

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> KWCH-TV Wichita, KS	<b>Date:</b> 10/8/19
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I, Jon Rolph

do hereby request station time concerning the following issue:

Wichita Mayor
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

This broadcast time will be used by: Run Lyndy Run/Write In Wells

**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):

Lyndy Wells, Wichita Mayor, Nov. 5, 2019

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

Write In Wells, 1877 N. Rock Rd

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):

Jon Rolph, Chair  
Jon Rolph, Treasurer

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):

Write in Wells, 1877 N Rock Rd

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):

Jon Rolph, Chair  
Jon Rolph, Treasurer

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

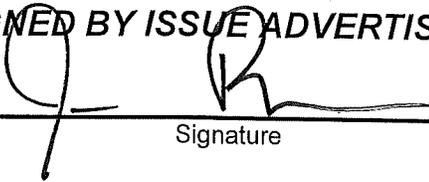
**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

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 \_\_\_\_\_ before the time of the scheduled broadcasts.**

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

10/25/19

Date



Signature

316-683-2611

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Accepted in Part

Rejected



Signature

Wes Good

Printed Name

NSM

Title

INSERTION ORDER

Revision #: 2 Date: 10/9/2019

1371769  
1019

Client: Run Lyndy Run  
Media: TV  
Product: Write-In Campaign  
Market: Wichita  
Primary Demo: A50+  
Separation between spots:

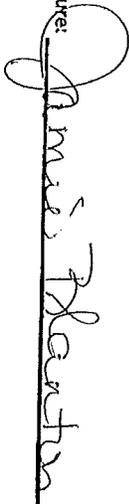
Estimate: RLR1019  
Start Date: 10/11/2019  
End Date: 10/16/2019  
Survey: ComScore  
Buyer: Terry Johnson

Vendor: KWCH-TV  
2815 E. 37th St. North  
Wichita, Ks. 67219  
Contact: Wes Good  
Email: wesley.jones@kwch.tv  
Phone: 316-831-6026

Send Billing To: Terry Johnson  
Johnson Media Services LLC  
14300 E. Brookline Ct.  
Wichita, KS 67230  
Phone: 316-708-0343

Line#	Daypart	Program	Daypart Code	STN Gross	STN Net	Length	DAYS-TH	FR	SA	SU	MO	TU	WE	TH	RTG.	GRPs	Total Spots	Total	
1-REV	M-F 5-530p	5p News	EN	\$245.00	\$208.25	:30	1x	1x	-	-	1x	1x	1x	0	12.1	60.5	5x	\$1,225.00	
2-REV	M-F 6-630p	6p News	EN	\$315.00	\$267.75	:30	1x	1x	-	-	1x	1x	1x	0	15.1	75.5	5x	\$1,575.00	
3-REV	M-F 10-1035p	LN	LN	\$425.00	\$361.25	:30	-	-	-	-	1x	1x	-	-	14.8	29.6	2x	\$850.00	
4-REV	M-F 430-5a	AM 430a	EM	\$10.00	\$8.50	:30	1x	1x	-	-	1x	1x	1x	0	1.6	8.0	5x	\$50.00	
5-REV	M-F 5-6a	AM 5a	EM	\$60.00	\$51.00	:30	1x	1x	-	-	1x	1x	1x	0	3.2	16.0	5x	\$300.00	
6-REV	M-F 6-7a	AM 6a	EM	\$125.00	\$106.25	:30	-	1x	-	-	1x	-	1x	-	5.8	17.4	3x	\$375.00	
7-REV	Sat 8-930a	Sat AM	WK	\$80.00	\$68.00	:30	-	-	2x	-	-	-	-	-	7.6	15.2	2x	\$160.00	
Total Spots: 4x 5x 2x - 6x 5x 5x 0 Total GRPs: 27x \$4,525.00 Total CPP: \$20.41																			
Station Monthly Summary				\$4,535.00	\$3,854.75														
Oct-19				\$4,535.00	\$3,854.75													27x	
Total Cost:				\$4,535.00	\$3,854.75														

Disclaimer: Run Lyndy Run has approved this schedule for placement. Schedule is Cash-In-Advance.

