

## 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**

<b>Station and Location:</b> WSFX - Wilmington	<b>Date:</b> 9/30/14
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I, Nancy Benford,  
 being/on behalf of: Skip Watkins, a legally  
 qualified candidate of the Republican political  
 party for the office of: New Hanover County Commissioner  
 in the General  
 election to be held on: Nov 4, 2014

do hereby request station time as follows:

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

**Total Charges:**      \$ 2743.80 net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

Candidate Skip Watkins for  
County Comm.  
11/4/14

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

Compass Group Inc.

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:

Zeke Partin

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).

**To Be Signed By Candidate or Authorized Committee**

8/21/14 Nancy B. Benford  
 Date Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Connie Petway Connie Petway NSA  
 Signature Printed Name Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Nancy Benford  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Nancy B. Benford  
signature of candidate or authorized committee

Nancy B. Benford 8/21/14  
printed name date

# ORDER



WSFX

**Orders**  
**Order / Rev:** 1188037  
**Alt Order #:**  
**Product Desc:** Political  
**Estimate:**  
**Flight Dates:** 10/20/14 - 11/02/14  
**Original Date / Rev:** 09/30/14 / 09/30/14  
**Order Type:** Political

**Primary AE:** House WSFX  
**Sales Office:** WSFX  
**Sales Region:** Local

**Agency**  
**Name:** Compass Group of NC Inc, The  
**Buying Contact:**  
**Billing Contact:**  
 602 Wild Dunes Circle  
 Wilmington, NC 28411

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Watkins, Skip/New Hanover Cou  
**Demographic:** A18+  
**Product Codes:** PL123  
**Priority:** P 3  
**Revenue Codes:** Agency, Political, Pol-Candidate

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/26/14	9	\$1,693.00	\$1,439.05
10/27/14	11/02/14	8	\$1,535.00	\$1,304.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	9	\$1,693.00	\$1,439.05	0.00
November 2014	8	\$1,535.00	\$1,304.75	0.00
<b>Totals</b>	<b>17</b>	<b>\$3,228.00</b>	<b>\$2,743.80</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House WSFX			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
N 1	WSFX	10/20/14	10/24/14	News @ 10-11pm (M-F)Comm	10-11pm	MTWTF--		:30	4	\$125.00	P 4	0.00	NM	4	\$500.00
				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: 10/20/14	10/26/14	MTWTF--		4				\$125.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WSFX	10/20/14-10/26/14	News @ 10-11pm (M-F)		10-11pm	MTWThF----	:30		(\$175.00)		0.00	NM		
				See MG 1.5,1.6,1.7											
				[Major League Baseball]											
	2	WSFX	10/20/14-10/26/14	News @ 10-11pm (M-F)		10-11pm	MTWThF----	:30		(\$175.00)		0.00	NM		
				See MG 1.5,1.6,1.7											
				[Major League Baseball]											
	4	WSFX	10/20/14-10/26/14	News @ 10-11pm (M-F)		10-11pm	MTWThF----	:30		(\$175.00)		0.00	NM		
				See MG 1.5,1.6,1.7											
				[Major League Baseball]											
	5	WSFX	10/21/14-10/24/14	Late Run News@ 10pm (M-F 10:30pm-1am			-TW--F----	:30		\$125.00		0.00	NM		
				Ⓜ MG for 1.2,1.1,1.4											
	6	WSFX	10/21/14-10/24/14	Late Run News@ 10pm (M-F 10:30pm-1am			-TW--F----	:30		\$125.00		0.00	NM		
				Ⓜ MG for 1.2,1.1,1.4											
	7	WSFX	10/21/14-10/24/14	Late Run News@ 10pm (M-F 10:30pm-1am			-TW--F----	:30		\$125.00		0.00	NM		
				Ⓜ MG for 1.2,1.1,1.4											
N 2	WSFX	10/20/14	10/20/14	Mon Hour 2	Comm	9-10p	M-----	:30	1	\$188.00	P 4	0.00	NM	1	\$188.00
				Mon Hour 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 1188037  
 Alt Order #:  
 Flight Dates: 10/20/14 - 11/02/14

Advertiser: POL/Watkins, Skip/New Hanover County  
 Product Desc: Political  
 Estimate:  
 WSFX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WSFX	10/20/14	10/20/14	Mon Hour 2 Mon Hour 2	Comm	9-10p	M-----	:30	1	\$188.00	P 4	0.00	NM	1	\$188.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/20/14	10/26/14	M-----		1				\$188.00		0.00			
3	WSFX	10/25/14	10/25/14	ACC Football ACC Football Sat	Comm	12-4p	-----S-	:30	3	\$75.00	P 4	0.00	NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/20/14	10/26/14	-----S-		3				\$75.00		0.00			
4	WSFX	10/26/14	10/26/14	Carolina Panthers Reg S Panthers NFL	Comm	12p-11p	-----S	:30	1	\$780.00	P 3	0.00	NM	1	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/20/14	10/26/14	-----S		1				\$780.00		0.00			
N 5	WSFX	10/27/14	10/31/14	News @ 10-11pm (M-F) News @ 10-11pm (M-F)	Comm	10-11pm	MTWTF--	:30	4	\$125.00	P 3	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/27/14	11/02/14	MTWTF--		4				\$125.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WSFX	10/27/14-11/02/14	News @ 10-11pm (M-F)		10-11pm	MTWThF----	:30		\$125.00		0.00	NM		
	2	WSFX	10/27/14-11/02/14	News @ 10-11pm (M-F)		10-11pm	MTWThF----	:30		\$125.00		0.00	NM		
	3	WSFX	10/27/14-11/02/14	News @ 10-11pm (M-F)		10-11pm	MTWThF----	:30		\$125.00		0.00	NM		
	4	WSFX	10/27/14-11/02/14	News @ 10-11pm (M-F)		10-11pm	MTWThF----	:30		\$125.00		0.00	NM		
6	WSFX	11/01/14	11/01/14	ACC Football ACC Football Sat	Comm	12-4p	-----S-	:30	3	\$75.00	P 4	0.00	NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/27/14	11/02/14	-----S-		3				\$75.00		0.00			
7	WSFX	11/02/14	11/02/14	NFL on Fox Game 1 NFL on Fox Game 1	Comm	Various	-----S	:30	1	\$810.00	P 2	0.00	NM	1	\$810.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/27/14	11/02/14	-----S		1				\$810.00		0.00			
Totals														17	\$3,228.00