



**KWTW-TV**  
**7401 N. Kelley Ave**  
**Oklahoma City, OK 73111**  
**(405) 843-6641**

**Oklahoma's Own™**  
[www.news9.com](http://www.news9.com)

# CONTRACT

<u>Contract / Revision</u> 18048 /		<u>Alt Order #</u> 07713196
<u>Product</u> HUMANE SOCIETY OF US		
<u>Contract Dates</u> 03/28/15 - 04/01/15		<u>Estimate #</u> 1091
<u>Advertiser</u> Humane Society of the US		<u>Original Date / Revision</u> 03/26/15 / 03/26/15
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KWTW-TV	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep Philade
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u> 120	<u>Product 1/2</u> 123
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Canal Partners Media formerly LUC Media**  
**25 Whitlock Place, SW Suite 201**  
**Marietta, GA 30064**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KWTW	03/30/15	03/30/15	News 4p	4p-5p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/30/15	04/05/15	1-----				1	\$200.00				
N 2	KWTW	03/30/15	03/30/15	5a News	5a-530a		:30				NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/30/15	04/05/15	1-----				1	\$220.00				
N 3	KWTW	03/30/15	03/30/15	5p News M-F	5p-530p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/30/15	04/05/15	1-----				1	\$400.00				
N 4	KWTW	03/30/15	03/30/15	M-F CBS Evening News	530p-6p		:30				NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/30/15	04/05/15	1-----				1	\$320.00				
N 5	KWTW	03/30/15	03/30/15	6p News	6p-630p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/30/15	04/05/15	1-----				1	\$600.00				
N 6	KWTW	03/30/15	03/30/15	CBS This Morning	7a-9a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/30/15	04/05/15	1-----				1	\$200.00				
N 7	KWTW	03/29/15	03/29/15	Face The Nation	930a-10a		:30				NM	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/23/15	03/29/15	-----1				1	\$280.00				
N 8	KWTW	03/31/15	03/31/15	News 4p	4p-5p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/30/15	04/05/15	-1-----				1	\$200.00				
N 9	KWTW	03/31/15	03/31/15	5a News	5a-530a		:30				NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/30/15	04/05/15	-1-----				1	\$220.00				
N 10	KWTW	03/31/15	03/31/15	M-F CBS Evening News	530p-6p		:30				NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/30/15	04/05/15	-1-----				1	\$320.00				
N 11	KWTW	03/31/15	03/31/15	6p News	6p-630p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/30/15	04/05/15	-1-----				1	\$600.00				
N 12	KWTW	03/31/15	03/31/15	6a News	6a-7a		:30				NM	1	\$550.00

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

FCC Nondiscrimination Policy. Neither this agreement nor any party to this agreement discriminates in the sale of advertising time on the basis of race or ethnicity. Any provision in any agreement entered into with an advertiser whose intent is to discriminate in such manner shall be null & void. In compliance with FCC rules, broadcaster includes this nondiscrimination provision in all written advertising contract. The advertiser and agency are jointly and severally liable for all payments under this Agreement.



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Contract / Revision	Alt Order #
18048 /	07713196

Contract Dates	Product	Estimate #
03/28/15 - 04/01/15	HUMANE SOCIETY OF	1091

Advertiser	Original Date / Revision
Humane Society of the U	03/26/15 / 03/26/15

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/30/15	04/05/15	-1-----				1	\$550.00				
N 13	KWTV	03/31/15	03/31/15	CBS This Morning	7a-9a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/30/15	04/05/15	-1-----				1	\$200.00				
N 14	KWTV	04/01/15	04/01/15	News 4p	4p-5p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/30/15	04/05/15	--1----				1	\$200.00				
N 15	KWTV	04/01/15	04/01/15	5a News	5a-530a		:30				NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/30/15	04/05/15	--1----				1	\$220.00				
N 16	KWTV	04/01/15	04/01/15	M-F CBS Evening News	530p-6p		:30				NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/30/15	04/05/15	--1----				1	\$320.00				
N 17	KWTV	04/01/15	04/01/15	6p News	6p-630p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/30/15	04/05/15	--1----				1	\$600.00				
N 18	KWTV	04/01/15	04/01/15	6a News	6a-7a		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/30/15	04/05/15	--1----				1	\$550.00				
N 19	KWTV	04/01/15	04/01/15	CBS This Morning	7a-9a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/30/15	04/05/15	--1----				1	\$200.00				
Totals								0.00				19	\$6,400.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
02/23/15 - 03/29/15	1	\$280.00	(\$42.00)	\$238.00
03/30/15 - 04/01/15	18	\$6,120.00	(\$918.00)	\$5,202.00
<b>Totals</b>	<b>19</b>	<b>\$6,400.00</b>	<b>(\$960.00)</b>	<b>\$5,440.00</b>

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> KWTW - TV Oklahoma City, OK	<b>Date:</b> 03/26/2015
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I, Jeff Scattergood  
 do hereby request station time concerning the following issue:

Right to Farm Bill
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED					

Date of First Broadcast: 03/28/2015

Date of Last Broadcast: 04/01/2015

Total Charges: \$\*\*\*\*\*5,440.00 NET

This broadcast time will be used by: Humane Society of United States 2015



**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):

Humane Society of the United States  
2100 L St NW  
Washington, DC

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):

Wayne Pacelle - CEO



**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

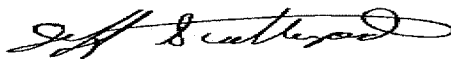
THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

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)**

03/26/2015

Date



Signature

(770) 427-0735

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**☐ Accepted☐ Accepted in Part☐ Rejected

Signature

Printed Name

Title



## AGREED UPON SCHEDULE

**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

**Attach proposed schedule with charges (if available):**

Date of First Broadcast: 03/28/2015

Date of Last Broadcast: 04/01/2015

## 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 time the rate for spots "communicating a political matter of national importance" 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 and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

