

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

Screen Strategies Media-Fairfax  
11150 Fairfax Blvd  
Ste 505  
Fairfax, VA 22030

**Contract #** 1955602  
**Schedule Dates** 10/21/14-10/26/14  
**Advertiser** Hagan for Senate (3186)  
**Agency** Screen Strategies Media-Fairfax (15683)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** HAGAN FOR SENATE (198499)  
**Salesperson** HOUSE-GREENSBORO, WXLV/WMV (1030)  
**Sales Office** WXLV/WMV  
**Buyer Name** Bahng, Caroline  
**Phone/Fax** (703) 272-7300 /  
**CPE** 1307  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** Hagan for Senate Estimate 1307  
10/20/2014 TV

**Date Entered** 10/20/14  
**Last Modified** 10/20/14  
**Entered By** Lisa Carter  
**CO-OP** Yes  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$638.25  
**Net Total** \$3,616.75  
**Sales Tax**

**Greensboro (WXLV)**  
**By Broadcast Month**  
Oct. 2014  
**Spots** 21  
**Rate** \$4,255.00  
**Grand Total:** 21 \$4,255.00

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 (9)	10/21/14-10/24/14	3	:30	7A- ABC-Good Morning America			2	2	2	2			8	\$50.00	\$400.00	Greensboro (WXLV)	GMA	10/20/14
2.0	Normal Line / SPOT (21)	10/22/14-10/23/14	3	:30	10A- Queen Latifah				1	1				2	\$30.00	\$60.00	Greensboro (WXLV)	QUEEN LATIFAH	10/20/14
3.0	Normal Line / SPOT (28)	10/21/14-10/23/14	1	:30	12P- The Doctors			1	1	1				2	\$70.00	\$140.00	Greensboro (WXLV)	THE DOCTORS	10/20/14
4.0	Normal Line / SPOT (29)	10/23/14-10/24/14	1	:30	12:57- ABC-The Chew				1	1	1			2	\$65.00	\$130.00	Greensboro (WXLV)	THE CHEW	10/20/14
5.0	Normal Line / SPOT (30)	10/21/14-10/24/14	2	:30	10:58-25A- ABC-The View			1		1	1			2	\$160.00	\$320.00	Greensboro (WXLV)	THE VIEW	10/20/14
6.0	Normal Line / SPOT (36)	10/23/14-10/24/14	2	:30	2P- ABC-General Hospital					1	1			2	\$170.00	\$340.00	Greensboro (WXLV)	GH	10/20/14
7.0	Normal Line / Prime (41)	10/26/14-10/26/14	2	:30	9P- ABC-Resurrection (Sunday)								1	1	\$1,225.00	\$1,225.00	Greensboro (WXLV)	RESURRECTION	10/20/14
8.0	Normal Line / Prime (42)	10/26/14-10/26/14	2	:30	8P- ABC-Once Upon A Time (Sunday)								1	1	\$1,550.00	\$1,550.00	Greensboro (WXLV)	ONCE UPON A TIME	10/20/14
9.0	Normal Line / SPOT (7)	10/25/14-10/25/14	1	:30	8A- ABC-Good Morning American Saturday							1		1	\$90.00	\$90.00	Greensboro (WXLV)	GMA	10/20/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

*Media Bureau 10/23/14*

# Buy Detail Report

145500-1

Revision #: Date: 10/17/2014

Send Billing To: Screen Strategies Media

11150 Fairfax Blvd

Suite 505

Fairfax, VA 22030

Phone: 703-272-7300

Vendor: WXLV-TV

3500 Myer Lee Drive

Winston-Salem, NC 27101

Estimate: 1307

Description: Hagan for Senate 10/20-26/2014 TV Add #3

Flight Start Date: 10/20/2014 05:00 AM

Flight End Date: 10/26/2014 12:00 AM

Survey: Nov/13 DMA Nielsen Live+3

Buyer: Caroline Bahng

Phone: 336-722-4545

Fax: 336-723-8217

Affiliation: ABC

Client: Hagan for Senate  
Media: TV  
Product: General  
Market: Greensboro-Winston Salem  
Separation between spots: 15

Line No	Daypart Program	Daypart Code	STN Gross	Days	Tue	Wed	Thu	Fri	Sat	Sun	Total Spots
7	WXLV-TV Sa 8:00a-9:00a Good Morning Sat	EM	\$45.00	30					1	X	1
9	Sold Out: Lowest Rate to Clear per WXLV MTuWThF 7:00a-9:00a Good Morn America	EM	\$50.00	30	2	2	2	2			8
21	Sold Out: Lowest Rate to Clear per WXLV MTuWThF 10:00a-11:00a Queen Latifah	DT	\$30.00	30	1	1	1	1			2
28	Sold Out: Lowest Rate to Clear per WXLV MTuWThF 12:00p-1:00p The Doctors	DT	\$70.00	30	1	1	1	1			2
29	Sold Out: Lowest Rate to Clear per WXLV MTuWThF 1:00p-2:00p The Chew	DT	\$65.00	30	1	1	1	1			2
30	Sold Out: Lowest Rate to Clear per WXLV MTuWThF 11:00a-12:00p The View	DT	\$80.00	30	1	1	1	1			2
36	Sold Out: Lowest Rate to Clear per WXLV MTuWThF 2:00p-3:00p General Hospital	DT	\$115.00	30	1	1	1	1			2
41	Sold Out: Lowest Rate to Clear per WXLV Su 9:00p-10:00p Resurrection	PT	\$1,225.00	30					1	1	1
42	Sold Out: Lowest Rate to Clear per WXLV Su 8:00p-9:00p Once Upon a Time	PT	\$1,550.00	30					1	1	1

