

Rodriguez, Judy (NBC Universal, TLMD)

From: Sanchez, Carlos (NBC Universal)

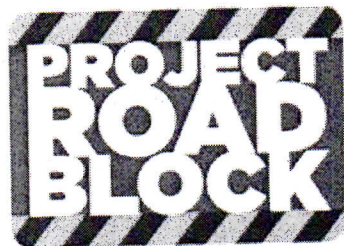
Sent: Wednesday, December 22, 2010 1:12 PM

To: Rodriguez, Judy (NBC Universal, TLMD)

Subject: TVB Launches Project Roadblock 2010

Please schedule it to air at least 30 times between 6am - 2am between the 27th of December and the 1st of January.

This is the spot we need... It says we can download it from this website? The link is in blue below... Thanks!



**LOCAL TV PUTS THE BRAKES
ON DRUNK DRIVING.**

Dear Broadcaster:

Project Roadblock 2009 was an absolute win-win-win, showcasing the Ad Council's anti-drunk-driving spots in a week-long campaign leading up to New Year's.

For its outstanding support for last year's campaign, KTTC-TV (serving the northeastern Minnesota markets of Rochester, Austin and Mason City) was awarded the Ad Council's coveted "Silver Bell" award at TVB's Forward Conference . . . perhaps your station will take the prize for your 2010 efforts!

For the 2010 holiday season, we want to build on the success of the last six years and make this year's Project Roadblock even bigger and better. **Several things to keep in mind about Project Roadblock 2010:**

- For the first time, we will be making both Standard Definition and High Definition versions of the Drunk Driving PSAs available.
- The multiplatform capabilities of local broadcast television can be shown off with placement of Project Roadblock spots on your digital subchannels, posting of web banners on your station websites, and engaging in social media to spread this message to your audience.

- We will NOT be sending a satellite feed this year. The newly branded spots (coded for tracking purposes) can be downloaded from the Ad Council website.

To read more about this initiative and/or to sign up your station, please **click here**. You will find the Station Pledge Form on the upper left of the Project Roadblock's main page. Thank you for your continued support!

Best,

Gary Belis, VP - Communications, TVB

To unsubscribe from future TVB e-mail announcements, **click here**.
To switch to plain-text announcements, **click here**.

Contract Agreement Between:

CONTRACT



WNJU
30 Rockefeller Plaza
6th Floor
New York, NY 10112
(212) 664-7504

www.telemundo47.com

And:
WNJU-TV/ CHANNEL 47 TELEMUNDO
30 ROCKEFELLER CENTER 7TH FLOOR
NEW YORK, NY 10112

<u>Contract / Revision</u> 200895 / 1		<u>Alt Order #</u>
<u>Product</u> PROJECT ROADBLOCK PSA		
<u>Contract Dates</u> 12/27/10 - 01/01/11		<u>Estimate #</u>
<u>Advertiser</u> WNJU-TV		<u>Original Date / Revision</u> 12/22/10 / 12/28/10
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WNJU	<u>Account Executive</u> Jorge Calvo	<u>Sales Office</u> WNJU Local
<u>Special Handling</u>		
<u>Demographic</u> RA1849		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 02279		<u>Advertiser Ref</u> 00000

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
1	WNJU	12/27/10	01/01/11	M-SA 6A-2A	6A-2A		:30			NM	22	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/27/10	01/02/11	MTWTFS-				22	\$0.00			
2	WNJU	12/29/10	01/01/11	M-SA 6A-2A	6A-2A		:15			NM	4	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/27/10	01/02/11	--1111-				4	\$0.00			
3	WNJU	12/29/10	01/01/11	M-SA 6A-2A	6A-2A		:10			NM	4	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/27/10	01/02/11	--1111-				4	\$0.00			
Totals											30	\$0.00

Time Period	# of Spots	Gross Amount	Net Amount
12/27/10 -01/01/11	30	\$0.00	\$0.00
Totals	30	\$0.00	\$0.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)
 FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:
 This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.

