

**WHO**  
**1801 Grand Ave**  
**Des Moines, IA 50309**  
**(515) 242-3500**

# CONTRACT

<u>Contract / Revision</u> 755783T /		<u>Alt Order #</u> 07294551
<u>Product</u> Sierra Club 3244		
<u>Contract Dates</u> 09/30/14 - 10/06/14		<u>Estimate #</u> 3244
<u>Advertiser</u> Sierra Club		<u>Original Date / Revision</u> 08/27/14 / 09/29/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WHO	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> NSO Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u> 8558	<u>Advertiser Code</u> 163	<u>Product Code</u> 173
<u>Agency Ref</u>		<u>Advertiser Ref</u>

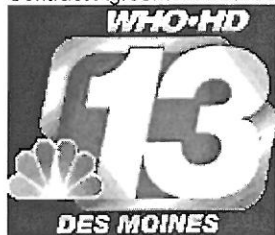
And:

**Waterfront Strategies**  
**3050 K Street NW**  
**Suite 100**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	13	09/30/14	10/06/14	Days Of Our Lives	1:00 PM-2:00 PM		:30				NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$225.00	0.00			
N 2	13	09/30/14	10/06/14	M-F 10p-1035p	10:00 PM-10:35 PM		:30				NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$1,500.00	0.00			
N 3	13	09/30/14	10/06/14	Today III	10:00 AM-11:00 AM		:30				NM	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$190.00	0.00			
N 4	13	09/30/14	10/06/14	M-F 1035p-1135p	10:35 PM-11:35 PM		:30				NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$425.00	0.00			
N 5	13	09/30/14	10/06/14	M-F 1135p-1235a	11:35 PM-12:35 AM		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$100.00	0.00			
N 6	13	09/30/14	10/06/14	Rachel Ray	11:00 AM-12:00 PM		:30				NM	2	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$95.00	0.00			
N 7	13	09/30/14	10/06/14	Channel 13 News @ Noon	12:30 PM-1:00 PM		:30				NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$300.00	0.00			
N 8	13	09/30/14	10/06/14	Channel 13 News @ Noon	12:00 PM-12:30 PM		:30				NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$300.00	0.00			
N 9	13	09/30/14	10/06/14	Queen Latifah	2:00 PM-3:00 PM		:30				NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$70.00	0.00			
N 10	13	09/30/14	10/06/14	M-F 3p-330p	3:00 PM-3:30 PM		:30				NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$165.00	0.00			
N 11	13	09/30/14	10/06/14	M-F 330p-4p	3:30 PM-4:00 PM		:30				NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$225.00	0.00			
N 12	13	09/30/14	10/06/14	Channel 13 News @ 4p	4:00 PM-5:00 PM		:30				NM	2	\$770.00

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

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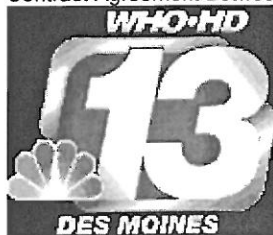
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**(515) 242-3500**

<u>Contract / Revision</u> 755783T /		<u>Alt Order #</u> 07294551
<u>Contract Dates</u> 09/30/14 - 10/06/14	<u>Product</u> Sierra Club 3244	<u>Estimate #</u> 3244
<u>Advertiser</u> Sierra Club		<u>Original Date / Revision</u> 08/27/14 / 09/29/14

