



WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Crossroads Media-Alexandria
66 Canal Center Plaza
Ste 555
Alexandria, VA 22314

Contract # 1930006

Schedule Dates 09/23/14-10/02/14
Advertiser Carolina Rising (92760)
Agency Crossroads Media-Alexandria (2097)
Product POLITICAL ISSUE (ns) (1187)
Brand CAROLINA RISING (652705)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Taylor, Caitlin
Phone/Fax /
CPE 109/230/2131
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments CAROLINA RISING
****NOTE SPOTS ARE 60S****
PJ STACK

Date Entered 09/22/14
Last Modified 09/22/14
Entered By Lisa Carter
CO-OP No
Headline # ECR10406272
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$492.00
Net Total \$2,788.00
Sales Tax

Greensboro (WXLV)

By Broadcast Month	Spots	Rate
Sep. 2014	6	\$1,640.00
Oct. 2014	6	\$1,640.00
Grand Total:	12	\$3,280.00

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 / SPOT (1)	09/24/14-09/24/14	2	1:00	7A- 8A (EST)				1					1	\$300.00	\$300.00	Greensboro (WXLV)	GOOD MORNING AMERICA	9/22/14
2.0	Normal Line / SPOT (5)	09/24/14-09/24/14	2	1:00	12P- The Doctors				1					1	\$60.00	\$60.00	Greensboro (WXLV)	THE DOCTORS	9/22/14
3.0	Normal Line / SPOT (9)	09/23/14-09/23/14	2	1:00	6:58:50P- Family Feud			1						1	\$460.00	\$460.00	Greensboro (WXLV)	FAMILY FEUD	9/22/14
4.0	Normal Line / SPOT (2)	09/25/14-09/25/14	2	1:00	7A- 8A (EST)					1				1	\$300.00	\$300.00	Greensboro (WXLV)	GOOD MORNING AMERICA	9/22/14
5.0	Normal Line / SPOT (6)	09/25/14-09/25/14	2	1:00	12P- The Doctors					1				1	\$60.00	\$60.00	Greensboro (WXLV)	THE DOCTORS	9/22/14
6.0	Normal Line / SPOT (7)	09/29/14-09/29/14	2	1:00	12P- The Doctors		1							1	\$60.00	\$60.00	Greensboro (WXLV)	THE DOCTORS	9/22/14
7.0	Normal Line / SPOT (8)	09/30/14-09/30/14	2	1:00	12P- The Doctors			1						1	\$60.00	\$60.00	Greensboro (WXLV)	THE DOCTORS	9/22/14
8.0	Normal Line / SPOT (10)	09/26/14-09/26/14	2	1:00	6:58:50P- Family Feud						1			1	\$460.00	\$460.00	Greensboro (WXLV)	FAMILY FEUD	9/22/14
9.0	Normal Line / SPOT (11)	09/29/14-09/29/14	2	1:00	6:58:50P- Family Feud		1							1	\$460.00	\$460.00	Greensboro (WXLV)	FAMILY FEUD	9/22/14
10.0	Normal Line / SPOT (3)	10/01/14-10/01/14	2	1:00	7A- 8A (EST)				1					1	\$300.00	\$300.00	Greensboro (WXLV)	GOOD MORNING AMERICA	9/22/14
11.0	Normal Line / SPOT (4)	10/02/14-10/02/14	2	1:00	7A- 8A (EST)					1				1	\$300.00	\$300.00	Greensboro (WXLV)	GOOD MORNING AMERICA	9/22/14
12.0	Normal Line / SPOT (12)	10/01/14-10/01/14	2	1:00	6:58:50P- Family Feud				1					1	\$460.00	\$460.00	Greensboro (WXLV)	FAMILY FEUD	9/22/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Madeleine Bunn 9/23/14

ORDER WORKSHEET

Rep Order# 10406272 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 09/22/14 10:08 AM
Last Received: 09/22/14 10:07 AM
Showing Buylines: All Rep Changes or Last Station Changes

1 of 2

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser (6087) POLITICAL ISSUE GROU
Product CAROLINA RISING
Estimate# 2131
Buyer Caitlin Taylor