Air Date	Sched Time	Aired Time	Sched Length	Sched House #	Order #	
12/25/10	6:59:41 AM	6:59:44 AM	:15	TNPSPOSTCRASH1		
12/25/10	10:29:36 AM	10:29:36 AM	:15	TNPSMUGSHOT1		
12/25/10	3:49:36 PM	3:52:35 PM	:10	TNPSPOSTCRASH2		
12/25/10	3:23:39 XM	3:26:37 XM	:15	TNPSPOSTCRASH1		
12/25/10	4:29:39 XM	4:29:40 XM	:15	TNPSMUGSHOT1		
12/26/10	1:26:28 PM	1:34:08 PM	:15	TNPSPOSTCRASH1		
12/26/10	3:13:32 PM	3:20:46 PM	:15	TNPSMUGSHOT1		
12/27/10	7:54:06 AM	7:54:06 AM	:15	TNPSPOSTCRASH1		
12/27/10	9:59:31 AM	9:59:37 AM	:15	TNPSMUGSHOT1		
12/28/10	7:27:33 AM	7:27:30 AM	:15	TNPSPOSTCRASH1		
12/28/10	8:58:46 AM	8:58:46 AM	:15	TNPSMUGSHOT1		
12/28/10	11:45:40 AM	11:49:54 AM	:15	TNPSPOSTCRASH1		
12/28/10	2:49:31 PM	2:53:36 PM	:15	TNPSPOSTCRASH1		
12/28/10	4:24:31 PM	4:28:31 PM	:15	TNPSMUGSHOT1		
12/28/10	8:28:15 PM	8:36:33 PM	:15	TNPSMUGSHOT1		
12/28/10	9:18:13 PM	9:34:26 PM	:15	TNPSMUGSHOT1		
12/28/10	9:33:40 PM	9:44:36 PM	:15	TNPSPOSTCRASH1		
12/28/10	10:16:10 PM	10:34:42 PM	:15	TNPSPOSTCRASH1		
12/28/10	12:36:19 XM	12:35:29 XM	:15	TNPSMUGSHOT1		
12/28/10	12:49:20 XM	12:50:57 XM	:15	TNPSMUGSHOT1		
12/28/10	12:59:51 XM	12:59:51 XM	:10	TNPSPOSTCRASH2		
12/29/10	5:09:47 PM		:15	TNPSPOSTCRASH1		
12/29/10	6:56:07 AM	6:56:21 AM	:15	TNPSPOSTCRASH1		
12/29/10	7:27:33 AM	7:27:36 AM	:15	TNPSMUGSHOT1		
12/29/10	8:25:16 AM	8:25:16 AM	:15	TNPSPOSTCRASH1		
12/29/10	8:58:16 AM	8:58:16 AM	:15	TNPSPOSTCRASH1		
12/29/10	9:59:46 AM	9:59:53 AM	:15	TNPSMUGSHOT1		
12/29/10	4:24:46 PM	4:22:01 PM	:15	TNPSPOSTCRASH1	200895	
12/29/10	5:39:32 PM	5:44:55 PM	:15	TNPSMUGSHOT1		
12/29/10	7:38:11 PM	7:39:38 PM	:15	TNPSPOSTCRASH1		
12/29/10	8:28:20 PM	8:37:22 PM	:10	TNPSPOSTCRASH2	200895	
12/29/10	10:14:10 PM	10:31:28 PM	:15	TNPSMUGSHOT1		
12/30/10	6:56:07 AM	6:56:20 AM	:15	TNPSPOSTCRASH1		
12/30/10	8:58:46 AM	8:58:46 AM	:15	TNPSPOSTCRASH1		
12/30/10	9:59:31 AM	9:59:37 AM	:15	TNPSPOSTCRASH1		
12/30/10	1:40:01 PM	1:42:55 PM	:15	TNPSMUGSHOT1		
12/30/10	8:52:59 PM	9:00:50 PM	:10	TNPSPOSTCRASH2		
12/30/10	2:29:41 XM	2:29:44 XM	:10	TNPSPOSTCRASH2		
12/31/10	6:56:07 AM	6:56:21 AM	:15	TNPSPOSTCRASH1		
12/31/10	9:59:46 AM	9:59:48 AM	:15	TNPSMUGSHOT1		
12/31/10	12:25:42 PM	12:27:35 PM	:15	TNPSMUGSHOT1	200895	
12/31/10	1:57:31 PM	2:04:53 PM	:15	TNPSPOSTCRASH1		
12/31/10	3:04:16 PM	3:12:25 PM	:15	TNPSPOSTCRASH1		
12/31/10	4:34:23 PM	4:42:00 PM	:15	TNPSPOSTCRASH1		
12/31/10	4:47:22 PM	4:53:42 PM	:15	TNPSPOSTCRASH1		
12/31/10	5:20:02 PM	5:28:22 PM	:15	TNPSMUGSHOT1		
12/31/10	5:50:32 PM	5:55:24 PM	:15	TNPSMUGSHOT1		
12/31/10	6:11:16 PM	6:13:14 PM	:15	TNPSMUGSHOT1		
12/31/10	7:14:16 PM	7:25:41 PM	:15	TNPSPOSTCRASH1		
12/31/10	7:41:49 PM	7:51:32 PM	:15	TNPSMUGSHOT1		
12/31/10	9:19:07 PM	9:21:16 PM	:15	TNPSMUGSHOT1		

