

UAW Alabama



Station	WBMA-S2	Buyer	Caroline Wait	
Market	Birmingham	Email	caroline@screenstrategies.com	
Flight Dates	5/11/2024 - 5/17/2024 (Est. 9195)		Phone	703-272-7300

Program Name	DP	Days Length	Rate	Sat 5/11	Sun 5/12	Mon 5/13	Tue 5/14	Wed 5/15	Thu 5/16	Fri 5/17	Total
WBMA 6a News 6:00 AM - 7:00 AM	EM	M-F 30	\$500.00 \$500.00							1	1
Good Morn America 7:00 AM - 9:00 AM	EM	M-F 30	\$600.00 \$1,200.00			1		1			2
WBMA 5p News 5:00 PM - 6:00 PM	EN	M-F 30	\$1,400.00 \$2,800.00				1		1		2
WBMA 6p News 6:00 PM - 6:30 PM	EN	M-F 30	\$2,000.00 \$2,000.00					1			1
WBMA 10p News 10:00 PM - 10:35 PM	LN	M-F 30	\$900.00 \$1,800.00			1				1	2
Saturday 10p News 10:00 PM - 10:35 PM	LN	Sa 30	\$550.00 \$550.00	1							1
Jimmy Kimmel 10:35 PM - 11:35 PM	LF	M-F 30	\$400.00 \$400.00						1		1
Station Totals			\$9,250.00	1	0	2	1	2	2	2	10



WBMA
800 Concourse Pkwy
Ste 200
Birmingham, AL 35244

Screen Strategies Media-Fairfax
11150 Fairfax Blvd
Ste 505
Fairfax, VA 22031

Contract # 6076213

Schedule Dates 05/11/24-05/17/24
Advertiser United Auto Workers Alabama (156082)
Agency Screen Strategies Media-Fairfax (15683)
Product POLITICAL ISSUE (ns) (1187)
Brand UAW ALABAMA (2017367)
Salesperson HOUSE-BIRMINGHAM, WTTO/WABM/WDDDB/WBM
Sales Office WTTO/WABM/WDDDB/WBMA/EBMA/GBMA
Buyer Name WAIT,CAROLINE
Phone/Fax /
CPE 9195
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments

Date Entered 04/29/24
Last Modified
Entered By Christine Bartlett
CO-OP No
External #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,387.50
Net Total \$7,862.50
Sales Tax

Birmingham (WBMA)

By Broadcast Month	Spots	Rate
May. 2024	10	\$9,250.00
Grand Total:	10	\$9,250.00

INCOMPLETE CONTRACT

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 1.0	Unapproved (NewL) / News	05/11/24-05/11/24	1	:30	9:59:56P- News-ABC 3340 10p Saturday							1		1	\$550.00	\$550.00	Birmingham (WBMA)	NEWS	4/29/24
Est 2.0	Unapproved (NewL) / News	05/17/24-05/17/24	1	:30	6A- News-Good Morning Alabama 6a Monday-Friday						1			1	\$500.00	\$500.00	Birmingham (WBMA)	NEWS	4/29/24
Est 3.0	Unapproved (NewL) / News	05/13/24-05/15/24	1	:30	7A- ABC-Good Morning America		1		1					2	\$600.00	\$1,200.00	Birmingham (WBMA)	GMA	4/29/24
Est 4.0	Unapproved (NewL) / News	05/14/24-05/16/24	1	:30	5P- News-ABC 3340 5p Monday-Friday			1		1				2	\$1,400.00	\$2,800.00	Birmingham (WBMA)	NEWS	4/29/24
Est 5.0	Unapproved (NewL) / News	05/15/24-05/15/24	1	:30	6P- News-ABC 3340 6p Monday-Friday				1					1	\$2,000.00	\$2,000.00	Birmingham (WBMA)	NEWS	4/29/24
Est 7.0	Unapproved (NewL) / News	05/13/24-05/17/24	1	:30	9:59:56P- News-ABC 3340 10p Monday-Friday		1				1			2	\$900.00	\$1,800.00	Birmingham (WBMA)	NEWS	4/29/24
Est 8.0	Unapproved (NewL) / SPOT	05/16/24-05/16/24	1	:30	10:35P- ABC-Jimmy Kimmel Live					1				1	\$400.00	\$400.00	Birmingham (WBMA)	KIMMEL	4/29/24

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Screen Strategies Media, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

Check one:

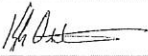
Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.

Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED		
Station time requested by:		
Agency name: Screen Strategies Media		
Address: 11150 Fairfax Blvd, Suite 505, Fairfax, VA 22030		
Contact: Rachael Jones	Phone number: 703-272-7300	Email:
Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):		
Name: United Auto Workers		
Address: 8000 E Jefferson Ave, Detroit, MI 48214		
Contact: Will Pinkston	Phone number: 615-306-0017	Email:
Station is authorized to announce the time as paid for by such person or entity.		
List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):		
Will Pinkston - Director Gary Casteel - Treasurer		
By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).		
If ad refers to a federal candidate(s) or federal election, list ALL of the following:		<input checked="" type="checkbox"/> N/A
Name(s) of every candidate referred to:		
Office(s) sought by such candidate(s) (no acronyms or abbreviations):		
Date of election:		
Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:		<input checked="" type="checkbox"/> N/A

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

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor	Station Representative
Signature: 	Signature: <i>Lisa Montgomery</i>
Name: Kyle Osterhout	Name: Lisa Montgomery, RSM
Date of Request to Purchase Ad Time: 4/26/2024	Date of Station Agreement to Sell Time: 4.29.24

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: 4/29/24

Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

- Accepted
- Accepted IN PART (e.g., ad not received to determine content)*
- Rejected – provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #: 6076213	Station Call Letters: WBMA	Date Received/Requested: 4/29/24
Est. #: 9195	Station Location: BIRMINGHAM	Run Start and End Dates: 5/11-5/17

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

SCREEN STRATEGIES MEDIA

MEDIA FUNDS ACCOUNT
11150 FAIRFAX BLVD
SUITE 505
FAIRFAX, VA 22030
703-272-7300

Wells Fargo Bank, N.A.

23-7/1020

65380



4/26/2024

PAY TO THE ORDER OF WBMA-TV

**7,862.50

\$

Seven Thousand Eight Hundred Sixty-Two and 50/100*****

DOLLARS

WBMA-TV



AUTHORIZED SIGNATURE

Security features. Details on back.

MEMO

UAW Alabama (May 11-17, 2024)

⑈065380⑈ ⑆102000076⑆ 3090427737⑈

**SCREEN STRATEGIES MEDIA
MEDIA FUNDS ACCOUNT**

WBMA-TV
UAW Alabama/May 11-17, 2024 Birmingham

4/26/2024

65380

7,862.50

Media Fund

UAW Alabama (May 11-17, 2024)

7,862.50