

# ORDER



**Orders**  
**Order / Rev:** 3500165  
**Alt Order #:** 27760681  
**Product Desc:** POLITICAL  
**Estimate:** 815  
**Flight Dates:** 04/05/22 - 04/11/22  
**Original Date / Rev:** 04/04/22 / 04/04/22  
**Order Type:** REG

**Primary AE:** Millennium Washington,DC  
**Sales Office:** M-WAS  
**Sales Region:** Nat

**Agency Name:** Grassroots Media LLC  
**Buying Contact:** Mike D'Ettorre  
**Billing Contact:**  
 146 Montgomery Avenue  
 Bala Cynwyd, PA 19004

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

**Advertiser Name:** POL/JB Pritzker/Governor/IL/Dem  
**Demographic:** A35+  
**Product Codes:** PL14  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND  
**Priority:** P5

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

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/22	04/11/22	19	\$5,425.00	\$4,611.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	19	\$5,425.00	\$4,611.25	0.00
<b>Totals</b>	<b>19</b>	<b>\$5,425.00</b>	<b>\$4,611.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington,DC			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
Rockford WTVO	30%	\$5,425.00
Market	100%	\$18,083.33

**Competitive Share**

	Share	Total
ABR	0%	\$0.00
CABLE	0%	\$0.00
ETVO	0%	\$0.00
UNKWN	65%	\$11,754.17
WIFR	0%	\$0.00
WQRF	5%	\$904.17
WREX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTVO	04/05/22	04/05/22	M-F 4p-5p Judge Judy	CM	M-F 4p-5p	-T-----	:30	1	\$65.00	P4	0.00	NM	1	\$65.00
		<b>Start Date</b> <b>End Date</b> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b> Week: 04/04/22   04/10/22   -T-----   1   \$65.00   0.00													
N 2	WTVO	04/06/22	04/06/22	M-F 4p-5p Judge Judy	CM	M-F 4p-5p	--W----	:30	1	\$65.00	P4	0.00	NM	1	\$65.00
		<b>Start Date</b> <b>End Date</b> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b>													

Order / Rev: 3500165  
 Alt Order #: 27760681  
 Flight Dates: 04/05/22 - 04/11/22

Advertiser: POL/JP Pritzker/Governor/IL/Dem  
 Product Desc: POLITICAL  
 Estimate: 815

Rockford WTOV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WTVU	04/07/22	04/07/22	M-F 4p-5p Judge Judy	CM	M-F 4p-5p	---T---	:30	1	\$65.00	P4	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	--W----					1	\$65.00		0.00			
		Judge Judy Hour													
N 4	WTVU	04/08/22	04/08/22	M-F 4p-5p Judge Judy	CM	M-F 4p-5p	----F--	:30	1	\$65.00	P4	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	---T---					1	\$65.00		0.00			
		Judge Judy Hour													
N 5	WTVU	04/11/22	04/11/22	M-F 4p-5p Judge Judy	CM	M-F 4p-5p	M-----	:30	1	\$65.00	P4	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/11/22	04/17/22	M-----					1	\$65.00		0.00			
		Judge Judy Hour													
N 6	WTVU	04/05/22	04/05/22	M-F 630p-7p ENTERTAINMENT TONIGHT	CM	630p-7p	-T-----	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	-T-----					1	\$150.00		0.00			
		Entertainment Tonight													
N 7	WTVU	04/06/22	04/06/22	M-F 630p-7p ENTERTAINMENT TONIGHT	CM	630p-7p	--W----	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	--W----					1	\$150.00		0.00			
		Entertainment Tonight													
N 8	WTVU	04/07/22	04/07/22	M-F 630p-7p ENTERTAINMENT TONIGHT	CM	630p-7p	---T---	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	---T---					1	\$150.00		0.00			
		Entertainment Tonight													
N 9	WTVU	04/08/22	04/08/22	M-F 630p-7p ENTERTAINMENT TONIGHT	CM	630p-7p	----F--	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	----F--					1	\$150.00		0.00			
		Entertainment Tonight													
N 10	WTVU	04/11/22	04/11/22	M-F 630p-7p ENTERTAINMENT TONIGHT	CM	630p-7p	M-----	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/11/22	04/17/22	M-----					1	\$150.00		0.00			
		Entertainment Tonight													
N 11	WTVU	04/07/22	04/07/22	Thur Prime Hour 1 STATION 19	CM	7p-8p	---T---	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	---T---					1	\$500.00		0.00			
		Station 19-ABC													
N 12	WTVU	04/11/22	04/11/22	Mon Prime Other 1 AMERICAN IDOL	CM	7p-9p	M-----	:30	1	\$800.00	P3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/11/22	04/17/22	M-----					1	\$800.00		0.00			
		American Idol Mon-ABC													
N 13	WTVU	04/10/22	04/10/22	Sun Prime Other 2 AMERICAN IDOL	CM	7p-9p	-----S	:30	1	\$800.00	P3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	-----S					1	\$800.00		0.00			
		American Idol-ABC													
N 14	WTVU	04/07/22	04/07/22	Thur Prime Hour 2 GREYS ANATOMY	CM	8p-9p	---T---	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	---T---					1	\$500.00		0.00			
		Grey's Anatomy-ABC													

