

Received  
8/25/2016

### AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WRAL-TV ; RALEIGH, NC	<b>Date:</b> 8/25/2016
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I, GMMB

do hereby request station time concerning the following issue:

Public fact education concerning North Carolina's funding of schools and teacher pay
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	(see attached	schedule)			
			See Attached		

This broadcast time will be used by: North Carolina Citizens for Protecting Our Schools

**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):

*MPA*

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):

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):

North Carolina Citizens for Protecting Our Schools, P.O. Box 1093, Raleigh, North Carolina 27602

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):

M. L. Weisel - General Counsel/Sec/Treas/Director  
J. A. Penry - Chair/Director

GMMB is authorized agent for inquiry/purchase of station broadcast time for sponsor.





# CONTRACT



**WRAL**  
 2619 Western Blvd.  
 Raleigh, NC 27606  
 (919)890-6000

<u>Contract / Revision</u> 166949 /		<u>Alt Order #</u> 08355599
<u>Product</u> NC CPOS 8/31		
<u>Contract Dates</u> 08/31/16 - 09/06/16		<u>Estimate #</u> 5295
<u>Advertiser</u> NC Citizens for Protecting our Schools		<u>Original Date / Revision</u> 08/25/16 / 08/25/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WRAL	<u>Account Executive</u> Cheryl Blair	<u>Sales Office</u> Washington Tel
<u>Special Handling</u> CIA - Mark PAID		
<u>Demographic</u> Adults 35+		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Great American Media**  
 3050 K Street NW  
 Suite 100  
 Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRAL	09/03/16	09/03/16	On The Record 7p	7-730p		:30				NM	1	\$500.00
		Q3 ISSUE CARD V7.21											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/29/16	09/04/16	-----1-	1			\$500.00					
N 2	WRAL	09/05/16	09/06/16	WRAL Noon News	12-1p		:30				NM	1	\$900.00
		Q4 ISSUE CARD V8.23											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/05/16	09/11/16	MT-----	1			\$900.00					
N 3	WRAL	09/03/16	09/03/16	WRAL SAT 6pm News	6-630p		:30				NM	1	\$1,200.00
		Q4 ISSUE CARD V8.23											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/29/16	09/04/16	-----1-	1			\$1,200.00					
N 4	WRAL	09/04/16	09/04/16	WRAL News Sunday	7a-9a		:30				NM	1	\$850.00
		Q3 ISSUE CARD V7.21											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/29/16	09/04/16	-----1	1			\$850.00					
N 5	WRAL	09/05/16	09/06/16	WRAL 530p News	530-6p		:30				NM	1	\$2,200.00
		Q4 ISSUE CARD V8.23											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/05/16	09/11/16	MT-----	1			\$2,200.00					
N 6	WRAL	08/31/16	09/02/16	Dr. Phil	3-4p		:30				NM	5	\$2,500.00
		Q3 ISSUE CARD V7.21											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/29/16	09/04/16	--WTF--	5			\$500.00					
D 7	WRAL	09/03/16	09/03/16	Andy Griffith Sat 730p	730-8p		:30				NM	0	\$0.00
N 8	WRAL	09/05/16	09/06/16	WRAL 5p News	5-530p		:30				NM	1	\$2,200.00
		Q4 ISSUE CARD V8.23											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/05/16	09/11/16	MT-----	1			\$2,200.00					
N 9	WRAL	08/31/16	09/02/16	WRAL Noon News	12-1p		:30				NM	1	\$800.00
		Q3 ISSUE CARD V7.21											

(\* 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, on 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.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