12/31/10	10:27:51 PM	10:35:25 PM	:15	TNPSMUGSHOT1		
12/31/10	11:25:21 PM	11:38:56 PM	:10	TNPSPOSTCRASH2		
12/31/10	11:39:26 PM	11:50:15 PM	:15	TNPSMUGSHOT1		
12/31/10	12:50:16 XM	12:59:31 XM	:15	TNPSPOSTCRASH1		
01/01/11	11:52:53 AM	11:56:57 AM	:15	TNPSPOSTCRASH1	200895	
01/01/11	12:47:17 PM	12:57:56 PM	:10	TNPSPOSTCRASH2	200895	
01/01/11	1:35:43 PM	1:39:55 PM	:15	TNPSMUGSHOT1		
01/01/11	6:50:15 PM	6:52:18 PM	:15	TNPSMUGSHOT1		
01/01/11	8:33:55 PM	8:34:38 PM	:15	TNPSPOSTCRASH1		
01/01/11	9:27:30 PM	9:32:03 PM	:15	TNPSMUGSHOT1		
01/01/11	10:34:10 PM	10:34:35 PM	:15	TNPSMUGSHOT1		
01/01/11	12:24:36 XM	12:28:48 XM	:15	TNPSMUGSHOT1		
01/02/11	7:59:46 AM	7:59:49 AM	:15	TNPSMUGSHOT1		
01/02/11	2:36:40 PM	2:36:16 PM	:15	TNPSMUGSHOT1		
01/02/11	3:02:58 PM	3:02:37 PM	:15	TNPSPOSTCRASH1		
01/02/11	10:34:10 PM	10:40:01 PM	:15	TNPSMUGSHOT1		
01/02/11	11:37:26 PM	11:43:09 PM	:15	TNPSPOSTCRASH1		
01/02/11	12:26:31 XM	12:37:14 XM	:15	TNPSMUGSHOT1		
01/03/11	6:56:07 AM	6:56:21 AM	:15	TNPSMUGSHOT1		
01/03/11	2:49:31 PM	2:52:40 PM	:15	TNPSMUGSHOT1		
01/04/11	7:26:31 AM	7:26:31 AM	:15	TNPSPOSTCRASH1		
01/04/11	7:55:06 AM	7:55:06 AM	:15	TNPSMUGSHOT1		
01/04/11	8:25:01 AM	8:25:01 AM	:15	TNPSMUGSHOT1		
01/04/11	8:58:46 AM	8:58:47 AM	:15	TNPSMUGSHOT1		
01/04/11	12:52:47 PM	12:58:28 PM	:15	TNPSMUGSHOT1		
01/04/11	7:51:26 PM	7:48:58 PM	:10	TNPSPOSTCRASH2		
01/04/11	8:52:07 PM	8:56:30 PM	:10	TNPSPOSTCRASH2		
01/04/11	1:21:48 XM	1:26:31 XM	:15	TNPSMUGSHOT1		
01/05/11	9:59:46 AM	9:59:52 AM	:15	TNPSMUGSHOT1		
01/05/11	1:05:29 PM	1:08:50 PM	:15	TNPSPOSTCRASH1		
01/05/11	2:49:46 PM	2:52:35 PM	:10	TNPSPOSTCRASH2		
01/05/11	8:39:35 PM	8:42:08 PM	:10	TNPSPOSTCRASH2		
01/05/11	3:59:31 XM	3:59:33 XM	:10	TNPSPOSTCRASH2		
01/06/11	9:59:31 AM	9:59:37 AM	:15	TNPSMUGSHOT1		
01/06/11	1:40:06 PM	1:42:01 PM	:10	TNPSPOSTCRASH2		
01/07/11	9:33:25 PM		:15	TNPSMUGSHOT1		
01/09/11	11:45:25 AM	11:48:57 AM	:15	TNPSPOSTCRASH1		
01/09/11	5:34:19 PM	5:32:38 PM	:15	TNPSPOSTCRASH1		
01/09/11	10:34:19 PM	10:37:54 PM	:15	TNPSPOSTCRASH1		
01/09/11	12:53:38 XM	12:52:31 XM	:15	TNPSPOSTCRASH1		
01/11/11	7:27:33 AM	7:27:35 AM	:15	TNPSPOSTCRASH1		
01/11/11	9:59:46 AM	9:59:51 AM	:15	TNPSPOSTCRASH1		
01/12/11	5:17:31 AM		:15	TNPSPOSTCRASH1		
01/12/11	3:59:46 XM	3:59:52 XM	:10	TNPSPOSTCRASH2		
01/13/11	6:56:12 AM	6:56:25 AM	:10	TNPSPOSTCRASH2		

