\$27,180.00</b>

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
46.0	Normal Line / NEWS (36)	10/18/14-11/01/14	1	:30	6:30P- NBC Nightly News Wknds/NBC							1		3	\$150.00	\$450.00	NBC (KNVN)	NBC NIGHTLY NEWS	9/30/14
47.0	Normal Line / SPOT (37)	10/18/14-11/01/14	1	:30	7P- Wheel of Fortune/Wknd							1		3	\$125.00	\$375.00	NBC (KNVN)	WHEEL OF FORTUNE	9/30/14
48.0	Normal Line / SPOT (38)	10/18/14-11/01/14	1	:30	7:30P- Jeopardy Wknd							1		3	\$125.00	\$375.00	NBC (KNVN)	JEOPARDY	9/30/14
49.0	Normal Line / NEWS (39)	10/25/14-11/01/14	1	:30	11P- Action News Now @ 11pm/Wknd							1		2	\$80.00	\$160.00	NBC (KNVN)	KNVN NEWS NOW 11PM	9/30/14
50.0	Normal Line / SPOT (40)	10/20/14-10/20/14	1	:30	7:58P- The Voice/NBC		1							1	\$700.00	\$700.00	NBC (KNVN)	THE VOICE	9/30/14
51.0	Normal Line / SPOT (41)	10/27/14-10/27/14	1	:30	10P- Blacklist/NBC		1							1	\$400.00	\$400.00	NBC (KNVN)	BLACKLIST	9/30/14
52.0	Normal Line / SPOT (42)	10/30/14-10/30/14	1	:30	10P- Parenthood/NBC					1				1	\$300.00	\$300.00	NBC (KNVN)	PARENTHOOD	9/30/14
53.0	Normal Line / SPOT (43)	10/24/14-10/24/14	1	:30	7:58P- Dateline/NBC						1			1	\$300.00	\$300.00	NBC (KNVN)	DATeline	9/30/14
54.0	Normal Line / NEWS (44)	10/19/14-11/02/14	1	:30	7A- NBC Sunday Today/NBC								1	3	\$30.00	\$90.00	NBC (KNVN)	SUNDAY TODAY	9/30/14
55.0	Normal Line / Sports (45)	10/26/14-10/26/14	1	:30	5:20P- NFL SUNDAY NIGHT FOOTBALL/NBC								1	1	\$1,600.00	\$1,600.00	NBC (KNVN)	NBC NFL FOOTBALL	9/30/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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**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):

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):

**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)

# AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <b>KWNN Chico/Redding</b>	Date: <b>9/30/14</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

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

**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)**

10/1/14 *Cheryl White* 626/535-6632  
Date Signature Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted ☐ Accepted in Part ☐ Rejected  
*Peter O'Brien* Peter O'Brien VP/GM  
Signature Printed Name Title

***Californians Against Higher Health  
Care Costs  
(No on Prop 45)***

***455 Capital Mall, Suite 600  
Sacramento, CA 95814***

***P: (916) 442-7757***

***[www.stophighercosts.com](http://www.stophighercosts.com)***

***Pat Johnston, Chair  
Thomas Hiltachk, Treasurer***