Agency (CRSS) CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 109/230/2131
Flight Dates 09/23/14-10/02/14

Rep Firm MILLENNIUM SALES & MARKETING
Sales Office (DC) WASHINGTON
Salesperson (PJX) PJ STACK
Sales Assistant PJ
Salesperson Phone# 202-955-5342
Salesperson Fax# 202-955-5348

— CONTRACT COMMENT —

CAROLINA RISING ****NOTE SPOTS ARE 60S****

*****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 —

NEW POLITICAL ORDER NOTE SPOTS ARE 60S PLS CONFIRM T/R PJ

Ln	Day	Time	Program	Len	Rate	Dates	Spots/ Week	Total Cost	Num of Weeks	Total Spots	RTG/IMP	GRPs/ (000)
1	W	7A-8A	GOOD MORNING AMERICA	60	\$300.00	09/24-09/24	1	\$300.00	1	1	-	-
2	Th	7A-8A	GOOD MORNING AMERICA	60	\$300.00	09/25-09/25	1	\$300.00	1	1	-	-
3	W	7A-8A	GOOD MORNING AMERICA	60	\$300.00	10/01-10/01	1	\$300.00	1	1	-	-
4	Th	7A-8A	GOOD MORNING AMERICA	60	\$300.00	10/02-10/02	1	\$300.00	1	1	-	-
5	W	12P-1P	THE DOCTORS	60	\$60.00	09/24-09/24	1	\$60.00	1	1	-	-
6	Th	12P-1P	THE DOCTORS	60	\$60.00	09/25-09/25	1	\$60.00	1	1	-	-
7	M	12P-1P	THE DOCTORS	60	\$60.00	09/29-09/29	1	\$60.00	1	1	-	-
8	Tu	12P-1P	THE DOCTORS	60	\$60.00	09/30-09/30	1	\$60.00	1	1	-	-
9	Tu	7P-730P	FAMILY FEUD	60	\$460.00	09/23-09/23	1	\$460.00	1	1	-	-
10	F	7P-730P	FAMILY FEUD	60	\$460.00	09/26-09/26	1	\$460.00	1	1	-	-

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Ln	Day	Time	Program	Len	Rate	Dates	Spots/ Week	Total Cost	Num of Weeks	Total Spots	RTG/IMP	GRPs/ (000)
11	M	7P-730P	FAMILY FEUD	60	\$460.00	09/29-09/29	1	\$460.00	1	1	-	-
12	W	7P-730P	FAMILY FEUD	60	\$460.00	10/01-10/01	1	\$460.00	1	1	-	-

—REPORT TOTALS—

Report Totals: 12 / \$3,280.00

—SALES MONTHLY TOTALS—

Sep2014: 6/ \$1,640.00

Oct2014: 6/ \$1,640.00

Order Totals: 12 / \$3,280.00 Total GRPS: 0.0

—COMPETITIVE—

Market Totals	\$65,600.00	CABL	.00%	UNKN	.00%	WBFX	.00%	WCWG	.00%	WFMY	26.00%
		WGHP	30.00%	WMYV	2.00%	WUPN	.00%	WXII	37.00%	WXLV	5.00%

Books [null]
Demos RA35+

—CREDIT RISK—

STANDARD CREDIT TERMS

**AGREEMENT FORM FOR
NON-CANDIDATE/ISSUE ADVERTISEMENTS**

Station and Location:	Date:
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I, **Crossroads Media**

do hereby request station time concerning the following issue:

Carolina Rising
5 West Hargett Street, Suite 502
Raleigh, NC 27601
Phone: 1-844-OUR-CAROLINA RISE

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

This broadcast time will be used by: Carolina Rising

**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):

Issue: Education

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Carolina Rising
5 West Hargett Street, Suite 502
Raleigh, NC 27601

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):

Duane Ilseher - Board Treasurer
Lorri Pickens - Board Secretary
Dallas Woodhouse - President and Director of the Board

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

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)

8/13/14 _____ 703-299-1760
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
 Matthew Bowers _____
 Signature Printed Name Title

*** Any handwritten information included on this form was not provided by the agency and was included without their knowledge or consent. ***