Air Date	Sched Time	Aired Time	Sched Length	Sched House #	Order #
12/25/10	5:59:31 AM	5:59:39 AM	:15	TNPSBREATHALYZER1	
12/25/10	12:24:36 XM	12:30:49 XM	:15	TNPSBREATHALYZER1	
12/26/10	11:50:25 AM	11:54:11 AM	:15	TNPSBREATHALYZER1	
12/27/10	5:16:23 AM	5:16:24 AM	:15	TNPSBREATHALYZER1	
12/27/10	1:21:24 XM	1:25:07 XM	:10	TNPSBREATHALYZER2	
12/28/10	11:25:59 PM		:10	TNPSBREATHALYZER2	
12/28/10	8:25:16 AM	8:25:16 AM	:15	TNPSBREATHALYZER1	
12/28/10	1:18:29 PM	1:23:15 PM	:10	TNPSMUGSHOT2	
12/28/10	5:09:17 PM	5:15:47 PM	:15	TNPSBREATHALYZER1	
12/28/10	7:37:56 PM	7:42:58 PM	:15	TNPSBREATHALYZER1	
12/28/10	7:51:26 PM	7:54:42 PM	:10	TNPSMUGSHOT2	
12/28/10	10:30:33 PM	10:44:13 PM	:15	TNPSBREATHALYZER1	
12/29/10	1:05:14 PM	1:12:23 PM	:10	TNPSBREATHALYZER2	
12/29/10	9:48:53 PM	9:56:31 PM	:10	TNPSBREATHALYZER2	
12/29/10	10:30:33 PM	10:41:40 PM	:15	TNPSBREATHALYZER1	
12/30/10	10:11:33 AM	10:24:14 AM	:15	TNPSBREATHALYZER1	
12/30/10	2:49:46 PM	2:54:44 PM	:10	TNPSMUGSHOT2	
12/30/10	3:49:51 PM	3:48:51 PM	:10	TNPSBREATHALYZER2	200895
12/30/10	5:40:32 PM	5:50:13 PM	:15	TNPSBREATHALYZER1	
12/30/10	7:25:56 PM	7:26:11 PM	:15	TNPSBREATHALYZER1	200895
12/30/10	7:38:31 PM	7:38:52 PM	:10	TNPSMUGSHOT2	
12/30/10	7:51:26 PM	7:54:23 PM	:10	TNPSBREATHALYZER2	
12/30/10	1:21:24 XM	1:23:45 XM	:10	TNPSBREATHALYZER2	
12/31/10	8:28:01 AM		:10	TNPSMUGSHOT2	
12/31/10	5:59:41 AM	5:59:43 AM	:10	TNPSBREATHALYZER2	
12/31/10	1:18:07 PM	1:25:10 PM	:10	TNPSMUGSHOT2	
12/31/10	2:11:01 PM	2:17:36 PM	:15	TNPSBREATHALYZER1	
12/31/10	3:18:15 PM	3:24:16 PM	:10	TNPSMUGSHOT2	200895
12/31/10	3:42:19 PM	3:52:27 PM	:10	TNPSMUGSHOT2	
12/31/10	9:05:28 PM	9:09:38 PM	:15	TNPSBREATHALYZER1	
12/31/10	9:33:16 PM	9:34:15 PM	:15	TNPSBREATHALYZER1	
12/31/10	11:11:11 PM	11:23:11 PM	:10	TNPSBREATHALYZER2	
01/01/11	6:59:31 AM	6:59:33 AM	:10	TNPSMUGSHOT2	
01/01/11	12:35:43 PM	12:42:15 PM	:15	TNPSBREATHALYZER1	
01/01/11	2:53:56 PM	2:59:39 PM	:15	TNPSBREATHALYZER1	
01/01/11	3:20:24 PM	3:22:38 PM	:15	TNPSBREATHALYZER1	
01/02/11	12:53:38 XM	1:00:48 XM	:15	TNPSBREATHALYZER1	
01/03/11	9:59:36 AM	9:59:43 AM	:10	TNPSMUGSHOT2	
01/03/11	1:39:06 PM	1:41:11 PM	:10	TNPSMUGSHOT2	
01/03/11	7:51:26 PM	7:52:27 PM	:10	TNPSMUGSHOT2	
01/04/11	9:59:46 AM	9:59:53 AM	:15	TNPSBREATHALYZER1	
01/04/11	1:50:56 PM	1:50:58 PM	:10	TNPSMUGSHOT2	
01/04/11	7:38:26 PM	7:39:16 PM	:10	TNPSMUGSHOT2	
01/05/11	8:58:46 AM		:15	TNPSBREATHALYZER1	
01/05/11	1:50:56 PM	1:54:52 PM	:10	TNPSMUGSHOT2	
01/05/11	8:52:07 PM	8:54:28 PM	:10	TNPSMUGSHOT2	
01/05/11	9:33:45 PM	9:46:11 PM	:10	TNPSBREATHALYZER2	
01/05/11	4:59:01 XM	4:59:00 XM	:10	TNPSBREATHALYZER2	
01/06/11	8:58:46 AM	8:58:46 AM	:15	TNPSBREATHALYZER1	
01/06/11	2:49:46 PM	2:55:19 PM	:10	TNPSMUGSHOT2	
01/06/11	7:51:26 PM	7:49:54 PM	:10	TNPSMUGSHOT2	

