

# ORDER



**Orders**  
**Order / Rev:** 4434933  
**Alt Order #:** 28391387  
**Product Desc:** TV SKED A  
**Estimate:** 13094  
**Flight Dates:** 10/22/24 - 10/28/24  
**Original Date / Rev:** 04/11/24 / 04/11/24  
**Order Type:** REG

**Syracuse WSYR**

**Primary AE:** Katz Political  
**Sales Office:** K-POL  
**Sales Region:** Nat

**Agency Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 3050 K Street, NW  
 Washington, DC 20007

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

**Advertiser Name:** POL/House Majority PAC  
**Demographic:** A18+  
**Product Codes:** PL6  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-ISS  
**Priority:** P5

**Order Brand:**  
**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:** IN14921  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/30/24	10/27/24	59	\$98,200.00	\$83,470.00
10/28/24	11/24/24	16	\$23,300.00	\$19,805.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2024	59	\$98,200.00	\$83,470.00	0.00
November 2024	16	\$23,300.00	\$19,805.00	0.00
<b>Totals</b>	<b>75</b>	<b>\$121,500.00</b>	<b>\$103,275.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Political			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
Syracuse WSYR	44%	\$121,500.00
Market	100%	\$276,136.36

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
ESYR	0%	\$0.00
UNKWN	56%	\$154,636.36
WCNY	0%	\$0.00
WIXT	0%	\$0.00
WNYS	0%	\$0.00
WSPX	0%	\$0.00
WSTM	0%	\$0.00
WSYT	0%	\$0.00
WTVH	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WSYR	10/22/24	10/28/24	News M-F 530-6a	CM	530-6a	MTWTF--	:30	3	\$1,500.00	P1	0.00	NM	3	\$4,500.00
				News M-F 530-6a											
The Morning News @ 530A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/24	10/28/24	MTWTF--			3		\$1,500.00		0.00				

