



WTAT Charleston
4301 Arco Ln
North Charleston, SC 29418

Strategic Media Services
1911 N Ft Myer Dr
Ste 400
Arlington, VA 22209

Contract # 1992075

Schedule Dates

10/21/15-10/27/15

Advertiser

Save the Children (7339)

Agency

Strategic Media Services (8287)

Product

POLITICAL ISSUE (ns) (1187)

Brand

SAVE THE CHILDREN (278537)

Salesperson

Millennium/DC, Washington DC (1108)

Sales Office

Millennium Washington DC

Buyer Name

HOLLAND, LIZ

Phone/Fax

(212) 279-5700 / (212) 279-5700

CPE

N/A

Account Types

National/Political Issue Agency BRD

Billing Type

Weekly/Irregular

Comments

SAVE THE CHILDREN ACTION NETWORK
FRAN BROWN 215-563-5400

Date Entered

06/12/15

Last Modified

06/12/15

Entered By

Randi Weathers

CO-OP

No

Headline

ECR10617151

Demo

A35+R

Order Type

Normal

Package Deal

Normal

Commission %

15.00

Commission

\$309.00

Net Total

\$1,751.00

Sales Tax

Charleston S (WTAT)

By Broadcast Month

Spots

Oct. 2015

7

Nov. 2015

5

Grand Total:

12

Rate

\$1,155.00

\$905.00

\$2,060.00

CHECKED JUL 06 2015
PEN

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
1.0	Normal Line / News (1)	10/21/15-10/23/15	1	:30	7A- News-Fox Morning News at 7	3			X	X	X			3	\$50.00	\$150.00	Charleston S (WTAT)	NEWS	6/12/15
2.0	Normal Line / News (2)	10/26/15-10/27/15	1	:30	7A- News-Fox Morning News at 7	2	X	X						2	\$50.00	\$100.00	Charleston S (WTAT)	NEWS	6/12/15
3.0	Normal Line / SPOT (3)	10/22/15-10/22/15	1	:30	7:30P- Family Feud B					1				1	\$375.00	\$375.00	Charleston S (WTAT)	FAMILY FEUD	6/12/15
4.0	Normal Line / SPOT (4)	10/22/15-10/22/15	1	:30	7:30P- Family Feud B			1						1	\$375.00	\$375.00	Charleston S (WTAT)	FAMILY FEUD	6/12/15
5.0	Normal Line / News (5)	10/23/15-10/23/15	1	:30	10P- News-News at 10						1			1	\$230.00	\$230.00	Charleston S (WTAT)	NEWS	6/12/15
6.0	Normal Line / News (6)	10/26/15-10/26/15	1	:30	10P- News-News at 10									1	\$230.00	\$230.00	Charleston S (WTAT)	NEWS	6/12/15
7.0	Normal Line / News (7)	10/22/15-10/22/15	1	:30	10:30P- News-News at 10					1				1	\$200.00	\$200.00	Charleston S (WTAT)	NEWS	6/12/15
8.0	Normal Line / News (8)	10/27/15-10/27/15	1	:30	10:30P- News-News at 10			1						1	\$200.00	\$200.00	Charleston S (WTAT)	NEWS	6/12/15
9.0	Normal Line / News (9)	10/25/15-10/25/15	1	:30	10P- News-Sunday News at 10								1	1	\$200.00	\$200.00	Charleston S (WTAT)	NEWS	6/12/15

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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ORDER WORKSHEET

Rep Order# 10617151 Ver# 1 Status New
EC'd Yes

Traffic Order#

199208

Printed: 05/21/15 3:44 PM
Last Received: 05/21/15 2:13 PM
Showing Buylines: All Rep Changes or Last Station Changes

Rep Firm MILLENNIUM SALES & MARKETING
Sales Office (DC) WASHINGTON
Salesperson (FB2) FRAN BROWN
Sales Assistant FRAN
Salesperson Phone# 215-563-5400
Salesperson Fax# 215-563-2974

Station WTAT-TV CHARLESTON, SC
Advertiser (6087) POLITICAL ISSUE GROU
Product SAVE THE CHILDREN AC
Estimate#
Buyer LIZ HOLLAND

W

Agency (STRM) STRATEGIC MEDIA SERVICES
1911 NORTH FT MYER DRIVE, SUITE 400
ARLINGTON, VA 22209

Agency C/P1/P2/E
Flight Dates 10/21/15-10/27/15

CHECKED JUN 12 2015

--- CONTRACT COMMENT ---

SAVE THE CHILDREN ACTION NETWORK

*****NONDISCRIMINATION***** 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 COMMUNICATIONS, INC. (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.