increase 315  
at 20775/mk

# Buy Detail Report

Revision #: Date: 10/17/2014

Client: Hagan for Senate  
Media: TV  
Product: General  
Market: Greensboro-Winston Salem

Estimate: 1307  
Description: Hagan for Senate 10/20-26/2014 TV Add #3  
Flight Start Date: 10/20/2014 05:00 AM  
Flight End Date: 10/26/2014 12:00 AM  
Survey: Nov13 DMA Nielsen Live+3  
Buyer: Caroline Bahng

Vendor: WXLV-TV  
3500 Myer Lee Drive  
Winston-Salem, NC 27101  
Phone: 336-722-4545  
Fax: 336-723-8217  
Affiliation: ABC

Send Billing To: Screen Strategies Media  
11150 Fairfax Blvd  
Suite 505  
Fairfax, VA 22030  
Phone: 703-272-7300

Line No	Daypart Program	Daypart Code	STN Gross	Days	Tue 10/21	Wed 10/22	Thu 10/23	Fri 10/24	Sat 10/25	Sun 10/26	Total Spots			
<div>WXLV-TV</div> <div>Sold Out Lowest Rate to Clear per WXLV</div>														
Total Cost				Total Spots:				4	3	6	5	1	2	21
\$3,940.00													21	

Signature: \_\_\_\_\_

Disclaimer:

# Buy Detail Report

Revision #: Date: 10/17/2014

Client: Hagan for Senate

Estimate: 1307

Vendor: WMNV-TV

Send Billing To: Screen Strategies Media

Media: TV

Description: Hagan for Senate 10/20-26/2014 TV Ad #3 3500 Myer Lee Drive

11150 Fairfax Blvd

Product: General

Flight Start Date: 10/20/2014 05:00 AM

Suite 505

Market: Greensboro-Winston Salem

Flight End Date: 10/26/2014 12:00 AM

Winston-Salem, NC 27101

Survey: Nov13 DMA Nielsen Live+3

Fairfax, VA 22030

Separation between spots: 15

Buyer: Caroline Bahng

Phone: 336-722-4545

Fax: 336-723-8217

Affiliation: MyNetwork

Line No	Daypart Program	Daypart Code	STN Gross	Days	Tue	Wed	Thu	Fri
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Total Spots

## WMNV-TV

16 MTUWTHF 11:00a-12:00p DT \$30.00 / 30 1' 1'

Maury Povich MTUWTHF 2:00p-3:00p DT \$45.00 / 30 1' 1'

Judge Faith Sold Out Lowest Rate to Clear per WMNV / 30 1' 1'

Mike & Molly MTUWTHF 12:00a-12:30a LF \$80.00 / 30 1' 1'

Sold Out Lowest Rate to Clear per WMNV / 30 1' 1'

House of Payne MTUWTHF 11:00p-11:30p LF \$80.00 / 30 1' 1'

Sold Out Lowest Rate to Clear per WMNV / 30 1' 1'

House of Payne MTUWTHF 11:30p-12:00a LF \$100.00 / 30 1' 1'

Sold Out Lowest Rate to Clear per WMNV / 30 1' 1'

House of Payne MTUWTHF 11:30p-12:00a LF \$100.00 / 30 1' 1'

Sold Out Lowest Rate to Clear per WMNV / 30 1' 1'

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House of Payne MTUWTHF 11:30p-12:00a LF \$100.00 / 30 1' 1'

Sold Out Lowest Rate to Clear per WMNV / 30 1' 1'

Disclaimer:

Signature:

**Lisa Carter**

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**From:** Caroline Bahng <Caroline@ScreenStrategies.com>  
**Sent:** Monday, October 20, 2014 10:46 AM  
**To:** Matthew Bowman WXLV  
**Cc:** Lisa Carter  
**Subject:** RE: Scanned image from MX-M363N

Hi Matt,

The rate changes for WXLV are fine.

Thanks!

-----Original Message-----

**From:** Matthew Bowman WXLV [mailto:mkbowman@sbgstv.com]  
**Sent:** Monday, October 20, 2014 10:31 AM  
**To:** Caroline Bahng  
**Cc:** Lisa Carter  
**Subject:** FW: Scanned image from MX-M363N  
**Importance:** High

WXLV has some rate/clearance concerns.

Let me know how you want to move forward. I need to get the adds for tomorrow done before 11a.

