

## ORDER



WSFX

**Orders**  
**Order / Rev:** 1608246  
**Alt Order #:** 08433757  
**Product Desc:** A BETTER NC  
**Estimate:** 5890  
**Flight Dates:** 11/02/16 - 11/08/16  
**Original Date / Rev:** 11/01/16 / 11/01/16  
**Order Type:** Political  
**Primary AE:** Matthew Wurm  
**Sales Office:** H-DC  
**Sales Region:** National

**Agency**  
**Name:** Great American Media  
**Buying Contact:**  
**Billing Contact:**  
 3050 K Street NW  
 Washington, DC 20007  
**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** ISS/A Better North Carolina  
**Demographic:** A35+  
**Product Codes:** PL20  
**Priority:** P 2  
**Revenue Codes:** Agency, Political, Pol-Issue  
**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/08/16	57	\$13,910.00	\$11,823.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	57	\$13,910.00	\$11,823.50	0.00
<b>Totals</b>	<b>57</b>	<b>\$13,910.00</b>	<b>\$11,823.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Wurm			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WSFX	11/02/16	11/08/16	News @ 10-11pm (M-F)	Comm	10-11pm	MTWTF--	:30	4	\$500.00	P 2	0.00	NM	4	\$2,000.00
				News @ 10-11pm (M-F)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/02/16	11/08/16	MTWTF--		4			\$500.00			0.00			
E 2	WSFX	11/02/16	11/08/16	SYN Family Feud 11-1130pm	Comm	11-11:30pm	MTWTF--	:30	5	\$60.00	P 2	0.00	NM	5	\$300.00
				SYN 11-1130pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/02/16	11/08/16	MTWTF--		5			\$60.00			0.00			
E 3	WSFX	11/02/16	11/08/16	SYN Family Feud 11:30pm-12am	Comm	11:30pm-12am	MTWTF--	:30	5	\$60.00	P 2	0.00	NM	5	\$300.00
				Family Feud 11:30p-12											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/02/16	11/08/16	MTWTF--		5			\$60.00			0.00			
E 4	WSFX	11/02/16	11/08/16	SYN 11a-12p M-F	Comm	11a-12p M-F	MTWTF--	:30	3	\$65.00	P 2	0.00	NM	3	\$195.00
				Judge Mathis											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/02/16	11/08/16	MTWTF--		3			\$65.00			0.00			
E 5	WSFX	11/02/16	11/08/16	SYN 12:30-1pm M-F	Comm	12:30-1pm M-F	MTWTF--	:30	1	\$75.00	P 2	0.00	NM	1	\$75.00
				Inside Edition											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/02/16	11/08/16	MTWTF--		1			\$75.00			0.00			
E 6	WSFX	11/02/16	11/08/16	SYN Wendy Williams	Comm	3:00 PM-4:00 PM	MTWTF--	:30	4	\$75.00	P 2	0.00	NM	4	\$300.00
				Syn 3-4pm		(3:00 PM-4:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/02/16	11/08/16	MTWTF--		4			\$75.00			0.00			

