

**CONTRACT**

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

And:

**Caissa Public Strategy**  
**Attention: Gene Bryan**  
**5050 Poplar Avenue**  
**Suite 920**  
**Memphis, TN 38157**

<u>Contract / Revision</u> 1370866 /		<u>Alt Order #</u>
<u>Product</u> MEMPHIS CITY COUNCIL DISTRICT 9-2		
<u>Contract Dates</u> 09/10/15 - 10/07/15		<u>Estimate #</u>
<u>Advertiser</u> POL/Spinosa, Philip/Memphis City Council		<u>Original Date / Revision</u> 09/03/15 / 09/03/15
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WMC	<u>Account Executive</u> House House	<u>Sales Office</u> WMC-Memphis
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Adults 35+		
<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	WMC	09/10/15	09/10/15	Action News 5 @ 6a	6-7a		:30				NM	1	\$245.00
				6AM									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/07/15	09/13/15	---T---				1	\$245.00				
N 2	WMC	09/10/15	09/10/15	Action News 5 @ 12p	12-1230p		:30				NM	1	\$115.00
				MID									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/07/15	09/13/15	---T---				1	\$115.00				
N 3	WMC	09/10/15	09/10/15	M-F Action News 5 @ 5p	M-F 5-530p		:30				NM	1	\$325.00
				NEWS AT 5									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/07/15	09/13/15	---T---				1	\$325.00				
N 4	WMC	09/10/15	09/10/15	M-F Action News 5 @ 6p	M-F 6-630p		:30				NM	1	\$645.00
				NEWS 6									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/07/15	09/13/15	---T---				1	\$645.00				
N 5	WMC	09/15/15	10/01/15	Action News 5 @ 6a	6-7a		:30				NM	9	\$2,205.00
				6AM									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/14/15	09/20/15	-TWT---				3	\$245.00				
		Week: 09/21/15	09/27/15	-TWT---				3	\$245.00				
		Week: 09/28/15	10/04/15	-TWT---				3	\$245.00				
N 6	WMC	09/14/15	10/01/15	Action News 5 @ 12p	12-1230p		:30				NM	12	\$1,380.00
				MID									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/14/15	09/20/15	MTWT---				4	\$115.00				
		Week: 09/21/15	09/27/15	MTWT---				4	\$115.00				
		Week: 09/28/15	10/04/15	MTWT---				4	\$115.00				
N 7	WMC	09/14/15	10/01/15	M-F Action News 5 @ 5p	M-F 5-530p		:30				NM	9	\$2,925.00
				NEWS AT 5									

(\* 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.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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

<u>Contract / Revision</u>	<u>Alt Order #</u>
1370866 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/10/15 - 10/07/15	MEMPHIS CITY COUN	

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Spinoso, Philip/Mem	09/03/15 / 09/03/15

*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: 09/14/15 09/20/15 M-WT--- 3 \$325.00 Week: 09/21/15 09/27/15 M-WT--- 3 \$325.00 Week: 09/28/15 10/04/15 M-WT--- 3 \$325.00													
N 8	WMC	09/15/15	10/01/15	M-F Action News 5 @ 6p	M-F 6-630p		:30				NM	6	\$3,870.00
NEWS 6 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/14/15 09/20/15 -T-T--- 2 \$645.00 Week: 09/21/15 09/27/15 -T-T--- 2 \$645.00 Week: 09/28/15 10/04/15 -T-T--- 2 \$645.00													
N 9	WMC	09/15/15	10/01/15	M-F Late News	M-F 10-1035p		:30				NM	9	\$6,300.00
NIGHT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/14/15 09/20/15 -TWT--- 3 \$700.00 Week: 09/21/15 09/27/15 -TWT--- 3 \$700.00 Week: 09/28/15 10/04/15 -TWT--- 3 \$700.00													
N 10	WMC	10/06/15	10/07/15	Action News 5 @ 6a	6-7a		:30				NM	2	\$490.00
6AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/05/15 10/11/15 --TW---- 2 \$245.00													
N 11	WMC	10/05/15	10/07/15	Action News 5 @ 12p	12-1230p		:30				NM	3	\$345.00
MID <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/05/15 10/11/15 MTW---- 3 \$115.00													
N 12	WMC	10/05/15	10/07/15	M-F Action News 5 @ 5p	M-F 5-530p		:30				NM	2	\$650.00
NEWS AT 5 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/05/15 10/11/15 M-W---- 2 \$325.00													
N 13	WMC	10/06/15	10/06/15	M-F Action News 5 @ 6p	M-F 6-630p		:30				NM	1	\$645.00
NEWS 6 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/05/15 10/11/15 -T----- 1 \$645.00													
N 14	WMC	10/06/15	10/07/15	M-F Late News	M-F 10-1035p		:30				NM	2	\$1,400.00
NIGHT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/05/15 10/11/15 --TW---- 2 \$700.00													
<b>Totals</b>												<b>59</b>	<b>\$21,540.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/31/15 -09/27/15	34	\$12,450.00	(\$1,867.50)	\$10,582.50
09/28/15 -10/07/15	25	\$9,090.00	(\$1,363.50)	\$7,726.50
<b>Totals</b>	<b>59</b>	<b>\$21,540.00</b>	<b>(\$3,231.00)</b>	<b>\$18,309.00</b>

