

**NBC <sup>of</sup> Right Now**  
**KNDU 23 KNDU 25**

**INQUIRY RECORD FOR POLITICAL TIME**  
**STATION KNDU -TV**  
**(TO BE PLACED IN PUBLIC INSPECTION FILE)**

Date: 3/29/2016  
Request made by: Pete Larson Phone: 541-571-0554  
For candidacy of: Friends of Umatilla County Fire District #1 (Committee name)

PRIMARY ELECTION yes GENERAL ELECTION \_\_\_\_\_

**POLITICAL PARTY:**

DEMOCRAT \_\_\_\_\_

REPUBLICAN \_\_\_\_\_

OTHER TSSU

Material Requested: Political Rate Card \_\_\_\_\_ Political Packet \_\_\_\_\_

Legally Qualified Candidate for the Office of \_\_\_\_\_

Time Requested: (May attach copies of faxed orders)

Length of Broadcast	Hour	Days	Class of Time	Times Per Week	Package or Rotation	Number of Weeks	Rates
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Date of First Broadcast: 4/11/2016 Date of Last Broadcast: TBA Total Charge \$ 1165.00

If not already on file, list chief executive officer(s) or members of the executive committee or board of directors of sponsoring organization (if other than candidate is making this inquiry).

Request Received By: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b> 3/29/2016
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I, Beta Larson

do hereby request station time concerning the following issue:

Dissolution of Hermiston Fire & EMS, dissolution of Saupefield Fire District, formation of Umatilla County Fire District #1 + establishing a new tax rate @ 1.75/1000

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attachment TBA					

**Total Charges:** \$ 1165.00

This broadcast time will be used by: See schedule

**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 office(s) being sought and the date(s) of the election(s) (if applicable):

[Empty box for candidate information]

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

[Empty box for payment source information]

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation;  a committee;  an association;  or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

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

I agree 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), I also agree 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**

3/29/2016      [Signature]      511-511-0554  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted                       Accepted in Part                       Rejected  
[Signature]                      Trade Smith                      RSM  
Signature                      Printed Name                      Title

# KHQ, Incorporated

P.O. Box 600, Spokane, WA 99210  
 Email: ARkhqinc@khq.com Fax: 509.448.3203



## ADVERTISER/AGENCY APPLICATION

Business Name (Complete Legal Name) <i>Friends of Umatilla County Fire District #1</i>		Other Business or Trade Name(s) Used:			
Business Address <i>1291 E. Newport</i>	City <i>Hermiston</i>	State <i>OR</i>	Zip Code <i>97838</i>	Phone:	Fax:
Billing Address <i>Same as above</i>	City	State	Zip Code	Email Address	
Brief Description of Industry: <i>Political Action Committee</i>	Date Firm Established: <i>9/18/2014</i>	Annual Sales: <i>N/A</i>	Federal Tax ID: <i>47-1844866</i>		

**CHECK TYPE OF BUSINESS ENTITY**

PROPRIETORSHIP (Give legal Name of Proprietor, Resident Address, Resident Telephone#, Social Security #)

PARTNERSHIP (Give the Full Name(s), Address (es), and Social Security #'s of all General and Non-Limited Partners)

CORPORATION (Give names, addresses, and telephone numbers of officers)

LIMITED LIABILITY COMPANY (List members and telephone numbers of management committee or sole manager if no committee)

Officer Name	Title	Home Address, City, State	Telephone	Social Security #
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____

Applicant is a (select one):  Advertising Agency  House Agency  Buying Service  Advertiser

If Advertising Agency or Buying Service, list three current clients: \_\_\_\_\_

Estimated Monthly Advertising Expenditure: \_\_\_\_\_

**MEDIA & TRADE REFERENCES (IF NO MEDIA REFERENCES AVAILABLE, MUST LIST AT LEAST TWO (2) TRADE REFERENCES)**

1.) Name: \_\_\_\_\_ Telephone #: \_\_\_\_\_  
 Address: \_\_\_\_\_ Fax #: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_ Contact: \_\_\_\_\_

2.) Name: \_\_\_\_\_ Telephone #: \_\_\_\_\_  
 Address: \_\_\_\_\_ Fax #: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_ Contact: \_\_\_\_\_

