

# CONTRACT



**WMC**  
 1960 Union Avenue  
 Memphis, TN 38104  
 (901) 726-0555

<u>Contract / Revision</u> 1377023 /		<u>Alt Order #</u> 07877612
<u>Product</u> AC WHARTON FOR MEMPHIS MAYOR 2914		
<u>Contract Dates</u> 09/28/15 - 10/04/15		<u>Estimate #</u> 2914
<u>Advertiser</u> POL/Wharton, AC/Mayor		<u>Original Date / Revision</u> 09/23/15 / 09/24/15
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WMC	<u>Account Executive</u> Jim Quinn	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> TV13041	<u>Advertiser Code</u> 477	<u>Product Code</u> 570
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Canal Partners Media**  
 Attention: Amy Mills  
 25 Whitlock Place SW, Suite 201  
 Marietta, GA 30064

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WMC	09/28/15	10/02/15	M-F Late News	M-F 10-1035p		:30				NM	3	\$1,725.00
		ACTION NEWS 5 AT 10PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/28/15	10/04/15	MTWTF--	3	\$575.00							
2	WMC	09/28/15	10/02/15	The Tonight Show	1035-1135p		:30				NM	2	\$600.00
		TONITE SHOW-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/28/15	10/04/15	MTWTF--	2	\$300.00							
3	WMC	09/28/15	10/02/15	Action News 5 @ 6a	6-7a		:30				NM	3	\$735.00
		ACTION NEWS-6AM<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/28/15	10/04/15	MTWTF--	3	\$245.00							
4	WMC	09/28/15	10/02/15	M-F Wheel of Fortune	M-F 630-7p		:30				NM	3	\$1,845.00
		WHEEL-FORTUNE<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/28/15	10/04/15	MTWTF--	3	\$615.00							
5	WMC	09/28/15	10/02/15	NBC Today Show	7-9a		:30				NM	1	\$195.00
		TODAY SHOW<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/28/15	10/04/15	MTWTF--	1	\$195.00							
6	WMC	09/28/15	10/02/15	Today Show II	9-10a		:30				NM	2	\$230.00
		TODAY SHOW2-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/28/15	10/04/15	MTWTF--	2	\$115.00							
7	WMC	09/28/15	09/28/15	The Voice	MON 7-9p		:30				NM	1	\$2,700.00
		VOICE-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/28/15	10/04/15	1-----	1	\$2,700.00							
8	WMC	10/04/15	10/04/15	Action News Sunday @ 8a	SUN 8-9a		:30				NM	1	\$115.00
		ACTION5-TODAY											

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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		<u>Estimate #</u> 2914
<u>Advertiser</u> POL/Wharton, AC/Mayor		<u>Original Date / Revision</u> 09/23/15 / 09/24/15

*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:		09/28/15	10/04/15	-----1				1	\$115.00				
9	WMC	09/30/15	09/30/15	Law & Order: SVU	WED 8-9p		:30				NM	1	\$1,425.00
LAW & ORDER													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	--1----				1	\$1,425.00				
10	WMC	09/28/15	10/02/15	Action News 5 @ 4p	4-5p		:30				NM	1	\$105.00
ACTION NEWS5@4PM<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	MTWTF--				1	\$105.00				
11	WMC	09/28/15	10/02/15	M-F Action News 5 @ 5p	M-F 5-530p		:30				NM	2	\$650.00
ACTION NEWS-5PM<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	MTWTF--				2	\$325.00				
N 12	WMC	09/28/15	10/02/15	M-F Action News 5 @ 6p	M-F 6-630p		:30				NM	3	\$1,290.00
ACTION NEWS-6PM<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	MTWTF--				3	\$430.00				
13	WMC	09/28/15	10/02/15	Action News 5 @ 5a	5-6a		:30				NM	1	\$115.00
NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	MTWTF--				1	\$115.00				
N 14	WMC	10/02/15	10/02/15	Dateline	FRI 8-10p		:30				NM	1	\$450.00
DATELINE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	----1--				1	\$450.00				
15	WMC	09/29/15	09/29/15	The Voice	TUE 8-10p		:30				NM	1	\$2,250.00
THE VOICE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	-1-----				1	\$2,250.00				
16	WMC	09/28/15	10/02/15	M-F Late News	M-F 10-1035p		:30				NM	1	\$575.00
ACTION NEWS 5 AT 10PM - LUR REBATE MAKEGOOD FOR AUG15													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	MTWTF--				1	\$575.00				
17	WMC	09/28/15	10/02/15	NBC Today Show	7-9a		:30				NM	2	\$390.00
TODAY SHOW< - LUR REBATE MAKEGOOD FOR AUG15													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	MTWTF--				2	\$195.00				
18	WMC	09/28/15	10/02/15	M-F Action News 5 @ 5p	M-F 5-530p		:30				NM	1	\$325.00
NEWS - LUR REBATE MAKEGOOD FOR AUG15													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	MTWTF--				1	\$325.00				
N 19	WMC	09/28/15	10/02/15	M-F Action News 5 @ 6p	M-F 6-630p		:30				NM	1	\$430.00
NEWS - LUR REBATE MAKEGOOD FOR AUG15													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	MTWTF--				1	\$430.00				
<b>Totals</b>											<b>31</b>	<b>\$16,150.00</b>	