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Syracuse WSYR

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WSYR	10/22/24	10/28/24	News M-F 6-7a News M-F 6-7a	CM	6a-7a	MTWTF--	:30	3	\$2,500.00	P1	0.00	NM	3	\$7,500.00
				The Morning News @ 6A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--					3	\$2,500.00		0.00			
N 3	WSYR	10/22/24	10/28/24	GMA M-F 7-9am GMA	CM	7a-9a	MTWTF--	:30	7	\$2,500.00	P1	0.00	NM	7	\$17,500.00
				Good Morning America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--					7	\$2,500.00		0.00			
N 4	WSYR	10/26/24	10/26/24	Sa 530a-6a Sa 530a-6a	CM	Sa 530a-6a	-----S-	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
				Newsmakers with Dan Cummings (R)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/21/24	10/27/24	-----S-					1	\$100.00		0.00			
N 5	WSYR	10/26/24	10/26/24	Sa 7a-8a NC9 Weekend Sa 7a-8a NC9 Weekend News	GM	Sa 7a-8a NC9 We	-----S-	:30	1	\$1,400.00	P1	0.00	NM	1	\$1,400.00
				NewsChannel 9 The Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/21/24	10/27/24	-----S-					1	\$1,400.00		0.00			
N 6	WSYR	10/27/24	10/27/24	Su 7a-8a NC9 Weekend Su 7a-8a NC9 Weekend News	GM	Su 7a-8a NC9 We	-----S	:30	1	\$1,400.00	P1	0.00	NM	1	\$1,400.00
				Newschannel 9 News At 7A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/21/24	10/27/24	-----S					1	\$1,400.00		0.00			
N 7	WSYR	10/27/24	10/27/24	GMA Su GMA Su	CM	8a-9a	-----S	:30	1	\$1,700.00	P1	0.00	NM	1	\$1,700.00
				Good Morning America Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/21/24	10/27/24	-----S					1	\$1,700.00		0.00			
N 8	WSYR	10/22/24	10/28/24	M-F 9-10 M-F 9a-10a	CM	9a-10a	MTWTF--	:30	3	\$300.00	P1	0.00	NM	3	\$900.00
				People Puzzler											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--					3	\$300.00		0.00			
N 9	WSYR	10/22/24	10/28/24	M-F 10-11a M-F 10a-11a	CM	10a-11a	MTWTF--	:30	5	\$200.00	P1	0.00	NM	5	\$1,000.00
				Bridge Street											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--					5	\$200.00		0.00			
N 10	WSYR	10/22/24	10/28/24	M-F NC9 News @ Noon M-F 12-1231p NC9 News @ N	CM	M-F 12p-1231p	MTWTF--	:30	3	\$2,000.00	P1	0.00	NM	3	\$6,000.00
				Newschannel 9 At Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--					3	\$2,000.00		0.00			
N 11	WSYR	10/22/24	10/28/24	M-F 1230-1p M-F 1231p-1p	CM	1231p-1p	MTWT---	:30	3	\$500.00	P1	0.00	NM	3	\$1,500.00
				Funny You Should Ask											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWT---					3	\$500.00		0.00			
N 12	WSYR	10/22/24	10/28/24	M-F 3-4p 3:00 PM-3:30 PM	CM	3:00 PM-3:30 PM (3:00 PM-3:30 PM)	MTWTF--	:30	3	\$350.00	P1	0.00	NM	3	\$1,050.00
				Funny You Should Ask											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--					3	\$350.00		0.00			
N 13	WSYR	10/22/24	10/28/24	M-F 3-4p 3:30 PM-4:00 PM	CM	3:30 PM-4:00 PM (3:30 PM-4:00 PM)	MTWTF--	:30	5	\$350.00	P1	0.00	NM	5	\$1,750.00
				Entertainment Tonight											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--					5	\$350.00		0.00			
N 14	WSYR	10/22/24	10/28/24		CM	430p-5p	MTWTF--	:30	3	\$1,800.00	P1	0.00	NM	3	\$5,400.00

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Advertiser: POL/House Majority PAC  
 Product Desc: TV SKED A  
 Estimate: 13094