01/06/11	4:59:11 XM	4:59:20 XM	:10	TNPSBREATHALYZER2	
01/07/11	8:39:35 PM	8:42:42 PM	:10	TNPSMUGSHOT2	
01/07/11	9:49:08 PM	9:50:33 PM	:10	TNPSMUGSHOT2	
01/09/11	7:37:17 PM	7:37:13 PM	:10	TNPSMUGSHOT2	
01/09/11	7:50:03 PM	7:49:31 PM	:10	TNPSMUGSHOT2	
01/09/11	9:40:23 PM	9:44:38 PM	:15	TNPSBREATHALYZER1	
01/10/11	8:52:07 PM	8:57:41 PM	:10	TNPSMUGSHOT2	
01/11/11	8:52:07 PM	8:58:08 PM	:10	TNPSBREATHALYZER2	
01/12/11	2:59:46 XM	2:59:50 XM	:10	TNPSBREATHALYZER2	
01/12/11	3:29:46 XM	3:29:50 XM	:10	TNPSMUGSHOT2	
01/15/11	8:10:56 AM	8:11:20 AM	:15	TNPSBREATHALYZER1	
01/15/11	8:51:05 AM	8:58:00 AM	:10	TNPSBREATHALYZER2	
01/15/11	3:29:46 XM	3:29:51 XM	:10	TNPSMUGSHOT2	
01/15/11	3:59:31 XM	3:59:38 XM	:15	TNPSBREATHALYZER1	
			12:55		