*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>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$385.00	0.00			
N 13	13	09/30/14	10/06/14	Today In Iowa	5:00 AM-5:30 AM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				1	\$300.00	0.00			
N 14	13	09/30/14	10/06/14	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	3	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				3	\$825.00	0.00			
N 15	13	09/30/14	10/06/14	Today In Iowa	5:30 AM-6:00 AM		:30				NM	2	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$380.00	0.00			
N 16	13	09/30/14	10/06/14	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	3	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				3	\$1,350.00	0.00			
N 17	13	09/30/14	10/06/14	Today In Iowa	6:00 AM-7:00 AM		:30				NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$900.00	0.00			
N 18	13	09/30/14	10/06/14	Wheel of Fortune	6:30 PM-7:00 PM		:30				NM	3	\$3,930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				3	\$1,310.00	0.00			
N 19	13	09/30/14	10/06/14	Today	8:00 AM-9:00 AM		:30				NM	2	\$1,220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$610.00	0.00			
N 20	13	09/30/14	10/06/14	Today II	9:00 AM-10:00 AM		:30				NM	2	\$580.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$290.00	0.00			
N 21	13	10/03/14	10/03/14	Friday Prime Hour 2	8:00 PM-9:00 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	----1--				1	\$900.00	0.00			
N 22	13	10/03/14	10/03/14	Friday Prime Hour 3	9:00 PM-10:00 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	----1--				1	\$900.00	0.00			
N 23	13	10/06/14	10/06/14	Monday Prime	7:00 PM-9:00 PM		:30				NM	1	\$2,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	1-----				1	\$2,975.00	0.00			
N 24	13	10/06/14	10/06/14	Monday Prime Hour 3	9:00 PM-10:00 PM		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	1-----				1	\$1,800.00	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	13	10/06/14-10/12/14	Monday Prime Hour 3	9:00 PM-10:00 PM	-----	:30	<del>\$1,800.00</del>	0.00	NM		
		See MG 24.2,24.3,24.4											
		2	13	09/30/14-10/03/14	Channel 13 News @ 5p	5p-530p	-TuWThF----	:30	\$1,440.00	0.00	NM		
		Ⓜ MG for 24.1 10/06											
		3	13	09/30/14-10/03/14	Today III	10a-11a	-TuWThF----	:30	\$325.00	0.00	NM		
		Ⓜ MG for 24.1 10/06											
		4	13	09/30/14-10/03/14	M-F 1235a-105a	1235a-105a	-TuWThF----	:30	\$35.00	0.00	NM		
		Ⓜ MG for 24.1 10/06											
N 25	13	10/04/14	10/04/14	Sa 1030p-12a	10:30 PM-12:00 AM		:30				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1-				1	\$1,100.00	0.00			
N 26	13	10/04/14	10/04/14	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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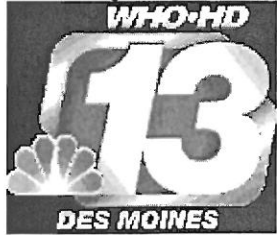
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/30/14 - 10/06/14	Sierra Club 3244	3244

<u>Advertiser</u>	<u>Original Date / Revision</u>
Sierra Club	08/27/14 / 09/29/14

*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>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1-				1	\$550.00	0.00			
N 27	13	10/04/14	10/04/14	Sa 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1-				1	\$600.00	0.00			
N 28	13	10/04/14	10/04/14	Sa 7a-8a	7:00 AM-8:00 AM		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1-				1	\$325.00	0.00			
N 29	13	10/04/14	10/04/14	Saturday Prime	7:00 PM-9:00 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1-				1	\$350.00	0.00			
N 30	13	10/04/14	10/04/14	Sa 8a-10a	8:00 AM-8:30 AM		:30				NM	1	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1-				1	\$435.00	0.00			
N 31	13	10/04/14	10/04/14	Sa 8a-10a	9:00 AM-9:30 AM		:30				NM	1	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1-				1	\$435.00	0.00			
N 32	13	10/05/14	10/05/14	Su 10a-11a	10:00 AM-11:00 AM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1				1	\$600.00	0.00			
N 33	13	10/05/14	10/05/14	Su 1035p-1105p	10:35 PM-11:05 PM		:30				NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1				1	\$525.00	0.00			
N 34	13	10/05/14	10/05/14	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1				1	\$525.00	0.00			
N 35	13	10/05/14	10/05/14	NFL Reg Ssn Late Gm	7:20 PM-10:30 PM		:30				NM	1	\$3,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1				1	\$3,675.00	0.00			
N 36	13	10/02/14	10/02/14	Thursday Prime Hour 3	9:00 PM-10:00 PM		:30				NM	1	\$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:		09/29/14	10/05/14	---1---				1	\$1,225.00	0.00			
N 37	13	10/01/14	10/01/14	Wednesday Prime Hour 1	7:00 PM-8:00 PM		:30				NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	--1----				1	\$1,050.00	0.00			
N 38	13	10/01/14	10/01/14	Wednesday Prime Hour 2	8:00 PM-9:00 PM		:30				NM	1	\$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:		09/29/14	10/05/14	--1----				1	\$1,225.00	0.00			
N 39	13	10/01/14	10/01/14	Wednesday Prime Hour 3	9:00 PM-10:00 PM		:30				NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	--1----				1	\$1,350.00	0.00			
N 40	13	09/30/14	10/03/14	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-TWTF--				1	\$1,350.00	0.00			
N 41	13	09/30/14	10/03/14	Today In Iowa	6:00 AM-7:00 AM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-TWTF--				1	\$900.00	0.00			
Totals										0.00		65	\$45,870.00

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755783T /	07294551

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/30/14 - 10/06/14	Sierra Club 3244	3244

<u>Advertiser</u>	<u>Original Date / Revision</u>
Sierra Club	08/27/14 / 09/29/14

Time Period	# of Spots	Gross Amount	Net Amount
09/29/14 - 10/06/14	65	\$45,870.00	\$38,989.50
<b>Totals</b>	65	\$45,870.00	\$38,989.50

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

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