

CONTRACT


WNEM.COM

WNEM-TV5
107 N. Franklin Street - 48607
Saginaw, MI 48607
(989)755-8191

www.wnem.com

And:

Waterfront Strategies
3050 K Street NW, Suite 100
Washington, DC 20007-5108
USA

<u>Contract / Revision</u> 609260 /		<u>Alt Order #</u> 07417883
<u>Product</u> AFSCME PEOPLE		
<u>Contract Dates</u> 09/29/14 - 10/05/14	<u>Estimate #</u> 3658	
<u>Advertiser</u> AFSCME People		<u>Original Date / Revision</u> 09/26/14 / 09/26/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WNEM	<u>Account Executive</u> Jared Kelhart	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 194	<u>Product Code</u> 207
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	WNEM	10/03/14	10/03/14	Friday 10-11pm	10-11pm		:30			PMT		NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/29/14	10/05/14	-----1--				1	\$1,200.00					
N 2	WNEM	09/29/14	10/03/14	TV5 News at 11pm (M11-1135p			:30			PMT		NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/29/14	10/05/14	MTW-F--				2	\$800.00					
N 3	WNEM	09/29/14	10/03/14	Late Show w/David Le1135p-1235a			:30			FNP		NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/29/14	10/05/14	MTW-F--				1	\$250.00					
N 4	WNEM	09/29/14	10/03/14	CBS Daytime	1230-2p		:30			PMT		NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/29/14	10/05/14	MTWTF--				1	\$300.00					
N 5	WNEM	09/29/14	10/03/14	Ferguson	1236a-0135a		:30			FNP		NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/29/14	10/05/14	MTWTF--				1	\$50.00					
N 6	WNEM	09/29/14	10/03/14	TV5 Noon News	12n-1230p		:30			PMT		NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/29/14	10/05/14	MTWTF--				2	\$500.00					
N 7	WNEM	09/29/14	10/03/14	THE DOCTORS	M-F 3-4pm		:30			PMT		NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/29/14	10/05/14	MTWTF--				1	\$200.00					
N 8	WNEM	09/29/14	10/03/14	Dr. Phil	4-5pm		:30			PMT		NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/29/14	10/05/14	MTWTF--				2	\$300.00					
N 9	WNEM	09/29/14	10/03/14	TV-5 News at 5pm	5-530pm		:30			PMT		NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/29/14	10/05/14	MTWTF--				2	\$650.00					
N 10	WNEM	09/29/14	10/03/14	Wakeup 5-6a	5-6am		:30			PMT		NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/29/14	10/05/14	MTWTF--				1	\$250.00					
N 11	WNEM	09/29/14	10/03/14	TV-5 News at 530pm	530-6pm		:30			PMT		NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					

(* 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 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.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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Saginaw, MI 48607
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Contract / Revision	Alt Order #
609260 /	07417883

Contract Dates	Product	Estimate #
09/29/14 - 10/05/14	AFSCME PEOPLE	3658

Advertiser	Original Date / Revision
AFSCME People	09/26/14 / 09/26/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/29/14	10/05/14	MTWTF--				3	\$700.00					
N 12	WNEM	09/29/14	10/03/14	TV-5 News at 6pm	6-630pm		:30			FNP		NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/29/14	10/05/14	MTWTF--				1	\$1,500.00					
N 13	WNEM	09/29/14	10/03/14	Wakeup 6-7a	6-7a		:30			PMT		NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/29/14	10/05/14	MTWTF--				2	\$550.00					
N 14	WNEM	09/29/14	10/03/14	Jeopardy	7-730pm		:30			PMT		NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/29/14	10/05/14	MTWTF--				3	\$1,000.00					
N 15	WNEM	09/29/14	10/03/14	CBS This Morning	7-9am		:30			FNP		NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/29/14	10/05/14	MTWTF--				3	\$300.00					
N 16	WNEM	09/29/14	10/03/14	Wheel of Fortune	730-8pm		:30			PMT		NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/29/14	10/05/14	MTW-F--				2	\$1,000.00					
D 17	WNEM	10/05/14	10/05/14	Sunday 7-8pm	7-8pm		:30			PMT		NM	0	\$0.00
N 18	WNEM	10/05/14	10/05/14	CBS Sun AM 9a-1030:9-1030am			:30			FNP		NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/29/14	10/05/14	-----1				1	\$600.00					
N 19	WNEM	09/30/14	09/30/14	Tuesday 10-11pm	10-11pm		:30			PMT		NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/29/14	10/05/14	-1-----				1	\$900.00					
N 20	WNEM	09/30/14	09/30/14	Tuesday 8-9pm	8-9pm		:30			PMT		NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/29/14	10/05/14	-1-----				1	\$2,200.00					
Totals													31	\$21,050.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/29/14 - 10/05/14	31	\$21,050.00	(\$3,157.50)	\$17,892.50
Totals	31	\$21,050.00	(\$3,157.50)	\$17,892.50

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
WHEM TV5 Saginaw, MI	9-26-14

I, Mike Furman
do hereby request station time concerning the following issue:

AFSCME people

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: AFSCME people

**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):

US Senator MI

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

AFSCME People

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):

Seth Johnson, Asst Director

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):

AFSCME People

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):

Seth Johnson, Asst Director

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)

4/17/14 *Mr R* 202-338-8700
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
[Signature] Kenneth L. Thompson Jr Cold Storage
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.