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WSFX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WSFX	11/02/16	11/08/16	SYN 4-5pm M-F Steve Harvey	Comm	4-5pm M-F	MTWTF--	:30	5	\$80.00	P 2	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/02/16	11/08/16	MTWTF--			5		\$80.00		0.00				
E 8	WSFX	11/02/16	11/08/16	SYN 5-6pm M-F SYN 5-6pm M-F	Comm	5-6pm	MTWTF--	:30	4	\$80.00	P 2	0.00	NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/02/16	11/08/16	MTWTF--			4		\$80.00		0.00				
E 9	WSFX	11/02/16	11/08/16	M-F 6-7p M-F 6-7p	Comm	6-7p	MTWTF--	:30	4	\$100.00	P 2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/02/16	11/08/16	MTWTF--			4		\$100.00		0.00				
E 10	WSFX	11/02/16	11/08/16	SYN 7-7:30pm M-F Modern Family	Comm	7-7:30pm M-F	MTWTF--	:30	3	\$200.00	P 2	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/02/16	11/08/16	MTWTF--			3		\$200.00		0.00				
E 11	WSFX	11/02/16	11/08/16	Carolina in the Morning Carolina in the Morning	Comm	7-8a	MTWTF--	:30	3	\$60.00	P 2	0.00	NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/02/16	11/08/16	MTWTF--			3		\$60.00		0.00				
E 12	WSFX	11/02/16	11/08/16	SYN 7:30-8pm M-F Modern Family	Comm	730-8p	MTWTF--	:30	1	\$125.00	P 2	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/02/16	11/08/16	MTWTF--			1		\$125.00		0.00				
E 13	WSFX	11/02/16	11/08/16	SYN M-F 8am-9am RI M-F 8am-9am	Comm	M-F 8-9am	MTWTF--	:30	3	\$40.00	P 2	0.00	NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/02/16	11/08/16	MTWTF--			3		\$40.00		0.00				
E 14	WSFX	11/02/16	11/08/16	SYN 9-10am M-F Divorce Court	Comm	9-10am M-F	MTWTF--	:30	1	\$65.00	P 2	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/02/16	11/08/16	MTWTF--			1		\$65.00		0.00				
E 15	WSFX	11/04/16	11/04/16	Fri Hour 1 Fri Hour 1	Comm	8-9p	----1--	:30	1	\$400.00	P 2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	----1--			1		\$400.00		0.00				
E 16	WSFX	11/07/16	11/07/16	Mon Hour 1 Mon Hour 1	Comm	8-9p	1-----	:30	1	\$800.00	P 2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/07/16	11/13/16	1-----			1		\$800.00		0.00				
E 17	WSFX	11/05/16	11/05/16	News @ 10pm SA News @ 10p	Comm	10-1037p	-----1-	:30	1	\$175.00	P 2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	-----1-			1		\$175.00		0.00				
E 18	WSFX	11/06/16	11/06/16	News @ 10pm Su 10-1037p	Comm	10-1037p	-----1	:30	1	\$300.00	P 2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	-----1			1		\$300.00		0.00				
E 19	WSFX	11/06/16	11/06/16	LF (SU) Late Fringe Sunday	Comm	10:30 PM-11:35 PM (10:30 PM-11:35 PM)	-----2	:30	2	\$15.00	P 2	0.00	NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	-----2			2		\$15.00		0.00				
E 20	WSFX	11/06/16	11/06/16	NFL Kick Off NFL Kick Off	Comm	11:00 AM-11:30 AM (11:00 AM-11:30 AM)	-----1	:30	1	\$125.00	P 2	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	-----1			1		\$125.00		0.00				
E 21	WSFX	11/06/16	11/06/16	NFL Local Market Game NFL on Fox	Comm	Various	-----1	:30	1	\$5,000.00	P 2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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E 21	WSFX	11/06/16	11/06/16	NFL Local Market Game NFL on Fox	Comm	Various	-----1	:30	1	\$5,000.00	P 2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/31/16	11/06/16	-----1		1				\$5,000.00		0.00			
E 22	WSFX	11/03/16	11/03/16	Thu Hour 1 Th Hour 1	Comm	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	---1---	:30	1	\$600.00	P 2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/31/16	11/06/16	---1---		1				\$600.00		0.00			
E 23	WSFX	11/03/16	11/03/16	Thu Hour 2 Th Hour 2	Comm	9-10p	---1---	:30	1	\$500.00	P 2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/31/16	11/06/16	---1---		1				\$500.00		0.00			
E 24	WSFX	11/02/16	11/02/16	Wed Hour 1 Wed Hour 1	Comm	8-9p	--1----	:30	1	\$600.00	P 2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/31/16	11/06/16	--1----		1				\$600.00		0.00			
Totals														57	\$13,910.00

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 40px;">WSFX</span> <span style="margin-left: 100px;">Wilm</span> <span style="margin-left: 20px;">NC</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 20px;">11/1/16</span>
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I, Great American Media

do hereby request station time concerning the following issue:

General public education concerning public official accountability and North Carolina policy issues of importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	(see attached schedule)				

This broadcast time will be used by: A Better NC

**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).

A Better NC, P.O. Box 745, Raleigh, North Carolina 27602

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):

M. L. Weisel - General Counsel/Sec/Treas/Director  
S. A. Boney - Chair/Director  
J. E. Reiff - Director

Great American Media is authorized agent for inquiry/purchase of station broadcast time for sponsor,

**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)**

8/24/12 [Signature] 202-338-8700  
Date Signature Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted ☐ Accepted in Part ☐ Rejected  
Connie Petway Connie Petway NSA  
Signature Printed Name Title