Signature: 

# CONTRACT



**KWCH**  
 2815 E. 37th Street North  
 Wichita, KS 67219  
 Sales T & C: [www.gray.tv/advertising](http://www.gray.tv/advertising)  
 (316) 838-1212

**KBSD KBSH KBSL**  
**KWCH.COM**

<u>Contract / Revision</u> 1371769 /		<u>Alt Order #</u>
<u>Advertiser</u> Run Lyndy Run		<u>Original Date / Revision</u> 10/09/19 / 10/25/19
<u>Contract Dates</u> 10/10/19 - 10/17/19	<u>Estimate #</u> RLR1019	
<u>Product</u> Write-In Campaign		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KWCH	<u>Account Executive</u> Wichita House	<u>Sales Office</u> Wichita Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
	<u>Order Type</u> NORMAL	<u>Total Ratings</u> 218.60
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 153830	<u>Advertiser Ref</u> 172926	

And:

**Johnson Media Services**  
 2250 N Rock Road, Suite 118-190  
 Wichita, KS 67226

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	KWCH	10/10/19	10/17/19	Eyewitness News @ 5:00 PM-5:30 PM			:30			P-04		NM	5	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/07/19	10/13/19	---11--				2	\$245.00		12.10			
	Week:	10/14/19	10/20/19	111----				3	\$245.00		12.10			
N 2	KWCH	10/10/19	10/17/19	Eyewitness News @ 6:00 PM-6:30 PM			:30			P-04		NM	5	\$1,575.00
	Week:	10/07/19	10/13/19	---11--				2	\$315.00		15.10			
	Week:	10/14/19	10/20/19	111----				3	\$315.00		15.10			
N 3	KWCH	10/10/19	10/17/19	Eyewitness News@10 10:00 PM-10:35 P			:30			P-04		NM	2	\$850.00
	Week:	10/07/19	10/13/19	-----				0	\$315.00		15.10			
	Week:	10/14/19	10/20/19	11-----				2	\$425.00		14.80			
N 4	KWCH	10/10/19	10/17/19	Eyewitness News @ 4:28 AM-5:00 AM			:30			P-04		NM	5	\$50.00
	Week:	10/07/19	10/13/19	---11--				2	\$10.00		1.60			
	Week:	10/14/19	10/20/19	111----				3	\$10.00		1.60			
N 5	KWCH	10/10/19	10/17/19	Eyewitness News @ 5:00 AM-6:00 AM			:30			P-04		NM	5	\$300.00
	Week:	10/07/19	10/13/19	---11--				2	\$60.00		3.20			
	Week:	10/14/19	10/20/19	111----				3	\$60.00		3.20			
N 6	KWCH	10/10/19	10/17/19	Eyewitness News @ 6:00 AM-7:00 AM			:30			P-04		NM	3	\$375.00
	Week:	10/07/19	10/13/19	----1--				1	\$125.00		5.80			
	Week:	10/14/19	10/20/19	1-1----				2	\$125.00		5.80			
N 7	KWCH	10/10/19	10/17/19	Eyewitness News @ 8:00 AM-9:30 AM			:30			P-04		NM	2	\$160.00
	Week:	10/07/19	10/13/19	-----2-				2	\$80.00		5.80			
	Week:	10/14/19	10/20/19	-----				0	\$80.00		5.80			
<b>Totals</b>											218.60		27	\$4,535.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/30/19 - 10/16/19	27	\$4,535.00	(\$680.25)	\$3,854.75
<b>Totals</b>	27	\$4,535.00	(\$680.25)	\$3,854.75

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

All advertising, production services, consulting services, and digital management services sold or offered by Gray Television Group, Inc. or Gray Media Group, Inc. (collectively "Gray") are subject to Gray's Standard Terms and Conditions available at [www.gray.tv/advertising](http://www.gray.tv/advertising).



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<u>Advertiser</u> Run Lyndy Run	<u>Original Date / Revision</u> 10/09/19 / 10/25/19
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<u>Contract Dates</u> 10/10/19 - 10/17/19	<u>Product</u> Write-In Campaign	<u>Estimate #</u> RLR1019
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Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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