

# CONTRACT



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

**WNEM.COM**

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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<u>Contract Dates</u> 09/29/14 - 10/05/14	<u>Product</u> AFSCME PEOPLE	<u>Estimate #</u> 3658
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<u>Advertiser</u> AFSCME People	<u>Original Date / Revision</u> 09/26/14 / 09/26/14
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www.wnem.com

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		<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					
<b>Totals</b>												<b>31</b>	<b>\$21,050.00</b>	

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
<b>Totals</b>	<b>31</b>	<b>\$21,050.00</b>	<b>(\$3,157.50)</b>	<b>\$17,892.50</b>

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

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WHEM TV5 Saginaw, MI	<b>Date:</b> 9-26-14
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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 H. Thompson Jr                      Local Sales Mgr  
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  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 SEP26/14 11.38  
 \*\*\* WNNM-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/AFSCME PEOPLE 609260 REP.# \_\_\_\_\_ OFF.# 1584 SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME WATERFRONT STRATEGIES BUYER NAME MIKE FURMAN  
 SALES PRSN PH- JARED KELHART  
 3050 K STREET NW - SUITE 100  
 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
1			1000P-1100P	30		\$1,200.00	10/3	10/3	1		FRI	1
AGENCY ADVERTISER CODE = 194 AGENCY EST# = 3658 AGENCY PRODUCT CODE = 207												
PROGRAM : BLUE BLOOD-CBS CON COM1: BLUE BLOOD-CBS												
2			1100P-1135P	30		\$800.00	9/29	10/3	2		M-F	2
PROGRAM : WNNM-5 NEWS-11< CON COM1: WNNM-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  
 \*\*\* WNNM-TV \*\*\*

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

*Handwritten notes:*  
 2  
 CBS 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  
 \*\*\* WNEM-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 : WNEM-5 NEWS-6											
	CON COM1 : WNEM-5 NEWS-6											
13			600A-700A	30	2	\$550.00	9/29	10/3	2		M-F	2
	PROGRAM : WNEM-WAKEUP-6											
	CON COM1 : WNEM-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	2	\$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											

WNTM  
 M-F  
 Na  
 730-839

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

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

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
OCT/14												22050.00
											CONTRACT TOTAL	22050.00
											TOTAL SPOTS	32

MARKET TOTALS \$61,250  
 SVC- NSI  
 DEMOS- RA35+\*