



WMYV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Waterfront Strategies
3050 K St NW
#100
Washington, DC 20007

Contract # 1880686

Schedule Dates 07/14/14-07/24/14
Advertiser League of Conservation Voters (24442)
Agency Waterfront Strategies (7591)
Product POLITICAL ISSUE (ns) (1187)
Brand LEAGUE OF CONSERVATION VOTERS-NC (646067)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Furman, Mike
Phone/Fax /
CPE 209/224/3134
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments LCV-NC
LEAGUE OF CONSERVATION VOTERS
PJ STACK

Date Entered 07/10/14
Last Modified 07/10/14
Entered By Lisa Carter
CO-OP Yes
Headline # ECR10351256
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$748.50
Net Total \$4,241.50
Sales Tax

Greensboro (WMYV)

By Broadcast Month	Spots	Rate
Jul. 2014	14	\$4,990.00
Grand Total:	14	\$4,990.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	07/14/14-07/24/14	1	:30	6:58-20P- Big Bang Theory	2	X	X	X	X				4	\$560.00	\$2,240.00	Greensboro (WMYV)	BIG BANG THEORY	7/10/14
2.0	Normal Line / SPOT (2)	07/14/14-07/24/14	1	:30	7:28-25P- Big Bang Theory	2	X	X	X	X				4	\$520.00	\$2,080.00	Greensboro (WMYV)	BIG BANG THEORY	7/10/14
3.0	Normal Line / Prime (3)	07/14/14-07/21/14	2	:30	8P- MYN-Law & Order: SVU (Monday)	1								2	\$125.00	\$250.00	Greensboro (WMYV)	LAW & ORDER: SVU	7/10/14
4.0	Normal Line / Prime (4)	07/14/14-07/21/14	2	:30	9P- MYN-Law & Order: SVU 2 (Monday)	1								2	\$125.00	\$250.00	Greensboro (WMYV)	LAW & ORDER: SVU	7/10/14
5.0	Normal Line / Prime (5)	07/16/14-07/23/14	2	:30	8P- MYN-Law & Order: Criminal Intent (Wednesday)				1					2	\$85.00	\$170.00	Greensboro (WMYV)	LAW & ORDER: CI	7/10/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
		<i>Accepted for d</i>	<i>7/14/14</i>	

ORDER WORKSHEET

Rep Order# 10351256 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 07/10/14 10:45 AM
Last Received: 07/10/14 10:44 AM
Showing Buylines: All Rep Changes or Last Station Changes

1 of 2

Station WMYV-TV GREENSBORO, NC
Advertiser (6087) POLITICAL ISSUE GROU
Product LCV-NC
Estimate# 3134
Buyer Mike Furman

Agency (WTRF) WATERFRONT STRATEGIES
3050 K ST NW, #100
WASHINGTON, DC 20007
Agency C/P1/P2/E 209/224/3134
Flight Dates 07/11/14-07/24/14

Rep Firm MILLENNIUM SALES & MARKETING
Sales Office (DC) WASHINGTON
Salesperson (PJX) PJ STACK
Sales Assistant PJ
Salesperson Phone# 202-955-5342
Salesperson Fax# 202-955-5348

--- CONTRACT COMMENT ---

LEAGE OF CONSERVATION VOTERS

*****NONDISCRIMINATION***** 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 COMMUNICATIONS, INC. (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.

--- REMARKS ---

NEW POLITICAL ORDER PLS CONFIRM T/R PJ

Ln	Day	Time	Program	Len	Rate	Dates	Spots/ Week	Total Cost	Num of Weeks	Total Spots	RTG/IMP	GRPs/ (000)
1	F, M-Th	658P-728P	BIG BANG THEORY	30	\$560.00	07/11-07/17 07/18-07/24	2 2	\$2,240.00	1 1	2 2	-	-
2	F, M-Th	728P-8P	BIG BANG THEORY	30	\$520.00	07/11-07/17 07/18-07/24	2 2	\$2,080.00	1 1	2 2	-	-
3	M	8P-9P	LAW & ORDER: SVU	30	\$125.00	07/14-07/14 07/21-07/21	1 1	\$250.00	1 1	1 1	-	-
4	M	9P-10P	LAW & ORDER: SVU	30	\$125.00	07/14-07/14 07/21-07/21	1 1	\$250.00	1 1	1 1	-	-
5	W	8P-9P	LAW & ORDER: CI	30	\$85.00	07/16-07/16 07/23-07/23	1 1	\$170.00	1 1	1 1	-	-

---REPORT TOTALS---

Report Totals: 7 / \$4,990.00

4241.50/n.s

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Sales Assistant PJ
Salesperson Phone# 202-955-5342
Salesperson Fax# 202-955-5348

---SALES MONTHLY TOTALS---

Jul2014: 14/ \$4,990.00

Order Totals: 14 / \$4,990.00 Total GRPS: 0.0

--- COMPETITIVE ---

Market Totals	\$166,333.33	CABL .00%	UNKN .00%	WBFX .00%	WCWG 1.00%	WFMY 31.00%
		WGHP 24.00%	WMYV 3.00%	WXII 31.00%	WXLV 10.00%	

Books [null]
Demos RA35+

--- CREDIT RISK ---

STANDARD CREDIT TERMS

**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):

Thom Tillis, Senate 11/4/14

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

LCV NC 112 S. Glouf Street, Suite 3 Raleigh, NC 27601

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):

Maria Kingery, President
Carne Clark, Executive Director
John Brallase, Legal Counsel

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):

LCV NC

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):

Maria Kingery, President
Carrie Clark, Executive Director
John Wallace, Legal Counsel

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)

7/9/14 _____ Angie Po _____ 202-338-8266
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected
Angie H Jordan _____ Angie H Jordan _____ Lsm
Signature Printed Name Title

