



125 West 55th St  
New York, NY 10019

**Contract #** 27884105      **Changes as of:** 8/22/2022 at 11:26 AM      **Version:** Highlighting Makegood 1      **Status:** Accepted  
**CPE:** 1326/1371/11341      **Flight:** 8/23/22 - 8/29/22      **Station:** WYTV      **Con Type:** POLITICAL/VOTE  
**Agency:** Sena Kozar Strategies      **Advertiser:** Friends of Whaley - Stephens      **Market:** Youngstown-Warren      **Total \$:** \$2,995.00  
  
1322 G St, SE      **Product:** Candidate      **Office:** WASHINGTON      **Total Spots:** 54  
Washington, DC 20003      **Agency Order #:** 11933596      **Service:** Nielsen      **Total CPP:** \$0.00  
  
**Buyer:** Certo, Michele      **Primary Demo:** Adults 35+      **Total GRP:**  
**Salesperson:** SHANNAN YALLOF      **Assistant:** SHANNAN YALLOF      **Traffic #:** 3663877  
212-373-8131      212-373-8131  
  
**Separation:**  
**Comments:** Separation: 30;PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	A35P Rating	Len	8/23 - 8/29							Total Spots	Total \$	CPP*	GRP*
							8/23	8/24	8/25	8/26	8/27	8/28	8/29				
BON 16	M-F 4p-5p		KELLY CLARKSON 3	\$25.00	0.0	15	0	0	0	2	0	0	0	2	\$50.00	\$0.00	0.0
[BOOKENDS]																	
BON 17	M-F 5p-5:30p		BET YOUR LIFE 2	\$37.50	0.0	15	0	0	2	0	0	0	0	2	\$75.00	\$0.00	0.0
[BOOKENDS]																	
TOTALS:							10	8	10	12	6	2	6	54	\$2,995.00	\$0.00	0.0

Makegood Comments			
Date/Time	Action	Added by	Comment
08/22/22 11:29 AM	Accepted	SHANNAN YALLOF	moved from est.11294
08/22/22 11:26 AM	Sent To Rep	Jim Dreistadt	8/22/22 SEE LINES 16 AND 17 AS MAKGOODS FOR NA SPOTS FROM 27879957



125 West 55th St  
New York, NY 10019

Contract # 27884105 Changes as of: 8/22/2022 at 10:01 AM Version: Current State Version 2  
CPE: 1326/1371/11341 Flight: 8/23/22 - 8/29/22 Station: WYTV Con Type: POLITICAL/VOTE  
Agency: Sena Kozar Strategies Advertiser: Friends of Whaley - Stephens Market: Youngstown-Warren Total \$: \$2,870.00  
1322 G St, SE Product: Candidate Office: WASHINGTON  
Washington, DC 20003 Agency Order #: 11933596 Service: Nielsen Total Spots: 50  
Buyer: Certo, Michele Primary Demo: Adults 35+ Total CPP: \$0.00  
Salesperson: SHANNAN YALLOF Assistant: SHANNAN YALLOF Total GRP:  
212-373-8131  
Separation: 30;PopulationBuyType: CPP  
Comments: Separation: 30;PopulationBuyType: CPP

3463877 ✓

Est 11341

#	Day/Time	DP	Program	Rate	A35P Rating	Len	8/23 - 8/29							Total Spots	Total \$	CPP*	GRP*
							8/23	8/24	8/25	8/26	8/27	8/28	8/29				
1	Tu-F,M 6:30a-7a		Daybreak 6AM	175 \$87.50	0	15	2	0	0	2	0	0	2	6	\$525.00	\$0.00	0.0
[BOOKENDS] Changes: Len from 15 to 15B																	
2	Tu-F,M 7a-8a		Good Morning America	175 \$87.50	0	15	0	0	2	0	0	0	0	2	\$175.00	\$0.00	0.0
[BOOKENDS] Changes: Len from 15 to 15B																	
3	Sa 9a-10a		Good Morning America Saturday	125 \$62.50	0	15	0	0	0	0	2	0	0	2	\$125.00	\$0.00	0.0
[BOOKENDS] Changes: Len from 15 to 15B																	
REV-4	Su 9a-10a		This Week	125 \$62.50	0	15	0	0	0	0	0	2	0	0	\$0.00	\$0.00	0.0
[BOOKENDS] Changes: Len from 15 to 15B																	
5	Tu-F,M 9a-10a		Rachael Ray	50 \$25.00	0	15	2	2	0	2	0	0	2	8	\$200.00	\$0.00	0.0
[BOOKENDS] Changes: Len from 15 to 15B																	
REV+ 6	Tu-F,M 10a-11a		Drew Barrymore	50 \$25.00	0	15	0	2	0	2	0	0	0	4	\$100.00	\$0.00	0.0
[BOOKENDS] Changes: Len from 15 to 15B																	
7	Tu-F,M 11a-12n		The View	75 \$37.50	0	15	0	0	2	2	0	0	2	6	\$225.00	\$0.00	0.0
[BOOKENDS] Changes: Len from 15 to 15B																	
8	Tu-F,M 1p-2p		GMA3: What You Need To Know	50 \$25.00	0	15	2	0	0	0	0	0	0	2	\$50.00	\$0.00	0.0
[BOOKENDS] Changes: Len from 15 to 15B																	
9	Tu-F,M 2p-3p		General Hospital	75 \$37.50	0	15	0	2	0	2	0	0	0	4	\$150.00	\$0.00	0.0
[BOOKENDS] Changes: Len from 15 to 15B																	
REV+ 10	Tu-F,M 5:30p-6p		Jeopardy	75 \$37.50	0	15	0	2	0	2	0	0	0	4	\$150.00	\$0.00	0.0
[BOOKENDS] Changes: Len from 15 to 15B																	
11	Tu-F,M 6p-6:30p		33 News at 6PM	300 \$150.00	0	15	0	2	0	0	0	0	0	2	\$300.00	\$0.00	0.0
[BOOKENDS] Changes: Len from 15 to 15B																	