3.) Name: \_\_\_\_\_ Telephone #: \_\_\_\_\_  
 Address: \_\_\_\_\_ Fax #: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_ Contact: \_\_\_\_\_

**BANK REFERENCES**

Bank Name	Address:	Telephone	Account Type	Account No.
_____	_____	_____	_____	_____



Proposal ID: 16822  
 Schedule Date: 4/11/2016 - 5/1/2016  
 Advertiser: Friends For Umatilla County Fire Distric  
 Spot Length(s): :30

Acct. Exec: TRUDE SMITH  
 Phone #: 509-737-6701  
 Email: trude.smith@kndu.com  
 Web Site: www.kndu.com

"Our business is growing your business."

The parties to this advertising agreement affirm that nothing in this agreement, or any of the actions, benefits and obligations relating to it, discriminate in any way on the basis of race or ethnicity.

**Flight Dates: 4/11/2016-5/1/2016**

Program Time	Spot Length	RT-P25-54			D.RTG	RT-A21+		D.RTG	RT-M35-64	D.RTG	Wks	Rate Spots
		AP 11	AP 18	AP 25		D.RTG	D.RTG					
<b>KNDU</b>												
NBC Today Local	:30	6	5	5	1.7		1.6		1.7		3	\$20.00
CPP/CPM					\$11.76		\$12.50		\$11.76			16
Mo-Fr 5:00a-6:00a												
NBC Today Local	:30	3	3	3	3.3		3.2		3.5		3	\$55.00
CPP/CPM					\$16.67		\$17.19		\$15.71			9
Mo-Fr 6:00a-7:00a												
Today Show	:30	1	--	1	3.3		3.4		3.6		2	\$60.00
CPP/CPM					\$18.18		\$17.65		\$16.67			2
Mo-Fr 7:00a-9:00a												
NBC Right Now Lcl News at 5	:30	1	--	1	4.7		5.7		5.4		2	\$115.00
CPP/CPM					\$24.47		\$20.18		\$21.30			2
Mo-Fr 5:00p-5:30p												

**Total Cost: \$1,165.00**      Signature \_\_\_\_\_

**General Summary ( RT-P25-54 D.RTG )**

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach	Pop
KNDU	29	\$1,165.00	72.9	107	\$15.98	\$10.93	31.3	2.3	15.6	45,483	145,374

*Trude Smith  
 79665*



Schedule Date: 4/11/2016 - 5/1/2016  
 Spot Length(s): :30

Acct. Exec: CAMILLE KELLISON  
 Email: camille.kellison@kndu.com

"Our business is growing your business."

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**Flight Dates: 4/11/2016-5/1/2016**

Program Time	Spot Length	AP			RT-P25-54	RT-A21+	RT-M35-64	W k s	Rate Spots
		11	18	25	D.RTG RTG	D.RTG RTG	D.RTG RTG		
<b>KNDU</b>									
NBC Today Local	:30	5	5	5	1.5	1.4	1.6	3	\$20.00
CPP/CPM					\$13.33	\$14.29	\$12.50		15
Mo-Fr 5:00a-6:00a									
NBC Today Local	:30	3	3	3	3.2	3.1	3.5	3	\$55.00
CPP/CPM					\$17.19	\$17.74	\$15.71		9
Mo-Fr 6:00a-7:00a									
NBC Right Now Lcl News at 5	:30	1	--	1	4.5	5.7	5.1	2	\$115.00
CPP/CPM					\$25.56	\$20.18	\$22.55		2
Mo-Fr 5:00p-5:30p									
Production	:30	1	--	--	2.9	2.8	3.2	1	\$140.00
CPP/CPM					\$48.28	\$50.00	\$43.75		1
Mo-Su 6:00a-7:00a									
<b>KNDU Totals</b>		10	8	9					<b>\$1,165.00</b>
					<b>GRP/(000)</b>	63.2	63.1	68.9	
					<b>CPP/CPM:</b>	\$18.43	\$18.46	\$16.91	<b>Spts: 27</b>
					<b>Reach:</b>	27.8	30.4	31.2	
					<b>Frequency:</b>	2.3	2.1	2.2	

**Total Cost: \$1,165.00**      Signature \_\_\_\_\_



## Trude Smith

---

**From:** Reta Larson <larson6583@gmail.com>  
**Sent:** Tuesday, March 29, 2016 11:06 AM  
**To:** Trude Smith  
**Subject:** Re: revised proposal

That looks great.

