

Approved  
10/24/16AGREEMENT FORM FOR  
NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WRAL-TV ; Raleigh, NC	Date: 10/24/16
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I, Sharr Johnson Magnus  
do hereby request station time concerning the following issue:

<u>North Carolina Families First</u> <u>Anti-Bob Edmunds</u>
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		See Attached			

This broadcast time will be used by: NC Families First

**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):

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):

Michael Weisel, Treasurer  
P.O. Box 285  
Raleigh, NC 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):

Michael Weisel, Treasurer

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)

10/19/16  
7/22/16      Elmer Helle      215-567-4080  
Date                      Signature                      Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted      ☐ Accepted in Part      ☐ Rejected  
Maribel      Marion Bell      Sales Mktg  
Signature                      Printed Name                      Title  
Director  
10/24/16

[Signature]  
10/24/16

## CONTRACT



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

<u>Contract / Revision</u> 165964 /		<u>Alt Order #</u> 08328320
<u>Product</u> NC FAMILY FIRST		
<u>Contract Dates</u> 10/20/16 - 10/24/16		<u>Estimate #</u>
<u>Advertiser</u> NC Families First		<u>Original Date / Revision</u> 07/19/16 / 10/19/16
<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>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Shorr Johnson Magnus**  
**100 North 20th Street**  
**Suite 201**  
**Philadelphia, PA 19103**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRAL	10/21/16	10/24/16	Today Show	7-9a		:30				NM	4	\$4,400.00
				4Q NON CANDIDATE CARD V7.8									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	M---F--				4	\$1,100.00				
N 2	WRAL	10/21/16	10/24/16	WRAL AM News 6-7a	6a-7a		:30				NM	2	\$4,000.00
				4Q NON CANDIDATE CARD V7.8									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/21/16	10/27/16	M---F--				2	\$2,000.00				
N 3	WRAL	10/21/16	10/24/16	WRAL 4p News	4-5p		:30				NM	4	\$4,400.00
				4Q NON CANDIDATE CARD V7.8									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	M---F--				4	\$1,100.00				
N 4	WRAL	10/20/16	10/24/16	WRAL Noon News	12-1p		:30				NM	4	\$3,200.00
				4Q NON CANDIDATE CARD V7.8									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	M---F--				4	\$800.00				
N 5	WRAL	10/21/16	10/24/16	WRAL 5p News	5-530p		:30				NM	4	\$7,200.00
				4Q NON CANDIDATE CARD V7.8									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	M---F--				4	\$1,800.00				
N 6	WRAL	10/22/16	10/22/16	On The Record 7p	7-730p		:30				NM	1	\$200.00
				4Q NON CANDIDATE CARD V7.8									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----1-				1	\$200.00				
N 7	WRAL	10/22/16	10/22/16	Andy Griffith Sat 730p	730-8p		:30				NM	0	\$0.00
				4Q NON CANDIDATE CARD V7.8									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----1-				1	\$200.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WRAL	10/17/16-10/23/16	Andy Griffith Sat 730p	730-8p	-----Sa--	:30		\$200.00		NM		
				See MG 12.4, 12.5									

(\* 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> 165964 /		<u>Alt Order #</u> 08328320
<u>Contract Dates</u> 10/20/16 - 10/24/16	<u>Product</u> NC FAMILY FIRST	<u>Estimate #</u>
<u>Advertiser</u> NC Families First		<u>Original Date / Revision</u> 07/19/16 / 10/19/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 8	WRAL	10/20/16	10/21/16	Inside Edition	7-730p		:30				NM	2	\$3,200.00
		4Q NON CANDIDATE CARD V7.8											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	---TF--				2	\$1,600.00				
N 9	WRAL	10/20/16	10/24/16	Entertainment Tonight	730-8p		:30				NM	3	\$4,200.00
		4Q NON CANDIDATE CARD V7.8											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	M--TF--				3	\$1,400.00				
D 10	WRAL	10/18/16	10/18/16	Voice Tuesday	8:00 PM-9:00 PM		:30				NM	0	\$0.00
		4Q NON CANDIDATE CARD V7.8											
N 11	WRAL	10/20/16	10/24/16	Tonight Show	11:35p-1237xm		:30				NM	3	\$1,200.00
		4Q NON CANDIDATE CARD V7.8											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	M--T---				3	\$400.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	4	WRAL	10/18/16-10/24/16	Tonight Show	11:35p-1237xm	M---Th-----	:30		\$400.00		NM		
	See MG 11.6												
	6	WRAL	10/24/16-10/24/16	Late Night Seth Meyers	1237-137xm	M-----	:30		\$400.00		NM		
	Ⓜ MG for 11.4 10/24												
N 12	WRAL	10/20/16	10/23/16	Late News	11-1135p		:30				NM	3	\$3,800.00
		4Q NON CANDIDATE CARD V7.8											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	---T--S				2	\$1,800.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	2	WRAL	10/17/16-10/23/16	Late News	11-1135p	----Th---Su	:30		\$1,800.00		NM		
	See MG 12.4, 12.5												
	4	WRAL	10/20/16-10/23/16	WRAL Noon News	12-1p	----ThF----	:30		\$1,000.00		NM		
	Ⓜ MG for 12.2, 7.1												
	5	WRAL	10/18/16-10/23/16	Tonight Show	11:35p-1237xm	-TuWThF----	:30		\$1,000.00		NM		
	Ⓜ MG for 12.2, 7.1												
N 13	WRAL	10/22/16	10/22/16	WRAL News 6a-8a	6a-8a		:30				NM	1	\$500.00
		4Q NON CANDIDATE CARD V7.8											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----1-				1	\$500.00				
N 14	WRAL	10/21/16	10/21/16	Tonight Show Friday	1205-107xm		:30				NM	1	\$400.00
		4Q NON CANDIDATE CARD V7.8											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	----F--				1	\$400.00				
N 15	WRAL	10/20/16	10/20/16	Thursday Hr 3	10-11p		:30				NM	1	\$6,000.00
		Q4 ISSUE CARD V9.19											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	---T---				1	\$6,000.00				
<b>Totals</b>								0.00				33	\$42,700.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/24/16	33	\$42,700.00	(\$6,405.00)	\$36,295.00
<b>Totals</b>	33	\$42,700.00	(\$6,405.00)	\$36,295.00

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<u>Contract / Revision</u>	<u>Alt Order #</u>
165964 /	08328320

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/20/16 - 10/24/16	NC FAMILY FIRST	

<u>Advertiser</u>	<u>Original Date / Revision</u>
NC Families First	07/19/16 / 10/19/16

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

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