

Approved 4/13/17

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WRAL-TV, Raleigh, NC	Date: 4/12/2017
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I, American Media & Advocacy Group

do hereby request station time concerning the following issue:

North Carolina Society of Eye Physicians and Surgeons Stop HB-36 and HB-342
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

This broadcast time will be used by: NC Society of Eye Physicians and Surgeons

**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):

[Redacted area]

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

[Redacted area]

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):

[Redacted area]

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):

North Carolina Society of Eye Physicians and Surgeons
PO Box 27167
Raleigh, NC 27612

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):

Executive Director: Alan Skipper

President: Sara Storeburner, MD
Sec. Treas: William Portfilio, MD

(see attached list)

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)

4/12/17 [Signature] 703-683-4877
Date Signature Contact Phone Number

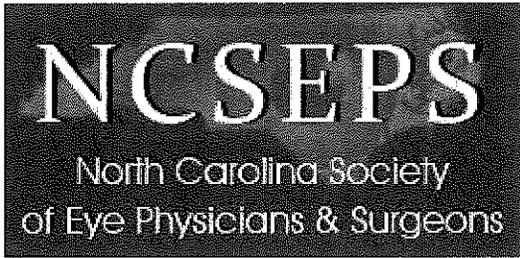
TO BE SIGNED BY STATION REPRESENTATIVE

Accepted Accepted in Part Rejected

[Signature] MARION BELL Sales Mgr Director
Signature Printed Name Title

4/12/17

[Signature]
4/13/17



NCSEPS Leadership

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Leadership

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MEETINGS & EVENTS

ADVOCACY & LEGISLATION

Support EyePAC!
Contribute to NCSEPS Advocacy
Fund

LINKS

FOR PATIENTS

CONTACT US

LEADERSHIP

President: Sara E. Stoneburner, MD - Greensboro, NC

President-Elect: Kathleen G. Gordon, MD - Chapel Hill

Secretary-Treasurer: William L. Porfilio, MD - Burlington

Member-at-Large: Charles P. Richards, MD - Winston-Salem

Member-at-Large: Michelle Patel, MD - Winston-Salem

Member-at-Large: Leon Herndon, MD - Durham

Member-at-Large: Ninita Brown, MD - Monroe

Immediate Past President: Susan K. Burden, MD - Winston-Salem

AAO Councilor: J. Stuart McCracken, MD - Durham

AAO Vice-Councilor: Christopher P. Fleming, MD - Cary

Executive Director: W. Alan Skipper, CAE - Raleigh

NCSEPS | PO Box 27167 | Raleigh, NC 27611 | Phn: 919.833.3836 | Fax: 919.833.2023

CONTRACT



WRAL
 2619 Western Blvd.
 Raleigh, NC 27606
 (919)890-6000

<u>Contract / Revision</u> 174089 /		<u>Alt Order #</u> 08617558
<u>Product</u> NC SCTY EYE & SUR		
<u>Contract Dates</u> 04/17/17 - 04/23/17		<u>Estimate #</u> 8699
<u>Advertiser</u> NC Society of Eye Physicians and Surgeons		<u>Original Date / Revision</u> 04/13/17 / 04/13/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WRAL	<u>Account Executive</u> Cheryl Blair	<u>Sales Office</u> Washington Tel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35-64		
		<u>Total Ratings</u> 55.90
<u>Agy Code</u>	<u>Advertiser Code</u> 559	<u>Product 1/2</u> 1048
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

American Media & Advocacy Group
 815 Slaters Lane
 Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRAL	04/21/17	04/21/17	WRAL 5p News	5p-530p		: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:		04/17/17	04/23/17	----1--	1			\$1,050.00	4.30				
N 2	WRAL	04/21/17	04/21/17	WRAL 530p News	530-6p		:30				NM	1	\$2,175.00
Week:		04/17/17	04/23/17	----F--	1			\$2,175.00	4.30				
N 3	WRAL	04/21/17	04/21/17	WRAL 430A News	430a-5a	----F--	:30	1	\$250.00	4.30	NM	1	\$250.00
N 4	WRAL	04/21/17	04/21/17	Today Show II	9a-10a	----F--	:30	1	\$700.00	4.30	NM	1	\$700.00
N 5	WRAL	04/17/17	04/17/17	WRAL 5a News	5a-530a	M-----	:30	1	\$775.00	4.30	NM	1	\$775.00
N 6	WRAL	04/17/17	04/17/17	WRAL 430A News	430a-5a	M-----	:30	1	\$250.00	4.30	NM	1	\$250.00
N 7	WRAL	04/17/17	04/17/17	Today Show II	9a-10a	M-----	:30				NM	1	\$700.00
Week:		04/17/17	04/23/17	M-----	1			\$700.00	4.30				
N 8	WRAL	04/20/17	04/20/17	WRAL AM News 6-7a	6a-7a	---T---	:30	1	\$1,550.00	4.30	NM	1	\$1,550.00
N 9	WRAL	04/20/17	04/20/17	WRAL 5p News	5p-530p	---T---	:30	1	\$1,050.00	4.30	NM	1	\$1,050.00
N 10	WRAL	04/18/17	04/18/17	WRAL 5a News	5a-530a	-T-----	:30				NM	1	\$775.00
Week:		04/17/17	04/23/17	-T-----	1			\$775.00	4.30				
N 11	WRAL	04/18/17	04/18/17	WRAL 430A News	430a-5a	-T-----	:30	1	\$250.00	4.30	NM	1	\$250.00
N 12	WRAL	04/18/17	04/18/17	Today Show II	9a-10a	-T-----	:30	1	\$700.00	4.30	NM	1	\$700.00
N 13	WRAL	04/19/17	04/19/17	WRAL Noon News	12-1p	--W----	:30	1	\$675.00	4.30	NM	1	\$675.00
Totals								55.90				13	\$10,900.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
03/27/17 - 04/21/17	13	\$10,900.00	(\$1,635.00)	\$9,265.00
Totals	13	\$10,900.00	(\$1,635.00)	\$9,265.00

(* 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, on 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.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL
2619 Western Blvd.
Raleigh, NC 27606
(919)890-6000

<u>Contract / Revision</u> 174089 /	<u>Alt Order #</u> 08617558
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<u>Contract Dates</u> 04/17/17 - 04/23/17	<u>Product</u> NC SCTY EYE & SUR	<u>Estimate #</u> 8699
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<u>Advertiser</u> NC Society of Eye Physic	<u>Original Date / Revision</u> 04/13/17 / 04/13/17
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Signature: _____

Date: _____

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