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<b>Contract #</b> 27884105	<b>Changes as of:</b> 8/22/2022 at 10:01 AM	<b>Version:</b> Current State Version 2
<b>CPE:</b> 1326/1371/11341	<b>Flight:</b> 8/23/22 - 8/29/22	<b>Station:</b> WYTV
<b>Agency:</b> Sena Kozar Strategies	<b>Advertiser:</b> Friends of Whaley - Stephens	<b>Market:</b> Youngstown-Warren
<b>Product:</b> Candidate	<b>Office:</b> WASHINGTON	<b>Con Type:</b> POLITICAL/VOTE
<b>Agency Order #:</b> 11933596	<b>Service:</b> Nielsen	<b>Total \$:</b> \$2,870.00
<b>Buyer:</b> Certo, Michele	<b>Primary Demo:</b> Adults 35+	<b>Total Spots:</b> 50
<b>Salesperson:</b> SHANNAN YALLOF	<b>Assistant:</b> SHANNAN YALLOF	<b>Total CPP:</b> \$0.00
<b>Separation:</b>		<b>Total GRP:</b>

#	Day/Time	DP	Program	Rate	A35P Rating	Len	8/23 - 8/29							Total Spots	Total \$	CPP*	GRP*
							8/23	8/24	8/25	8/26	8/27	8/28	8/29				
12	Sa 6p-6:30p		33 News at 6PM	200 \$100.00	0	15	0	0	0	0	2	0	0	2	\$200.00	\$0.00	0.0
[BOOKENDS] Changes: Len from 15 to 15B																	
13	Tu-F,M 7:30p-8p		Entertainment Tonight	135 \$67.50	0	15	2	0	0	2	0	0	0	4	\$270.00	\$0.00	0.0
[BOOKENDS] Changes: Len from 15 to 15B																	
14	Sa 11p-11:35p		33 News at 11PM	200 \$100.00	0	15	0	0	0	0	2	0	0	2	\$200.00	\$0.00	0.0
[BOOKENDS] Changes: Len from 15 to 15B																	
15	Su 11p-11:35p		33 News at 11PM	200 \$100.00	0	15	0	0	0	0	0	2	0	2	\$200.00	\$0.00	0.0
[BOOKENDS] Changes: Len from 15 to 15B																	
TOTALS:							10	8	8	10	6	2	6	50	\$2,870.00	\$0.00	0.0



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<b>CPE:</b> 1326/1371/11341	<b>Flight:</b> 8/23/22 - 8/29/22	<b>Station:</b> WYTV	<b>Con Type:</b> POLITICAL/VOTE
<b>Agency:</b> Sena Kozar Strategies	<b>Advertiser:</b> Friends of Whaley - Stephens	<b>Market:</b> Youngstown-Warren	<b>Total \$:</b> \$2,870.00
1322 G St, SE	<b>Product:</b> Candidate	<b>Office:</b> WASHINGTON	<b>Total Spots:</b> 50
Washington, DC 20003	<b>Agency Order #:</b> 11933596	<b>Service:</b> Nielsen	<b>Total CPP:</b> \$0.00
	<b>Buyer:</b> Certo, Michele	<b>Primary Demo:</b> Adults 35+	<b>Total GRP:</b>
	<b>Salesperson:</b> SHANNAN YALLOF 212-373-8131	<b>Assistant:</b> SHANNAN YALLOF 212-373-8131	
<b>Separation:</b>			

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
08/22/22 10:01 AM	SHANNAN YALLOF	Separation: 30;PopulationBuyType: CPP
08/22/22 10:01 AM	SHANNAN YALLOF	Separation: 30;PopulationBuyType: CPP

Competitive Information	
Market Budget:	\$19,133
WYTV Share:	15%
Comment:	
EYTV:	1%
WKBN:	30%
WYFX:	9%
Unknown:	45%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	50	\$2,870.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>50</b>	<b>\$2,870.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2022-Aug	44	\$2,570.00
2022-Sep	6	\$300.00
<b>Total</b>	<b>50</b>	<b>\$2,870.00</b>

Transaction History							
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$
Revision	8/22/22 10:01 AM	SHANNAN YALLOF	Revised	2		\$0	\$2,870.00
New	8/22/22 10:00 AM	SHANNAN YALLOF	New	48		\$2,870.00	\$2,870.00

<b>Non-Discrimination Policy</b>	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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