

## ORDER



**Orders**  
**Order / Rev:** 533846  
**Alt Order #:** 08717604  
**Product Desc:** AMER WILD HORSE 7/16  
**Estimate:** 4972  
**Flight Dates:** 07/16/17 - 07/16/17  
**Original Date / Rev:** 07/14/17 / 07/14/17  
**Order Type:** GENERAL

KFOR-TV

**Primary AE:** Wesley Uhl  
**Sales Office:** NWDC  
**Sales Region:** National

**Agency**  
**Name:** Canal Partners Media  
**Buying Contact:**  
**Billing Contact:**  
 900 Circle 75 Parkway SE  
 Atlanta, GA 30339

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** American Wild Horse  
**Demographic:** A35+  
**Product Codes:** PL4.a  
**Priority:** 02  
**Revenue Code 1:** Agency  
**Revenue Code 2:** Political  
**Revenue Code 3:** Political-PAC

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/26/17	07/16/17	1	\$500.00	\$425.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2017	1	\$500.00	\$425.00	0.00
<b>Totals</b>	<b>1</b>	<b>\$500.00</b>	<b>\$425.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Wesley Uhl			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	4	07/16/17	07/16/17	Su 10a-11a	CM	10:00 AM-11:00 AM	-----1	:30	1	\$500.00	02	0.00	NM	1	\$500.00
				Su 10a-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/10/17	07/16/17	-----1		1				\$500.00		0.00			
<b>Totals</b>														<b>1</b>	<b>\$500.00</b>

Phone:

Contact:

Tracking:

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>  KFOR- OKLAHOMA CITY, OK	<b>Date:</b>  07/14/2017
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I, Shelli Hutton

do hereby request station time concerning the following issue:

Horse Slaughter

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

Date of First Broadcast: 07/15/2017

Date of Last Broadcast: 07/16/2017

Total Charges: \$\*\*\*\*\*13,764.90 NET

American Wild Horse Campaign

This broadcast time will be used by: \_\_\_\_\_

**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):

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

American Wild Horse Campaign PO Box 1733 Davis CA 95617

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):

Suzanne Roy - Direcor

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):

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):



**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)**

07/14/2017

(770) 427-0735

Date  
Signature  
Contact Phone Number


**TO BE SIGNED BY STATION REPRESENTATIVE**☐ Accepted☐ Accepted in Part☐ Rejected

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

**Attach proposed schedule with charges (if available):**

Date of First Broadcast: 07/15/2017

Date of Last Broadcast: 07/16/2017

**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.



Phone: (770) 427-0735

NAB Form PB-18 Issues

Canal Partners Media, LLC. 25 Whitlock Place SW Suite 201 Marietta, GA 30064

Contact: Shelli Hutton

Tracking: 20170714138255v1

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• **Bowles, Vanessa**

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**From:** Uhl, Wesley (CMG-REP) <WUhl@coxreps.com>  
**Sent:** Friday, July 14, 2017 10:46 AM  
**To:** Merideth, Joe  
**Cc:** Bowles, Vanessa; Bonilla, Aurea; Lamotte, Kimora (CMG-REP)  
**Subject:** [EXT]Political order coming - Meet the Press  
**Attachments:** nab american wild horses.pdf

Good morning,

We are sending an order for American Wild Horse. They bought 1x in Meet the Press as they are only targeting the Sunday morning panel shows.

The NAB is attached – I apologize the buyer sent one with another station on it and asked that you change it for KFOR.

Here is traffic instructions:  
AWHC205H "No Slaughter OK"  
(For OK/Norman)

Payment should come this afternoon! Let me know if you need anything else.

Kimora, please send the order in DARE for KFOR.

Thanks,  
Wes

**Wesley Uhl**  
Account Executive

(p) 703-528-7800  
(c) 616-485-9742  
(e) wuhl@coxreps.com