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<u>Contract / Revision</u> 1377023 /	<u>Alt Order #</u> 07877612
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<u>Contract Dates</u> 09/28/15 - 10/04/15	<u>Product</u> AC WHARTON FOR ME	<u>Estimate #</u> 2914
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<u>Advertiser</u> POL/Wharton, AC/Mayor	<u>Original Date / Revision</u> 09/23/15 / 09/24/15
--------------------------------------------	--------------------------------------------------------

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/28/15 - 10/04/15	31	\$16,150.00	(\$2,422.50)	\$13,727.50
<b>Totals</b>	<b>31</b>	<b>\$16,150.00</b>	<b>(\$2,422.50)</b>	<b>\$13,727.50</b>

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

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REP HEADLINE# 7877612 TRF# 1377023 REP: TEL# 610-293-4100 FAX# 610-225-7233  
 \$\$\$ MOD# 0: UNAPPROVED REV #3 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM STATION SEP24/15 11.40  
 \*\*RECAP\*\* \*\*\* WMC-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/A WHARTON/D/MYR/TN REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME CANAL PARTNERS MEDIA BUYER NAME AMY MILLS

25 WHITLOCK PLACE, SW SALES PRSN PH- JIM QUINN  
 MARIETTA, GA 30064

ORDER # \_\_\_\_\_ CONTRACT # 7877612 CLASS: NATL. LOCAL REGIONAL  
 PRDCT AC WHARTON FOR MAYOR EST#2914 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP28/15 OCT4/15 WK-1  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP24/15 11.40

REP: NTE CHANGE TO LINE 20. MOVED THE SPOT FROM 530-6P TO 6-630P. THE TUR  
 VALUE CHANGES TO \$430. THE OVERALL TOTAL ON YOUR END SHOULD BE \$16150.

STA: 9/19/15  
 SEE M1-M2 TP AND PROGRAM CHANGES ONLY.  
 SPOTS PREBOOKED.

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ALL INVOICES ARE TO BE SENT TO:  
 25 WHITLOCK PLACE, SW  
 SUITE 201  
 MARIETTA, GA 30064

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			1000P-1035P	30	4	\$575.00	9/28	10/2	3		M-F	3
AGENCY ADVERTISER CODE = 477 AGENCY EST# = 2914 AGENCY PRODUCT CODE = 570												
PROGRAM : ACTION NEWS 5 AT 10PM ORD COM1 : REVISED RATE. ADD 1X CON COM1 : ACTION NEWS 5 AT 10PM												

9/24/15

REP HEADLINE# 7877612 TRF# 1377023  
 \$\$\$ MOD# 0 : UNAPPROVED REV #3 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-7233  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM STATION SEP24/15 11.40  
 \*\*RECAP\*\* \*\*\* WMC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
②	2		1035P-1135P	30	4	\$300.00	9/28	10/2	2		M-F	2
PROGRAM : TONITE SHW-NBC< ORD COM1 : RATE REDUCED TO \$300 LDR CON COM1 : TONITE SHW-NBC<												
③	3		600A-700A	30	4	\$245.00	9/28	10/2	3		M-F	3
PROGRAM : ACTION NWS-6AM< ORD COM1 : REVISED RATE. ADD 1X CON COM1 : ACTION NWS-6AM<												
④	4		630P-700P	30	4	\$615.00	9/28	10/2	3		M-F	3
PROGRAM : WHEEL-FORTNE< ORD COM1 : REVISED RATE CON COM1 : WHEEL-FORTNE<												
⑤	5		700A-900A	30	4	\$195.00	9/28	10/2	1		M-F	1
PROGRAM : TODAY SHW< ORD COM1 : REVISED RATE CON COM1 : TODAY SHW<												
⑥	6		900A-1000A	30	4	\$115.00	9/28	10/2	2		M-F	2
PROGRAM : TODAY SHW2-NBC< ORD COM1 : REVISED RATE. ADD 1X CON COM1 : TODAY SHW2-NBC<												
⑦	7		700P-900P	30	3	\$2,700.00	9/28	9/28	1		MON	1
PROGRAM : VOICE-NBC CON COM1 : VOICE-NBC												
⑧	8		800A-900A	30	4	\$115.00	10/4	10/4	1		SUN	1
PROGRAM : ACTIONS-TODAY ORD COM1 : REVISED RATE CON COM1 : ACTIONS-TODAY												
9	9		900P-1000P	30		\$2,250.00	9/29	9/29	0		TUE	0
PROGRAM : CHICAGO FIRE ORD COM1 : SPOT NA CON COM1 : CHICAGO FIRE												

