

# CONTRACT



**WSYT-TV**  
 1000 James St  
 Syracuse, NY 13203  
 (315) 472-6800

Shorr Johnson Magnus  
 100 North 20th Street  
 Ste 201  
 Philadelphia, PA 19103

And:

Product	FRIENDS OF SCHUMER		
Contract / Revision	3380 /	Alt Order #	25345079
Contract Dates	11/01/16 - 11/08/16	Estimate #	
Advertiser	Charles Schumer for Senate		
Original Date / Revision	10/31/16 / 10/31/16		
Billing Cycle	Billing Calendar	Cash/Trade	
EOM/EOC	Broadcast	Cash	
Property	Account Executive	Sales Office	
WSYT-TV	Millennium New York	Millennium New	
Special Handling			
Demographic	Adults 35+		
Agency Code	Advertiser Code	Product	1/2
Agency Ref	Advertiser Ref		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WSYT	11/03/16	11/07/16	M-F	730p-8p		:30				NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
		Week: 10/31/16	11/06/16	--11--	2	\$700.00							
		Week: 11/07/16	11/13/16	1-----	1	\$700.00							
N 2	WSYT	11/03/16	11/07/16	M-F	7p-730p		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
		Week: 10/31/16	11/06/16	--1---	1	\$600.00							
		Week: 11/07/16	11/13/16	1-----	1	\$600.00							
<b>Totals</b>												5	\$3,300.00

11/3/16  
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11/3/16  
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Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/31/16 - 11/07/16	5	\$3,300.00	(\$495.00)	\$2,805.00
<b>Totals</b>	5	\$3,300.00	(\$495.00)	\$2,805.00

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WSYT-TV  
1000 James St  
Syracuse, NY 13203  
(315) 472-6800

Contract / Revision		Alt Order #	
3380 /		25345079	
Contract Dates	Product	Estimate #	
11/01/16 - 11/08/16	FRIENDS OF SCHUMER		
Advertiser	Original Date / Revision		
Charles Schumer for Sen	10/31/16 / 10/31/16		

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

CONTRACT CONFIRMATION: DO NOT PAY FROM THIS CONTRACT, INVOICE TO FOLLOW.

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Confirmed

11/11/16



125 West 55th St  
New York, NY 10019

Contract # 25345079 Changes as of: 11/11/2016 at 10:45 AM Version: Current State Version 2

CPE: SHORR JOHNSON Agency: SHORR JOHNSON MAGNUS Advertiser: Charles Schumer for Senate Product: FRIENDS OF SCHUMER Office: NEW YORK Station: WSYT Market: Syracuse Total Spots: 5 Total \$: \$3,300.00

Agency Order #: Buyer: MICHAEL DETTORRE Con Type: POLITICAL/VOTE Total GRP: 3380  
Salesperson: JONATHAN VITTI Assistant: KENNETH MELE Separation: Traffic #: 3380  
Comments: LINE 1: 1X N/A 11/2 MG: 1X 11/3 STP  
LINE 2: 1X N/A 11/1 MG: 1X 11/7 STP

#	Day/Time	DP	Program	Rate	A35P Rating	Len	11/1 - 11/8								Total Spots	Total \$	CPP	GRP
							11/1	11/2	11/3	11/4	11/5	11/6	11/7	11/8				
REV 1	M-F 7:30p-8p		JEOPARDY	\$700.00	0.0	30	0	1	0	1	0	0	1	0	3	\$2,100.00	\$0.00	0.0
REV 2	M-F 7p-7:30p		WHEEL-FORTUNE	\$600.00	0.0	30	1	0	1	0	0	0	0	1	2	\$1,200.00	\$0.00	0.0
TOTALS:							0	0	2	1	0	0	2	0	5	\$3,300.00	\$0.00	0.0



125 West 55th St  
New York, NY 10019

Contract # 25345079 Changes as of: 11/11/2016 at 10:45 AM Version: Current State Version 2

CPE: SHORR JOHNSON Agency: SHORR JOHNSON MAGNUS  
Flight: 11/11/16 - 11/8/16 Advertiser: Charles Schumer for Senate  
Product: FRIENDS OF SCHUMER  
Office: NEW YORK  
Total GRP: 3380  
Traffic #: 3380  
Separation:

Agency Order #: Buyer: MICHAEL DETTORRE  
Salesperson: JONATHAN VITTI  
Primary Demo: Adults 35+  
Con Type: POLITICAL/VOTE  
Assistant: KENNETH MIELE  
Total Spots: 5  
Total CPP: \$0.00

Special Instructions

Date/Time	Added by	Comment	Order Level Comments
11/01/16 10:45 AM	KENNETH MIELE	LINE 1: 1X N/A 11/2 MG: 1X 11/3 STP LINE 2: 1X N/A 11/1 MG: 1X 11/7 STP	
10/31/16 2:07 PM	Nikki Tabone	LINE 1: 1X N/A 11/2 MG: 1X 11/3 STP LINE 2: 1X N/A 11/1 MG: 1X 11/7 STP PLS CONFIRM.	

**Competitive Information**

Market Budget:	\$13,750
WSYT Share:	24%
Comment:	
WSTM:	20%
WSTQ:	1%
WSYR:	33%
WTVH:	22%

**Daypart Summary**

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
Total	100%	5	\$3,300.00	N/A	0.0

**Monthly Summary**

Month	Spots	Dollars
2016-Nov	5	\$3,300.00
Total	5	\$3,300.00

**Transaction History**

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	11/11/16 10:45 AM	KENNETH MIELE	Revised			\$0	\$0	Changes: Comments from to LINE 1: 1X N/A 11/2 MG: 1X 11/3 STP
Makegood 1	10/31/16 2:07 PM	Nikki Tabone	Confirmed			\$0	\$0	LINE 2: 1X N/A 11/1 MG: 1X 11/7 STP. 2 buylines added or modified.
New	10/31/16 1:11 PM	KENNETH MIELE	Confirmed	5		\$3,300.00	\$3,300.00	

**Non-Discrimination Policy**  
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 MEDIA GROUP (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.