Reta

On Mar 29, 2016 11:03 AM, "Trude Smith" <[trude.smith@nbcrightnow.com](mailto:trude.smith@nbcrightnow.com)> wrote:

Good morning Reta,

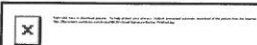
I have attached a revised schedule. I removed the production and added 3 spots. Please let me know if you approve of the revised proposal.

Thanks,

**Trude Smith**  
**Regional Account Manager**

3312 W Kennewick Ave

Kennewick WA 99336  
[trude.smith@nbcrightnow.com](mailto:trude.smith@nbcrightnow.com)  
[trude.smith@kndu.com](mailto:trude.smith@kndu.com)  
[trude.smith@kndo.com](mailto:trude.smith@kndo.com)  
O: [\(509\) 737-6701](tel:(509)737-6701)  
F: [\(509\) 737-6767](tel:(509)737-6767)  
Cell: [\(509\) 851-9999](tel:(509)851-9999)



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\*\*\*Our business is growing your business\*\*\*

# CONTRACT

**NBC *Right Now* KNDO**  
**KNDO 23 KNDO 25** 216 W. Yakima Ave  
 Yakima, WA 98902  
 (509)225-2300

www.kndo.com

And:

**POL/Friends of Umatilla County Fire District # 1**  
 1291 E. Newport  
 Hermiston, OR 97838

<u>Contract / Revision</u> 89665 /		<u>Alt Order #</u>
<u>Product</u> April 2016		
<u>Contract Dates</u> 04/11/16 - 05/01/16		<u>Estimate #</u> April 2016
<u>Advertiser</u> POL/Friends of Umatilla County Fire District ;		<u>Original Date / Revision</u> 03/29/16 / 03/29/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Station</u> KNDO_KND	<u>Account Executive</u> Trude Smith	<u>Sales Office</u> KNDO-KNDU N
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
		<u>Total Ratings</u> 72.90
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	U	04/11/16	05/01/16	NORTHWEST TODAY 5AM	5-6AM		:30				NM	16	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 04/11/16	04/17/16	MTWTF--				6	\$20.00	1.70			
		Week: 04/18/16	04/24/16	MTWTF--				5	\$20.00	1.70			
		Week: 04/25/16	05/01/16	MTWTF--				5	\$20.00	1.70			
N 2	U	04/11/16	05/01/16	NORTHWEST TODAY 6AM	6-7AM		:30				NM	9	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 04/11/16	04/17/16	MTWTF--				3	\$55.00	3.30			
		Week: 04/18/16	04/24/16	MTWTF--				3	\$55.00	3.30			
		Week: 04/25/16	05/01/16	MTWTF--				3	\$55.00	3.30			
N 3	U	04/11/16	05/01/16	TODAY SHOW	7-9AM		:30				NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 04/11/16	04/17/16	MTWTF--				1	\$60.00	3.30			
		Week: 04/18/16	04/24/16	-----				0	\$60.00	3.30			
		Week: 04/25/16	05/01/16	MTWTF--				1	\$60.00	3.30			
N 4	U	04/11/16	05/01/16	LOCAL NEWS @ 5PM	5-5:30PM		:30				NM	2	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 04/11/16	04/17/16	MTWTF--				1	\$115.00	4.70			
		Week: 04/18/16	04/24/16	-----				0	\$115.00	4.70			
		Week: 04/25/16	05/01/16	MTWTF--				1	\$115.00	4.70			
<b>Totals</b>											72.90	29	\$1,165.00

Time Period	# of Spots	Gross Amount	Net Amount
04/01/16 - 04/29/16	29	\$1,165.00	\$1,165.00
<b>Totals</b>	29	\$1,165.00	\$1,165.00

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

(\* 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. The parties to this advertising agreement affirm that nothing in this agreement, or any of the actions, benefits and obligations relating to it, discriminate in any way on the basis of race or ethnicity.