

Approved
10/6/2016

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WRAL-TV; Raleigh NC	Date: 10/6/2016
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I, M. De Fulmer - authorized individual
do hereby request station time concerning the following issue:

AFSCME	ANTI-Richard Burr
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As ordered See Attached			

This broadcast time will be used by: American Federation of State, County & Municipal Employees
"AFSCME"

**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):

~~Defunct~~ General Election on
SPOT refers to Richard Burr US Sen, NC 11/8/16

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

APOLM 1625 L Street NW Washington, DC 20036

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):

President - Lee Sanders
Sec / Treasurer - Laura Reyes

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

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.

10/4/16 TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

10/27/16 MRB 202-338-376
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted

☐ Accepted in Part

☐ Rejected

Marion Bell
Signature

Marion Bell
Printed Name

Sales Mktg
Title

Director
10/6/16

[Signature] 10/6/16

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

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

As ordered -
See Attached

Attach proposed schedule with charges (if available):

\$37,400 GROSS

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any, and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact persons be placed in that folder.

CONTRACT

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

<u>Contract / Revision</u> 168332 /		<u>Alt Order #</u> 08409250
<u>Product</u> AFSCME 10/7		
<u>Contract Dates</u> 10/07/16 - 10/13/16		<u>Estimate #</u> 5552
<u>Advertiser</u> AFSCME People		<u>Original Date / Revision</u> 10/04/16 / 10/05/16
<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> 121	<u>Product 1/2</u> 128
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Waterfront Strategies
1010 Wisconsin Avenue, NW
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRAL	10/07/16	10/13/16	Today Show III	10-11A		:30				NM	3	\$1,800.00
		Q4 ISSUE CARD V9.19											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/07/16	10/13/16	MTWTF--				3	\$600.00				
N 2	WRAL	10/07/16	10/13/16	WRAL Noon News	12-1P		:30				NM	2	\$1,600.00
		Q4 ISSUE CARD V9.19											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/07/16	10/13/16	MTWTF--				2	\$800.00				
N 3	WRAL	10/07/16	10/13/16	Dr. Phil	3-4p		:30				NM	2	\$1,400.00
		Q4 ISSUE CARD V9.19											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/07/16	10/13/16	MTWTF--				2	\$700.00				
N 4	WRAL	10/07/16	10/13/16	WRAL 5p News	5-530P		:30				NM	2	\$4,600.00
		Q4 ISSUE CARD V9.19											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/07/16	10/13/16	MTWTF--				2	\$2,300.00				
N 5	WRAL	10/07/16	10/13/16	Today Show	7-9a		:30				NM	2	\$3,400.00
		Q4 ISSUE CARD V9.19											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/07/16	10/13/16	MTWTF--				2	\$1,700.00				
N 6	WRAL	10/07/16	10/13/16	Today Show II	9a-10a		:30				NM	3	\$2,700.00
		Q4 ISSUE CARD V9.19											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/07/16	10/13/16	MTWTF--				3	\$900.00				
N 7	WRAL	10/07/16	10/13/16	Late News	11-1135p		:30				NM	2	\$4,400.00
		Q4 ISSUE CARD V9.19											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/07/16	10/13/16	MTWTF--				2	\$2,200.00				
N 8	WRAL	10/08/16	10/08/16	ACC Football	1230-330p		:30				NM	1	\$2,000.00
		Q4 ISSUE CARD V9.19											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

(* 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.



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<u>Contract / Revision</u>		<u>Alt Order #</u>
168332 /		08409250
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/07/16 - 10/13/16	AFSCME 10/7	5552
<u>Advertiser</u>		<u>Original Date / Revision</u>
AFSCME People		10/04/16 / 10/05/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	-----1-				1	\$2,000.00				
N 9	WRAL	10/08/16	10/08/16	Notre Dame Football	3:30 PM-6:30 PM		:30				NM	2	\$1,500.00
Q4 ISSUE CARD V9.19													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	-----1-				1	\$1,500.00				
<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	10/03/16-10/09/16		Notre Dame Football	3:30 PM-6:30 PM	-----Sa--	:30		\$1,500.00		NM		
See MG 9.2,9.3													
2	WRAL	10/10/16-10/13/16		Dr. Phil	3-4p	MTuWTh-----	:30		\$700.00		NM		
Ⓜ MG for 9.1 10/08													
3	WRAL	10/10/16-10/13/16		WRAL 4p News	4-5p	MTuWTh-----	:30		\$800.00		NM		
Ⓜ MG for 9.1 10/08													
N 10	WRAL	10/09/16	10/09/16	Meet The Press	10-11a		:30				NM	1	\$1,000.00
Q4 ISSUE CARD V9.19													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	-----1				1	\$1,000.00				
N 11	WRAL	10/13/16	10/13/16	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:		10/10/16	10/16/16	---1---				1	\$6,000.00				
N 12	WRAL	10/11/16	10/11/16	Tuesday Hr 3	10-11p		:30				NM	1	\$7,000.00
Q4 ISSUE CARD V9.19													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-1-----				1	\$7,000.00				
Totals								0.00				22	\$37,400.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/13/16	22	\$37,400.00	(\$5,610.00)	\$31,790.00
Totals	22	\$37,400.00	(\$5,610.00)	\$31,790.00

Signature: _____ **Date:** _____

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