125 West 55th St  
New York, NY 10019

Contract # 25345079      Changes as of: 10/31/2016 at 2:07 PM      Version: Highlighting Makegood 1

CPE:      Agency: SHORR JOHNSON      Flight: 11/1/16 - 11/8/16      Station: WSYT      Total \$: \$3,300.00

Advertiser: Charles Schumer for Senate      Product: FRIENDS OF SCHUMER      Office: NEW YORK      Total Spots: 5

Agency Order #:      Buyer: MICHAEL DETTORRE      Primary Demo: Adults 35+      Total GRP:      Traffic #: 3380

Salesperson: JONATHAN VITTI      212-373-8256      Con Type: POLITICAL/VOTE      Assistant: KENNETH MIELE      Separation:

LINE 1: 1X N/A 11/2 MG: 1X 11/3 STP  
LINE 2: 1X N/A 11/1 MG: 1X 11/7 STP  
PLS CONFIRM.

Station Comment



125 West 55th St  
New York, NY 10019

*Entered*  
*10/31/16*  
*Confirmed*  
*10/31/16*

#3380

Contract # 25345079 Changes as of: 10/31/2016 at 1:11 PM Version: Current State Version 1

CPE: SHORR JOHNSON Agency: SHORR JOHNSON MAGNUS  
Flight: 11/1/16 - 11/8/16 Advertiser: Charles Schumer for Senate  
Station: WSYT Market: Syracuse  
Total \$: \$3,300.00  
Total Spots: 5

Product: FRIENDS OF SCHUMER Office: NEW YORK  
Total CPP: \$0.00

Agency Order #: Buyer: MICHAEL DETTORRE  
Salesperson: JONATHAN VITTI  
Primary Demo: Adults 35+  
Con Type: POLITICAL/VOTE  
Assistant: KENNETH MIELE  
Total GRP:  
Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	11/1 - 11/8								Total Spots	Total \$	CPP	GRP	
							11/1	11/2	11/3	11/4	11/5	11/6	11/7	11/8					
✓ 1	M-F 7:30p-8p		JEOPARDY	\$700.00	0.0	30	0	1	0	1	0	0	0	1	0	3	\$2,100.00	\$0.00	0.0
✓ 2	M-F 7p-7:30p		WHEEL-FORTUNE	\$600.00	0.0	30	0	0	1	0	0	0	0	1	0	2	\$1,200.00	\$0.00	0.0
TOTALS:							1	1	1	1	0	0	0	1	0	5	\$3,300.00	\$0.00	0.0



125 West 55th St  
New York, NY 10019

Contract # 25345079 Changes as of: 10/31/2016 at 1:11 PM Version: Current State Version 1

CPE: SHORR JOHNSON Agency: SHORR JOHNSON MAGNUS  
 Flight: 11/1/16 - 11/8/16 Advertiser: Charles Schumer for Senate  
 Product: FRIENDS OF SCHUMER  
 Station: WSYT Market: Syracuse  
 Office: NEW YORK  
 Total \$: \$3,300.00  
 Total Spots: 5  
 Total CPP: \$0.00

Agency Order #: Buyer: MICHAEL DETTORRE  
 Salesperson: JONATHAN VITTI  
 Primary Demo: Adults 35+  
 Con Type: POLITICAL/VOTE  
 Assistant: KENNETH MELE  
 Separation:  
 Total GRP:

Special Instructions

Competitive Information	
Market Budget:	\$13,750
WSYT Share:	24%
Comment:	
WSTM:	20%
WSTQ:	1%
WSYR:	33%
WTVH:	22%

Daypart Summary				Monthly Summary	
Day/Time	% Distrib	Spots	Dollars	Month	Dollars
	100%	5	\$3,300.00	2016-Nov	\$3,300.00
<b>Total</b>	<b>100%</b>	<b>5</b>	<b>\$3,300.00</b>	<b>Total</b>	<b>\$3,300.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	10/31/16 1:11 PM	KENNETH MELE	New	5		\$3,300.00	\$3,300.00	

**Non-Discrimination Policy**  
 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 MEDIA GROUP (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.

## 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>	<b>Date:</b> 9/28/16
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I, Shorr Johnson Magnus,  
being/on behalf of: Charles Schumer,  
a legally qualified candidate of the Democratic  
political party for the office of: US Senate  
in the General  
election to be held on: November 8, 2016

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available): \$

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

Friends of Schumer

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:

Mike Toth

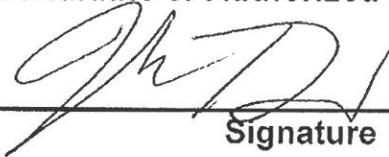
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

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

9/28/16

Date



Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected



Signature

So Kempf

Printed Name

9SM

Title

## FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Friends of Schumer

(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

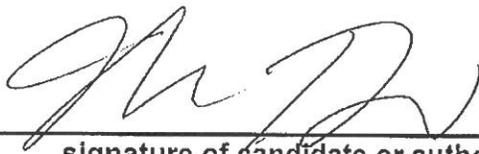
does not

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.



signature of candidate or authorized committee

Michael D'Ettorre

printed name

9/28/16

date