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Advertiser: POL/JB Pritzker/Governor/IL/Dem  
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 Estimate: 815

Rockford WTVO

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	---T---		1				\$500.00		0.00			
N 15	WTVO	04/10/22	04/10/22	LN Su Sun Eyewitness News @ 10p	CM	Su 10p-1030p	-----S	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	-----S		1				\$350.00		0.00			
N 16	WTVO	04/06/22	04/06/22	LN M-F Eyewitness News @ 10p	CM	M-F 10p-1035p	--W----	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	--W----		1				\$350.00		0.00			
N 17	WTVO	04/07/22	04/07/22	LN M-F Eyewitness News @ 10p	CM	M-F 10p-1035p	---T---	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	---T---		1				\$350.00		0.00			
N 18	WTVO	04/08/22	04/08/22	LN M-F Eyewitness News @ 10p	CM	M-F 10p-1035p	----F--	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	----F--		1				\$350.00		0.00			
N 19	WTVO	04/11/22	04/11/22	LN M-F Eyewitness News @ 10p	CM	M-F 10p-1035p	M-----	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/11/22	04/17/22	M-----		1				\$350.00		0.00			
													Totals	19	\$5,425.00

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 27760681  
 CPE: 21/22/815  
 Agency: Grassroots Media LLC  
 146 Montgomery Ave  
 Suite 201  
 Bala Cynwyd, PA 19004  
 Agency Order #: 11542127  
 Buyer: DiEttore, Mike  
 Salesperson: SHANNAN YALLOF  
 Separation: SHANNAN YALLOF  
 212-373-8131  
 Assistant: SHANNAN YALLOF  
 212-373-8131  
 Version: Current State Version 1  
 Station: WTVO  
 Market: Rockford  
 Office: WASHINGTON  
 Service: Nielsen  
 Primary Demo:  
 Con Type: POLITICAL/NOTE  
 Total \$: \$5,425.00  
 Total Spots: 19  
 Total CPP: \$0.00  
 Total GRP:

Comments: Separation: 30, PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	Len	4/5 - 4/11										Total Spots	Total \$	CPP*	GRP*
						4/5	4/6	4/7	4/8	4/9	4/10	4/11							
1	Tu-F, M 4p-5p	P4	Judge Judy Hour	\$65.00	30	1	1	1	1	0	0	1		5	\$325.00	\$0.00	0.0		
2	Tu-F, M 6:30p-7p	P4	Entertainment Tonight	\$150.00	30	1	1	1	1	0	0	1		5	\$750.00	\$0.00	0.0		
3	Th 7p-8p	P3	Station 19-ABC	\$500.00	30	0	0	1	0	0	0	0		1	\$500.00	\$0.00	0.0		
4	M 7p-9p	P3	American Idol Mon-ABC	\$800.00	30	0	0	0	0	0	0	1		1	\$800.00	\$0.00	0.0		
5	Su 7p-9p	P3	American Idol-ABC	\$800.00	30	0	0	0	0	0	1	0		1	\$800.00	\$0.00	0.0		
6	Th 8p-9p	P3	Grey's Anatomy-ABC	\$500.00	30	0	0	1	0	0	0	0		1	\$500.00	\$0.00	0.0		
7	Su 10p-10:35p	P3	Eyewitness News at 10PM	\$350.00	30	0	0	0	0	0	1	0		1	\$350.00	\$0.00	0.0		
8	Tu-F, M 10p-10:35p	P3	WTVO CH17 News 10	\$350.00	30	0	1	1	1	0	0	1		4	\$1,400.00	\$0.00	0.0		
TOTALS:						2	3	5	3	0	2	4	19	\$5,425.00	\$0.00	0.0			

350 016 5

Approved: *CO* Date: *4/14*  
 Prepared by: *MA* Date: *4/14*

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 27760881      Changes as of: 4/4/2022 at 8:59 AM      Version: Current State Version 1

CPE: 21/22/815      Flight: 4/5/22 - 4/11/22      Station: WTVO      Con Type: POLITICAL/VOTE  
 Agency: Grassroots Media LLC      Advertiser: Pritzker-Gov IL      Market: Rockford      Total \$: \$5,425.00  
 146 Montgomery Ave      Product: POLITICAL      Office: WASHINGTON      Total Spots: 19  
 Suite 201      Agency Order #: 11542127      Service: Nielsen      Total CPP: \$0.00  
 Bala Cynwyd, PA 19004      Buyer: DiEttore, Mike      Primary Demo:      Total GRP:

Salesperson: SHANNAN YALLOF      Assistant: SHANNAN YALLOF  
 Separation: 212-373-8131

Special Instructions

Date/Time	Added by	Comment
04/04/22 8:58 AM	SHANNAN YALLOF	Separation: 30; Population Buy Type: CPP

Competitive Information	
Market Budget:	\$18,083
WTVO Share:	30%
Comment:	WGRF: 5%
	Unknown: 65%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	19	\$5,425.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>19</b>	<b>\$5,425.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2022-Apr	19	\$5,425.00
<b>Total</b>	<b>19</b>	<b>\$5,425.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	4/4/22 9:00 AM					\$0	\$0	
New	4/4/22 8:58 AM	SHANNAN YALLOF	New	19		\$5,425.00	\$5,425.00	

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.