**WRAL**  
**2619 Western Blvd.**  
**Raleigh, NC 27606**  
**(919)890-6000**

<u>Contract / Revision</u> 166949 /	<u>Alt Order #</u> 08355599
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<u>Contract Dates</u> 08/31/16 - 09/06/16	<u>Product</u> NC CPOS 8/31	<u>Estimate #</u> 5295
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<u>Advertiser</u> NC Citizens for Protectin	<u>Original Date / Revision</u> 08/25/16 / 08/25/16
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/29/16	09/04/16	--WTF--				1	\$800.00				
N 10	WRAL	09/03/16	09/03/16	Saturday Night Live	11:30p-1x		:30				NM	1	\$600.00
Q3 ISSUE CARD V7.21													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/29/16	09/04/16	-----1-				1	\$600.00				
N 11	WRAL	09/04/16	09/04/16	WRAL SUN 6p News	6p-630p		:30				NM	1	\$1,300.00
Q3 ISSUE CARD V7.21													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/29/16	09/04/16	-----1				1	\$1,300.00				
N 12	WRAL	08/31/16	09/02/16	WRAL 530p News	530-6p		:30				NM	3	\$5,400.00
Q3 ISSUE CARD V7.21													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/29/16	09/04/16	--WTF--				3	\$1,800.00				
N 13	WRAL	08/31/16	09/03/16	Late News	11-1135p		:30				NM	1	\$2,000.00
Q3 ISSUE CARD V7.21													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/29/16	09/04/16	--WTF--				1	\$2,000.00				
N 14	WRAL	09/05/16	09/06/16	Late News	11-1135p		:30				NM	3	\$6,000.00
Q4 ISSUE CARD V8.23													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	MT-----				3	\$2,000.00				
N 15	WRAL	09/05/16	09/06/16	WRAL 6p News	6p-6:30p		:30				NM	1	\$3,500.00
Q4 ISSUE CARD V8.23													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	MT-----				1	\$3,500.00				
N 16	WRAL	09/01/16	09/01/16	America Ninja Warrior Thu	9-11P		:30				NM	4	\$12,800.00
Q3 ISSUE CARD V7.21													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/29/16	09/04/16	---4---				4	\$3,200.00				
N 17	WRAL	08/31/16	09/02/16	Today Show II	9a-10a		:30				NM	3	\$2,250.00
Q3 ISSUE CARD V7.21													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/29/16	09/04/16	--WTF--				3	\$750.00				
N 18	WRAL	09/03/16	09/03/16	WRAL News 6a-8a	6a-8a		:30				NM	2	\$1,500.00
Q3 ISSUE CARD V7.21													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/29/16	09/04/16	-----2-				2	\$750.00				
N 19	WRAL	08/31/16	09/02/16	NBC Nightly News M-F	630-7p		:30				NM	1	\$2,400.00
Q3 ISSUE CARD V7.21													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/29/16	09/04/16	--WTF--				1	\$2,400.00				
N 20	WRAL	08/31/16	09/02/16	Inside Edition	7-730p		:30				NM	2	\$3,400.00
Q3 ISSUE CARD V7.21													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/29/16	09/04/16	--W-F--				2	\$1,700.00				
N 21	WRAL	09/05/16	09/06/16	Today Show	7-9a		:30				NM	1	\$1,500.00
Q4 ISSUE CARD V8.23													

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	MT-----				1	\$1,500.00				
N 22	WRAL	08/31/16	09/02/16	WRAL 5p News	5-530p		:30				NM	1	\$1,900.00
Q3 ISSUE CARD V7.21													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/29/16	09/04/16	--WTF--				1	\$1,900.00				
N 23	WRAL	08/31/16	09/02/16	Today Show	7-9a		:30				NM	1	\$1,300.00
Q3 ISSUE CARD V7.21													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/29/16	09/04/16	--WTF--				1	\$1,300.00				
N 24	WRAL	09/05/16	09/06/16	NBC Nightly News M-F	630-7p		:30				NM	1	\$4,000.00
Q4 ISSUE CARD V8.23													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	MT-----				1	\$4,000.00				
N 25	WRAL	08/31/16	09/02/16	Entertainment Tonight	730-8p		:30				NM	1	\$2,000.00
Q3 ISSUE CARD V7.21													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/29/16	09/04/16	--WTF--				1	\$2,000.00				
N 26	WRAL	08/31/16	08/31/16	Wednesday Hr 3	10-11p		:30				NM	1	\$4,000.00
Q3 ISSUE CARD V7.21													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/29/16	09/04/16	--1----				1	\$4,000.00				
N 27	WRAL	09/02/16	09/02/16	America's Got Talent FRI	8-10p		:30				NM	1	\$2,200.00
Q3 ISSUE CARD V7.21													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/29/16	09/04/16	----1--				1	\$2,200.00				
N 28	WRAL	09/05/16	09/06/16	WRAL 430A News	430a-5a		:30				NM	2	\$500.00
Q4 ISSUE CARD V8.23													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	MT-----				2	\$250.00				
<b>Totals</b>								0.00				43	\$69,700.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/29/16 -09/06/16	43	\$69,700.00	(\$10,455.00)	\$59,245.00
<b>Totals</b>	43	\$69,700.00	(\$10,455.00)	\$59,245.00

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

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