Thanks,  
Matt

-----Original Message-----

**From:** MX-M363N@ [mailto:sbgnet.com MX-M363N@sbgnet.com]  
**Sent:** Monday, October 20, 2014 11:05 AM  
**To:** Matthew Bowman WXLV  
**Subject:** Scanned image from MX-M363N

Reply to: [MX-M363N@sbgnet.com](mailto:MX-M363N@sbgnet.com) <[MX-M363N@sbgnet.com](mailto:MX-M363N@sbgnet.com)> Device Name: Studio bldg. Sinclair Broadcasting Device Model: MX-M363N  
Location: Winston Salem, NC

File Format: PDF MMR(G4)  
Resolution: 300dpi x 300dpi

Attached file is scanned image in PDF format.  
Use Acrobat(R)Reader(R) or Adobe(R)Reader(R) of Adobe Systems Incorporated to view the document.  
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<http://www.adobe.com/>

# Buy Detail Report

1455612

Revision #: Date: 10/17/2014

Client: Hagan for Senate  
Media: TV  
Product: General  
Market: Greensboro-Winston Salem

Estimate: 1307  
Description: Hagan for Senate 10/20-26/2014 TV Add #3  
Flight Start Date: 10/20/2014 05:00 AM  
Flight End Date: 10/26/2014 12:00 AM  
Survey: Nov13 DMA Nielsen Live+3  
Buyer: Caroline Bahng

Vendor: WXLV-TV  
3500 Myer Lee Drive  
Winston-Salem, NC 27101  
Send Billing To: Screen Strategies Media  
11150 Fairfax Blvd  
Suite 505  
Fairfax, VA 22030  
Phone: 703-272-7300

Phone: 336-722-4545  
Fax: 336-723-8217  
Affiliation: ABC

Line No	Daypart Program	Daypart Code	STN Gross	Days	Tue 10/21	Wed 10/22	Thu 10/23	Fri 10/24	Sat 10/25	Sun 10/26	Total Spots
<b>WXLV-TV</b>											
7	Sa 8:00a-9:00a Good Morning Sat	EM	\$45.00	30					1		1
	Sold Out: Lowest Rate to Clear per WXLV										
9	MTuWThF 7:00a-9:00a Good Morn America	EM	\$50.00	30		2	2	2	2		8
	Sold Out: Lowest Rate to Clear per WXLV										
21	MTuWThF 10:00a-11:00a Queen Latifah	DT	\$30.00	30			1	1			2
	Sold Out: Lowest Rate to Clear per WXLV										
28	MTuWThF 12:00p-1:00p The Doctors	DT	\$70.00	30		1		1			2
	Sold Out: Lowest Rate to Clear per WXLV										
29	MTuWThF 1:00p-2:00p The Chew	DT	\$65.00	30			1	1			2
	Sold Out: Lowest Rate to Clear per WXLV										
30	MTuWThF 11:00a-12:00p The View	DT	\$80.00	30		1		1			2
	Sold Out: Lowest Rate to Clear per WXLV										
36	MTuWThF 2:00p-3:00p General Hospital	DT	\$115.00	30			1	1			2
	Sold Out: Lowest Rate to Clear per WXLV										
41	Su 9:00p-10:00p Resurrection	PT	\$1,225.00	30						1	1
	Sold Out: Lowest Rate to Clear per WXLV										
42	Su 8:00p-9:00p Once Upon a Time	PT	\$1,550.00	30						1	1

# Buy Detail Report

Revision #: Date: 10/17/2014

Client: Hagan for Senate  
 Media: TV  
 Product: General  
 Market: Greensboro-Winston Salem  
 Separation between spots: 15  
 Estimate: 1307  
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 Flight Start Date: 10/20/2014 05:00 AM  
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 Buyer: Caroline Bahng  
 Vendor: WXLV-TV  
 3500 Myer Lee Drive  
 Winston-Salem, NC 27101  
 Send Billing To: Screen Strategies Media  
 11150 Fairfax Blvd  
 Suite 505  
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 Phone: 703-272-7300  
 Phone: 336-722-4545  
 Fax: 336-723-8217  
 Affiliation: ABC

Line No	Daypart Program	Daypart Code	STN Gross	Days	Tue 10/21	Wed 10/22	Thu 10/23	Fri 10/24	Sat 10/25	Sun 10/26	Total Spots
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WXLV-TV  
 Sold Out: Lowest Rate to Clear per WXLV

Total Cost: \$3,940.00

Total Spots: 4 3 6 5 1 2

21  
 21

Disclaimer:

Signature: \_\_\_\_\_

2/2/2014



## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

WXLV-TV

**Date:** 10/17/2014

I, Screen Strategies Media,

being/on behalf of: Kay Hagan,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the General

election to be held on: 11/4/2014

do hereby request station time as follows:

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

**Attach proposed schedule with charges (if available):** \$3,349.00

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

Hagan for U.S. Senate Inc

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Dwight Davidson

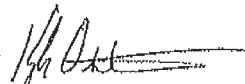
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

***To Be Signed By Candidate or Authorized Committee***

10/17/2014

**Date**



**Signature**

***To Be Signed By Station Representative***

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**



**Signature**

Matthew Bower

**Printed Name**

ASM

**Title**