REP HEADLINE# 7417883
 *** ORIGINAL REV#0 ***
 REP: TEL# 610-293-4111 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 SEP26/14 11.38
 *** WNNM-TV ***

ADV # _____ ADV. NAME ISS/AFSCME PEOPLE 607d60 REP. # _____ OFF. # 1584 SALESMAN # _____

AGY # _____ AGY. NAME WATERFRONT STRATEGIES BUYER NAME MIKE FURMAN

3050 K STREET NW - SUITE 100 SALES PRSN PH- JARED KELHART

WASHINGTON, DC 20007

ORDER # _____ CONTRACT # 7417883 _____ CLASS: NATL. _____ LOCAL _____ REGIONAL _____

PRDCT AFSCME PEOPLE _____ EST#3658 COMMENTS: (LINE, ORDER, INVOICE) _____

FLIGHT DATES SEP29/14 _____ OCT5/14 WK-1 _____

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP26/14 11.38

REP: TO KELLY
FR JARED
NEW ORDER - AFSCME PEOPLE
TOTAL \$22050
PLS CNF THANKS

CON CM *****
THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 194												
AGENCY PRODUCT CODE = 207												
AGENCY EST# = 3658												
1			1000P-1100P	30		\$1,200.00	10/3	10/3	1		FRI	1
PROGRAM : BLUE BLOOD-CBS												
CON COM1: BLUE BLOOD-CBS												
2			1100P-1135P	30		\$800.00	9/29	10/3	2		M-F	2
PROGRAM : WNEM-5 NEWS-11<												
CON COM1: WNEM-5 NEWS-11<												

REP HEADLINE# 7417883 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4111 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP26/14 11.38
 *** WNEM-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: :SPTS:
3			1135P-1235A	30		\$250.00	9/29	10/3	1		M-F	1
			PROGRAM : D LETTRMAN-CBS<									
			CON COM1: D LETTRMAN-CBS<									
4			1230P-200P	30		\$300.00	9/29	10/3	1		M-F	1
			PROGRAM : YOUNG&RESTLESS<									
			CON COM1: YOUNG&RESTLESS<									
5			1235A-135A	30		\$50.00	9/29	10/3	1		M-F	1
			PROGRAM : LT-FERGUSN-CBS<									
			CON COM1: LT-FERGUSN-CBS<									
6			1200N-1230P	30		\$500.00	9/29	10/3	2		M-F	2
			PROGRAM : WNEM-5 NW-NOON									
			CON COM1: WNEM-5 NW-NOON									
7			300P-400P	30		\$200.00	9/29	10/3	1		M-F	1
			PROGRAM : DOCTORS									
			CON COM1: DOCTORS									
8			400P-500P	30		\$300.00	9/29	10/3	2		M-F	2
			PROGRAM : DR. PHIL									
			CON COM1: DR. PHIL									
9			500P-530P	30		\$650.00	9/29	10/3	2		M-F	2
			PROGRAM : WNEM-5 NEWS-5									
			CON COM1: WNEM-5 NEWS-5									
10			500A-600A	30		\$250.00	9/29	10/3	1		M-F	1
			PROGRAM : WNEM-WAKEUP-5									
			CON COM1: WNEM-WAKEUP-5									
11			530P-600P	30		\$700.00	9/29	10/3	3		M-F	3
			PROGRAM : WNEM-5NWS-530P									
			CON COM1: WNEM-5NWS-530P									

2
060 Daytime

REP HEADLINE# 7417883
 *** ORIGINAL REV#0 ***
 REP: TEL# 610-293-4111 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 SEP26/14 11.38
 *** WNNM-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: SPTS:
12			600P-630P	30	1	\$1,500.00	9/29	10/3	1		M-F	1
			PROGRAM : WNNM-5 NEWS-6									
			CON COM1: WNNM-5 NEWS-6									
13			600A-700A	30	2	\$550.00	9/29	10/3	2		M-F	2
			PROGRAM : WNNM-WAKEUP-6									
			CON COM1: WNNM-WAKEUP-6									
14			700P-730P	30	2	\$1,000.00	9/29	10/3	3		M-F	3
			PROGRAM : JEOPARDY									
			CON COM1: JEOPARDY									
15			700A-900A	30	1	\$300.00	9/29	10/3	3		M-F	3
			PROGRAM : CBS THS MRNG-2<									
			CON COM1: CBS THS MRNG-2<									
16			730P-800P	30	2	\$1,000.00	9/29	10/3	2		M-F	2
			PROGRAM : WHEEL-FORTNE									
			CON COM1: WHEEL-FORTNE									
17			700P-800P	30		\$1,000.00	10/5	10/5	1		SUN	1
			PROGRAM : 60 MINUTES									
			CON COM1: 60 MINUTES									
18			900A-1030A	30	1	\$600.00	10/5	10/5	1		SUN	1
			PROGRAM : AVG. ALL WKS<									
			CON COM1: AVG. ALL WKS<									
19			1000P-1100P	30	2	\$900.00	9/30	9/30	1		TUE	1
			PROGRAM : PERSON OF INTEREST									
			CON COM1: PERSON OF INTEREST									
20			800P-900P	30	2	\$2,200.00	9/30	9/30	1		TUE	1
			PROGRAM : NCIS									
			CON COM1: NCIS									

10/11
 730-834

REP: TEL# 610-293-4111 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP26/14 11.38
 *** WNNM-TV ***

REP HEADLINE# 7417883
 *** ORIGINAL REV#0 ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL SPTS
OCT/14			22050.00									

CONTRACT TOTAL 22050.00
 TOTAL SPOTS 32

MARKET TOTALS \$61,250

SVC- NSI
 DEMOS- RA35+*