



**WTNH**  
**8 Elm Street**  
**New Haven, CT 06510**  
**(203) 784-8888**

# CONTRACT

<u>Contract / Revision</u> 196898 /		<u>Alt Order #</u> 06839740
<u>Product</u> NEW DIRECTION PROJEC		
<u>Contract Dates</u> 08/09/12 - 08/13/12		<u>Estimate #</u>
<u>Advertiser</u> POL/New Direction Project		<u>Original Date / Revision</u> 08/08/12 / 08/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petry Philadelphia	<u>Sales Office</u> Petry/Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> NDRT	<u>Product Code</u>
<u>Agency Ref</u> IN2865/SP5324/AL107		<u>Advertiser Ref</u>

And:

**Luc Inc**  
**25 Whitlock Place**  
**Suite 200**  
**Marietta, GA 30064**  
**USA**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTNH	08/10/12	08/10/12	News 8 @ 5a-6a	5a-6a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$600.00			
N 2	WTNH	08/10/12	08/10/12	News 8 @ 6a	6a-7a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$750.00			
N 3	WTNH	08/13/12	08/13/12	News 8 @ 6a	6a-7a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$750.00			
N 4	WTNH	08/09/12	08/10/12	GMA	7a-9a		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---TF--				2	\$800.00			
N 5	WTNH	08/13/12	08/13/12	GMA	7a-9a		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$800.00			
N 6	WTNH	08/10/12	08/10/12	News 8 Noon	12p-1230p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$600.00			
N 7	WTNH	08/10/12	08/10/12	News 8 5p-6p	5p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$1,000.00			
N 8	WTNH	08/13/12	08/13/12	News 8 5p-6p	5p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$1,000.00			
N 9	WTNH	08/10/12	08/10/12	News 8 5p-6p	5p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$1,000.00			
N 10	WTNH	08/13/12	08/13/12	News 8 5p-6p	5p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$1,000.00			
N 11	WTNH	08/13/12	08/13/12	M-F 7p-730p	7p-730p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$3,000.00			
N 12	WTNH	08/13/12	08/13/12	M-F 730p-8p	730p-8p		:30			NM	1	\$2,500.00

(\* 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 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.



**WTNH**  
**8 Elm Street**  
**New Haven, CT 06510**  
**(203) 784-8888**

<u>Contract / Revision</u>	<u>Alt Order #</u>
196898 /	06839740

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/09/12 - 08/13/12	NEW DIRECTION PRO.	

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/New Direction Project	08/08/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$2,500.00			
N 13	WTNH	08/11/12	08/11/12	GMA SaSu	8a-9a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$600.00			
N 14	WTNH	08/11/12	08/11/12	Sa 7p-730p	7p-730p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$650.00			
N 15	WTNH	08/12/12	08/12/12	Su Good Morning 6a-8a	6a-8a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				2	\$450.00			
N 16	WTNH	08/12/12	08/12/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$750.00			
N 17	WTNH	08/12/12	08/12/12	GMA SaSu	8a-9a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$600.00			
N 18	WTNH	08/09/12	08/10/12	M-F 9a-10a	9a-10a		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---TF--				2	\$600.00			
N 19	WTNH	08/13/12	08/13/12	M-F 9a-10a	9a-10a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$600.00			
N 20	WTNH	08/10/12	08/10/12	The View	11a-12p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$750.00			
N 21	WTNH	08/13/12	08/13/12	The View	11a-12p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$750.00			
N 22	WTNH	08/13/12	08/13/12	Nightline	1135p-120630a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$750.00			
N 23	WTNH	08/13/12	08/13/12	News 8 Noon	12p-1230p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$600.00			
<b>Totals</b>											<b>26</b>	<b>\$22,750.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/13/12	26	\$22,750.00	\$19,337.50
<b>Totals</b>	<b>26</b>	<b>\$22,750.00</b>	<b>\$19,337.50</b>

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

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Rep Order#	6839740	Ver#	1	Status	New	Traffic Order#	190898	Printed:	08/08/2012 10:04 AM	1 of 4
EC'd	Yes							Last Received:	08/08/2012 9:34 AM	
							Showing Buylines: All Lines			

Station WTNH-TV NEW HAVEN, CT.  
Advertiser ( ) NEW DIRECTION PROJE  
Product NEW DIRECTION PROJE  
Estimate#  
Buyer  
Phone#  
Fax#

Agency ( ) LUC, INC.  
25 WHITLOCK PLACE, 2ND FL  
MARIETTA, GA 30064  
Agency C/P1/P2/E  
Flight Dates 08/09/2012 - 08/13/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

NEW DIRECTION PROJECT SC=\*

## REMARKS ---

THIS IS A NEW ORDER  
\*\*CLIENT: NEW DIRECTION PROJECT\*\*  
OUR TOTAL IS \$22750  
PLS CONFIRM  
THANKS KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
1	08/10-08/10	F	530A-6A	1	:30	\$600.00		1		1	\$600.00	
	Buyline Comment: GOOD MRN CT											
2	08/10-08/10	F	6A-7A	1	:30	\$750.00		1		1	\$750.00	
	Buyline Comment: GOOD MRN CT											
3	08/13-08/13	M	6A-7A	1	:30	\$750.00		1		1	\$750.00	
	Buyline Comment: GOOD MRN CT											
4	08/09-08/10	TH-F	7A-9A	2	:30	\$800.00		2		1	\$1,600.00	
	Buyline Comment: GMA											
5	08/13-08/13	M	7A-9A	1	:30	\$800.00		1		1	\$800.00	
	Buyline Comment: GMA											
6	08/10-08/10	F	12P-1230P	1	:30	\$600.00		1		1	\$600.00	
	Buyline Comment: NEWS											
7	08/10-08/10	F	5P-530P	1	:30	\$1,000.00		1		1	\$1,000.00	
	Buyline Comment: NEWS											

8/8

2 of 4

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total LT	# of Total Cost	Daypart
1	10/22/12	TH	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
2	10/23/12	F	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
3	10/24/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
4	10/25/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
5	10/26/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
6	10/27/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
7	10/28/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
8	10/29/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
9	10/30/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
10	10/31/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
11	11/01/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
12	11/02/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
13	11/03/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
14	11/04/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
15	11/05/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
16	11/06/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
17	11/07/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
18	11/08/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
19	11/09/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
20	11/10/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
21	11/11/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
22	11/12/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
23	11/13/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
24	11/14/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
25	11/15/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
26	11/16/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
27	11/17/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
28	11/18/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
29	11/19/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
30	11/20/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
31	11/21/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
32	11/22/12	S	12:00-12:30P	1	:30	\$1,000.00	THE TALK	1	1	12:00-12:30P
33	11/23/12	S	12:00-12:30P	1	:					

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WTNH - TV New Haven, CT	<b>Date:</b> 08/08/2012
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I, Devon Prescod

do hereby request station time concerning the following issue:

--

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

# SEE ATTACHED

Date of First Broadcast: 08/09/2012

Date of Last Broadcast: 08/13/2012

**Total Charges:** \$\*\*\*\*\*19,337.50 NETThis broadcast time will be used by: New Direction Project

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"



Yes



No



--

I represent that the payment for the above described broadcast time has been furnished by:

--

☐ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

TO BE SIGNED BY ISSUE ADVERTISER

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

---

Title