--- REMARKS ---

5/22 NE WORDER PLEASE CONFIRM, THANK YOU FRAN

Ln	Dates	Len	Time	Spots/ Week	Day	Total Spots	Rate	Total Cost	Program	Num of Weeks	RTG/IMP	GRPs/ (000)
1	10/21-10/23	30	7A-8A	3	W-F	3	\$50.00	\$150.00	NEWS	1	-	1
2	10/26-10/27	30	7A-8A	2	M-Tu	2	\$50.00	\$100.00	NEWS	1	-	2
3	10/22-10/22	30	730P-8P	1	Th	1	\$375.00	\$375.00	FAM FUED	1	-	3
4	10/27-10/27	30	730P-8P	1	Tu	1	\$375.00	\$375.00	FAM FUED	1	-	4
5	10/23-10/23	30	10P-1030P	1	F	1	\$230.00	\$230.00	NEWS	1	-	5
6	10/26-10/26	30	10P-1030P	1	M	1	\$230.00	\$230.00	NEWS	1	-	6
7	10/22-10/22	30	1030P-11P	1	Th	1	\$200.00	\$200.00	NEWS	1	-	7
8	10/27-10/27	30	1030P-11P	1	Tu	1	\$200.00	\$200.00	NEWS	1	-	8
9	10/25-10/25	30	10P-1035P	1	Su	1	\$200.00	\$200.00	NEWS	1	-	9

ORDER WORKSHEET

Rep Order# 10617151 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 05/21/15 3:44 PM
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Showing Buylines:

2 of 2
All Rep Changes or Last Station Changes

Station WTAT-TV CHARLESTON, SC
Advertiser (6087) POLITICAL ISSUE GROU
Product SAVE THE CHILDREN AC
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Buyer LIZ HOLLAND

Agency (STRM) STRATEGIC MEDIA SERVICES
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ARLINGTON, VA 22209
Agency C/P1/P2/E
Flight Dates 10/21/15-10/27/15

Rep Firm MILLENNIUM SALES & MARKETING
Sales Office (DC) WASHINGTON
Salesperson (FB2) FRAN BROWN
Sales Assistant FRAN
Salesperson Phone# 215-563-5400
Salesperson Fax# 215-563-2974

---REPORT TOTALS---

Report Totals: 12 / \$2,060.00

---SALES MONTHLY TOTALS---

Oct2015: 7 / \$1,155.00
Order Totals: 12 / \$2,060.00
Total GRPS: 0.0

--- COMPETITIVE ---

Market Totals \$13,213.60

CABL .00% UNKN .00% WCBD 21.95%
WCTP .00% WMP .00% WTAT 15.59%

--- COMPETITIVE COMMENTS ---

Books [FEB15]
Demos RAJ5+P

--- CREDIT RISK ---
STANDARD CREDIT TERMS

Nov2015: 5 / \$905.00

WCTV 30.10% WCSC 32.36%

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WTAT 4301 Arco Lane, N. Charleston, SC 29418	Date: 4/8/15
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I, Ben Rheault

do hereby request station time concerning the following issue:

The Children

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

This broadcast time will be used by: Save the Children Action Network

**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):

Save the Children
2000 L Street NW, Suite 500, Washington, DC 20036

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):

Treasurer: Kelli Clark

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)

<u>4/8/15</u>	<u>Benjamin Rheault</u>	<u>202-337-5700</u>
Date	Signature	Contact Phone Number

Digitally signed by Benjamin Rheault
DN: cn=Benjamin Rheault, o=ou,
email=brheault@strategicmediaservices.com, c=US
Date: 2015.04.08 17:18:44 -0400

TO BE SIGNED BY STATION REPRESENTATIVE

<input checked="" type="checkbox"/> Accepted	<input type="checkbox"/> Accepted in Part	<input type="checkbox"/> Rejected
<u></u>	<u></u>	<u></u>
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
AS ORDERED					

Attach proposed schedule with charges (if available):

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.