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

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1370866

[illegible]

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③  
③

Gam	245		1	1			2	2	\$490.00	
Zam	235						0		\$0.00	
MID	115	1	1	1			3	3	\$345.00	
News at 5	325	1			1		2	<del>3</del> 2	<del>\$975.00</del>	650
News 6	645		1				1	1	\$645.00	
Night	700		1		1		2	2	\$1,400.00	
							10		\$3,855.00	*3530
									\$21,920.00	

21540

## 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: <u>WMC-TV</u>	Date: <u>9/2/2015</u>
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I, Gene Bryan

being/on behalf of: Philip SPINOSA

a legally qualified candidate of the ~~Memphis City Council~~ 9-2 N/A

political party for the office of: Memphis City Council

in the Memphis General Election

election to be held on: October 8, 2015

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):

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

Friends of SPINOZA

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:

DAVID KOSTOFF


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**

9/2/2015

Date \_\_\_\_\_

  
Signature

Signature

*To Be Signed By Station Representative*

□ Accepted

☐ Accepted in Part

☐ Rejected

**Signature**

Printed Name

# THE



## Political Inquiry Form

To: Station Political File  
cc: Station Political Specialist  
TeleRep Political File  
TeleRep Office File

Date:

Account Executive: \_\_\_\_\_ Office: Memphis City Council  
Name of Candidate/ Issue: Philip SPINOSA  
Political Affiliation: N/A  
Election Date: 10/8/2015 Type of Election: General  
City, Station Municipality: WMC-TV 1960 Union Ave Memphis, Tennessee 38104  
Office Sought:  
Issue Topic:

Inquiry Made By: Gene Bryan  
Agency / Organization: CAISSA Public Strategy  
Address: 5050 Poplar Suite 920  
Memphis, TN 38157  
Telephone: 901-486-9679 Fax:

Sponsoring Group / Committee: Friends of SPINOSA  
Address: 5050 Poplar Avenue  
Memphis TN 38157  
Telephone: 901-486-9679 Fax:

Committee Members... Chairperson:

Treasurer: David Kustoff Other: \_\_\_\_\_  
Commercial Length: :30 \*\* :60 Other: \_\_\_\_\_

Programs / Dayparts Requested:  
All

Station Offer: \_\_\_\_\_

Station Political Disclosure Statement:

Submitted to: \_\_\_\_\_ Date: \_\_\_\_\_

Received by: \_\_\_\_\_



## ACKNOWLEDGEMENT

Advertiser has been advised that a variety of classes of time (preemptible and non-preemptible) and package options are available to advertisers at a variety of rates, and the purchaser has been furnished with all requested information concerning classes, rates, discounts, preemptibility, clearance package plans, and opportunities for negotiation.

WMC-TV Acknowledgement of disclosure to candidate

Philip Spivosa

Printed Name of Candidate

Memphis City Council District 9-2

Printed Title for Office Candidate is seeking

In Person

How disclosure made available to Candidate  
(fax, mail, in person, e-mail, etc.)

901-652-0138

Phone Number of Candidate

N/A

Fax Number of Candidate

9/3/2015

Date