Syracuse WSYR

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 430-5p M-F 430p-5p											
				Inside Edition											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--					3	\$1,800.00		0.00			
N 15	WSYR	10/22/24	10/28/24	M-F 4-430p First @ Fou M-F 4-430p First @ Four	CM	M-F 4p-430p	MTWTF--	:30	3	\$1,800.00	P1	0.00	NM	3	\$5,400.00
				Newschannel 9 @ 4P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--					3	\$1,800.00		0.00			
N 16	WSYR	10/22/24	10/28/24	M-F 5-530p NC9 News @M M-F 5-530p NC9 News at 5p	CM	5p-530p	MTWTF--	:30	4	\$3,500.00	P1	0.00	NM	4	\$14,000.00
				Newschannel 9 @ 5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--					4	\$3,500.00		0.00			
N 17	WSYR	10/22/24	10/28/24	M-F 530-6p NC9 News @M M-F 530p-6p NC9 at 530p	CM	530p-6p	MTWTF--	:30	5	\$3,700.00	P1	0.00	NM	5	\$18,500.00
				Newschannel 9 @ 530P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--					5	\$3,700.00		0.00			
N 18	WSYR	10/22/24	10/28/24	M-F 6-630p News News M-F 6p	CM	6p-630p	MTWTF--	:30	3	\$4,300.00	P1	0.00	NM	3	\$12,900.00
				Newschannel 9 @ 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--					3	\$4,300.00		0.00			
N 19	WSYR	10/27/24	10/27/24	News Su 6p NC9 News Su 6p	CM	6p-630p	-----S	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
				News Ch 9 Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/21/24	10/27/24	-----S					1	\$1,800.00		0.00			
N 20	WSYR	10/22/24	10/28/24	M-F 7-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$1,100.00	P1	0.00	NM	5	\$5,500.00
				Entertainment Tonight											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--					5	\$1,100.00		0.00			
N 21	WSYR	10/22/24	10/28/24	LN M-F LN M-F 11-1135p NC9 News	CM	LN M-F 11-1135p	MTWTF--	:30	4	\$1,400.00	P1	0.00	NM	4	\$5,600.00
				Newschannel 9 @ 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--					4	\$1,400.00		0.00			
N 22	WSYR	10/27/24	10/27/24	LN Su LN Su 11-1135p News	CM	LN Su 11-1135p	N-----S	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
				Newschannel 9 @ 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/21/24	10/27/24	-----S					1	\$1,800.00		0.00			
N 23	WSYR	10/22/24	10/28/24	Jimmy Kimmel Jimmy Kimmel	CM	Jimmy Kimmel	MTWTF--	:30	3	\$300.00	P1	0.00	NM	3	\$900.00
				Jimmy Kimmel Live-ABC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--					3	\$300.00		0.00			
N 24	WSYR	10/22/24	10/28/24	Nightline Nightline	CM	Nightline	MTWTF--	:30	2	\$200.00	P1	0.00	NM	2	\$400.00
				Nightline-ABC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--					2	\$200.00		0.00			
N 25	WSYR	10/22/24	10/22/24	Tue Prime Hour 3 Tues 10p-11p	CM	Tues 10p-11p	-T-----	:30	1	\$1,400.00	P1	0.00	NM	1	\$1,400.00
				The Good Doctor-ABC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/21/24	10/27/24	-T-----					1	\$1,400.00		0.00			
N 26	WSYR	10/24/24	10/24/24		CM	Thur 8p-9p	---T---	:30	1	\$1,600.00	P1	0.00	NM	1	\$1,600.00

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Advertiser: POL/House Majority PAC  
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Syracuse WSYR

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Thur Prime Hour 1											
				Thur 8p-9p											
9-1-1-ABC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/21/24	10/27/24	---T---		1				\$1,600.00		0.00			
													Totals	75	\$121,500.00

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Authorized Media Buyer, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

**Check one:**

Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.

Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED		
Station time requested by: House Majority PAC		
Agency name: Waterfront Strategies		
Address: 3050 K St, NW, Suite 100, Washington, D.C. 20007		
Contact: Laura Bassett	Phone number: 202-338-8700	Email: laura.bassett@gmmb.com
<b>Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):</b>		
Name: House Majority PAC		
Address: 1032 15th St NW, Suite 247, Washington, DC 20005		
Contact: Brian Wolff	Phone number: (202)853-9089	Email: bwolff@thehousemajoritypac.com
Station is authorized to announce the time as paid for by such person or entity.		
<b>List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):</b>		
Mike Smith - president Brian Wolff - Treasurer		
By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).		
<b>If ad refers to a federal candidate(s) or federal election, list ALL of the following:</b>		<input type="checkbox"/> N/A
Name(s) of every candidate referred to: Various/TBD		
Office(s) sought by such candidate(s) (no acronyms or abbreviations): Congress		
Date of election: 11/5/2024		
<b>Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:</b>		<input type="checkbox"/> N/A
TBD		

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor House Majority PAC	Station Representative
Signature: <i>Laura Bassett</i>	Signature: <i>Don Richman</i>
Name: Laura Bassett	Name: Don Richman
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: 4/11/24

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: \_\_\_\_\_

**Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).**

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

- Accepted
- Accepted IN PART (e.g., ad not received to determine content)\*
- Rejected – provide reason:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #: <i>4434933</i>	Station Call Letters: <i>WSVR</i>	Date Received/Requested: <i>4/11/24</i>
Est. #: <i>13094</i>	Station Location: <i>Syracuse</i>	Run Start and End Dates: <i>10/22 - 10/28/24</i>

**For national issue ads only (not required for state/local issue ads):**

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.