REP HEADLINE# 7877612 TRF# 1377023  
 \$\$\$ MOD# 0 : UNAPPROVED REV #3 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-7233  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM STATION SEP24/15 11.40  
 \*\*\*RECAP\*\*\* \*\* WMC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
9			800P-900P	30	3	\$1,425.00	9/30	9/30	1		WED	1
	PROGRAM : LAW & ORDER CON COM1 : LAW & ORDER											
10			400P-500P	30	4	\$105.00	9/28	10/2	1		M-F	1
	PROGRAM : ACTN NWS@4PM< ORD COM1 : REVISED RATE CON COM1 : ACTN NWS@4PM<											
11			500P-530P	30	4	\$325.00	9/28	10/2	2		M-F	2
	PROGRAM : ACTION NWS-5PM< ORD COM1 : REVISED RATE CON COM1 : ACTION NWS-5PM<											
12			600P-630P	30	4	\$430.00	9/28	10/2	3		M-F	3
	PROGRAM : ACTION NWS-6PM< ORD COM1 : REVISED RATE. 1X ADDED CON COM1 : ACTION NWS-6PM<											
13			900P-1000P	30		\$450.00	10/2	10/2	0		FRI	0
	PROGRAM : DATELINE ORD COM1 : ADD TO SKED CON COM1 : DATELINE											
14			500A-600A	30	4	\$115.00	9/28	10/2	1		M-F	1
	PROGRAM : NEWS ORD COM1 : ADD TO SKED CON COM1 : NEWS											
15			500A-600A	30	4	\$115.00	9/28	10/2	1		M-F	1
	PROGRAM : DATELINE ORD COM1 : ADD TO SKED CON COM1 : DATELINE											

THIS IS A MAKE-GOOD FOR SEP28 ON LINE-13 FOR 3 SPOTS/WK

PROGRAM : BUYER WANTED TO STAY IN 6PM. REVISED RATE TO \$430 LUR. BUY OK ADDING

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

(14) 22 800P-1000P 30 4 \$450.00 10/2 10/2 1 FRI 1

PROGRAM : DATELINE  
 ORD COM1 : TP CHANGE ONLY.  
 ORD COM2 : SPOT PREBOOKED IN CORRECT PROGRAMMING.  
 THIS IS A MAKE-GOOD FOR OCT2 ON LINE-15 FOR 1 SPOT/WK

(15) 16 800P-1000P 30 3 \$2,250.00 9/29 9/29 1 TUE 1

PROGRAM : THE VOICE  
 ORD COM1 : ADD TO SKED  
 CON COM1 : THE VOICE

(16) 17 1000P-1035P 30 4 \$1,000.00 9/28 10/2 1 M-F 1

PROGRAM : ACTION NEWS 5 AT 10PM  
 ORD COM1 : ADD OF LUR REBATE MG SCHEDULE FOR AUGUST  
 CON COM1 : LUR VALUE = \$575

(17) 18 700A-900A 30 4 \$1,000.00 9/28 10/2 2 M-F 2

PROGRAM : TODAY SHW<  
 ORD COM1 : ADD OF LUR REBATE MG SCHEDULE FOR AUGUST  
 CON COM1 : LUR VALUE = \$195

(18) 19 500P-530P 30 4 \$1,000.00 9/28 10/2 1 M-F 1

PROGRAM : NEWS  
 ORD COM1 : ADD OF LUR REBATE MG SCHEDULE FOR AUGUST  
 CON COM1 : LUR VALUE = \$325

(19) 20 TZ 600P-630P 30 3 \$1,000.00 9/28 10/2 1 M-F 1

PROGRAM : NEWS  
 ORD COM1 : SPOT MOVED TO 6P NEWS PER BUYER. RATE ADJUSTED TO LUR \$430  
 CON COM1 : LUR VALUE = \$430

OCT/15 14430.00 CONTRACT TOTAL 14430.00  
 TOTAL SPOTS 31

MARKET TOTALS \$40,616 WMC 30% WHBQ 17% WREG 39% WATN 8% WINT 6% WPXX 0%  
 SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

## 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**

<b>Station and Location:</b> WMC - TV Memphis, TN	<b>Date:</b> 08/07/2015
------------------------------------------------------	----------------------------

I, Gail Philipson,

being/on behalf of: Wharton, AC, Jr., a legally  
 qualified candidate of the Non-Partisan political

party for the office of: Mayor of Memphis, TN

in the General

election to be held on: 10/08/2015

do hereby request station time as follows:

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

**SEE ATTACHED**

Date of First Broadcast: 09/28/2015

Date of Last Broadcast: 10/04/2015

**Total Charges:** \$\*\*\*\*\*10,357.25 NET



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

Friends of AC Wharton

---

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:

Ruby Wharton, Treasurer

---

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***

08/07/2015

Date



Signature

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

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title

