



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

Great American Media  
3050 K St NW  
Ste 100  
Washington, DC 20007

# Contract # 2562846

**Schedule Dates** 10/18/16-10/24/16  
**Advertiser** A Better North Carolina (110919)  
**Agency** Great American Media (2231)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** ISSUE (21286)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** Ga, Ritterstein,  
**Phone/Fax** /  
**CPE** 300/320/4962  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** Issue  
AMY MCCREARY

**Date Entered** 07/02/16  
**Last Modified** 10/05/16  
**Entered By** Lisa Carter  
**CO-OP** No  
**Headline #** ECR25224662  
**Demo** A35+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$2,366.25  
**Net Total** \$13,408.75  
**Sales Tax**

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Oct. 2016	41	\$15,775.00
<b>Grand Total:</b>	<b>41</b>	<b>\$15,775.00</b>

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 (1)	10/18/16-10/21/16	2	:30	7A- ABC-Good Morning America			1	1	1	1			4	\$120.00	\$480.00	Greensboro (WXLV)	Good Morning America	7/2/16
2.0	Normal Line / SPOT (2)	10/18/16-10/21/16	2	:30	9A- Dr Phil 2			1	1	1	1			4	\$80.00	\$320.00	Greensboro (WXLV)	Dr. Phil	7/2/16
3.0	Normal Line / SPOT (3)	10/18/16-10/21/16	2	:30	10:58:25A- ABC-The View			X	X	X	X			1	\$160.00	\$160.00	Greensboro (WXLV)	The View	7/2/16
4.0	Normal Line / SPOT (4)	10/18/16-10/21/16	1	:30	5P- Peoples Court			1	1	1	1			4	\$200.00	\$800.00	Greensboro (WXLV)	Peoples Court	7/2/16
5.0	Normal Line / SPOT (5)	10/18/16-10/21/16	1	:30	3P- Dr Phil			1	1	1	1			4	\$215.00	\$860.00	Greensboro (WXLV)	Dr. Phil	7/2/16
6.0	Normal Line / SPOT (6)	10/18/16-10/21/16	1	:30	4:30P- Family Feud D			X	X	X	X				\$240.00		Greensboro (WXLV)	Can air 4-5p in Family Feud/Family Feud	7/2/16
6.0.1	Closed Preempt (6)	10/18/16															Greensboro (WXLV)	Program Change/Exception - Harry Connick	
6.0.2	Closed Preempt (6)	10/18/16															Greensboro (WXLV)	Program Change/Exception - Harry Connick	
7.0	Normal Line / News (7)	10/18/16-10/21/16	3	:30	5:58:30P- News-News 14 Carolina on ABC 45 at 6pm			1	1	1	1				\$130.00		Greensboro (WXLV)	News14 On ABC 45	7/2/16
7.0.1	Closed Preempt (7)	10/20/16															Greensboro (WXLV)	Sold Out/Exception - only 1 local break	

## CONFIRMATION CONTRACT

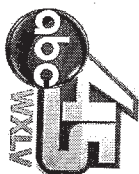
Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgl.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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Advertiser	A Better North Carolina (110919)	Last Modified	10/05/16
Agency	Great American Media (2231)	Entered By	Lisa Carter
Product	POLITICAL ISSUE (ns) (1187)	CO-OP	No
Brand	ISSUE (21286)	Headline #	ECR25224662
Salesperson	Millennium/DC, Washington DC (1108)	Demo	A35+R
Sales Office	Millennium Washington DC	Order Type	Normal
Buyer Name	Ga.Ritterstein,	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	300/320/4962	Commission	\$2,366.25
Account Types	National/Political Issue Agency BRD	Net Total	\$13,408.75
Billing Type	Weekly/Irregular	Sales Tax	
Comments	Issue AMY MCCREARY		

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Oct. 2016	41	\$15,775.00
Grand Total:	41	\$15,775.00

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7.0.2	Closed Preempt (7)	10/21/16															Greensboro (WXLV)	Sold Out/Exception -	
7.0.3	Closed Preempt (7)	10/19/16															Greensboro (WXLV)	Sold Out/Exception -	
7.0.4	Closed Preempt (7)	10/18/16															Greensboro (WXLV)	Sold Out/Exception -	
8.0	Normal Line / News (8)	10/18/16-10/21/16	3	:30	6:28:30P- ABC-World News Monday-Friday		1	1	1	1				3	\$200.00	\$600.00	Greensboro (WXLV)	ABC World News	7/2/16
8.0.1	Closed Preempt (8)	10/18/16															Greensboro (WXLV)	Sold Out/Exception -	
9.0	Normal Line / SPOT (9)	10/22/16-10/22/16	3	:30	7P- Made in Hollywood						1				\$50.00		Greensboro (WXLV)	Made in Hollywood	7/2/16
9.0.1	Closed Preempt (9)	10/22/16															Greensboro (WXLV)	Pre-empt/Spot - Spots missed due to game over run/C	
10.0	Normal Line / SPOT (10)	10/18/16-10/21/16	2	:30	6:58:50P- Family Feud		1	1	1	1				4	\$340.00	\$1,360.00	Greensboro (WXLV)	Family Feud	7/2/16
11.0	Normal Line / Prime (11)	10/18/16-10/18/16	3	:30	7:58P- 9P (EST)		1							1	\$500.00	\$500.00	Greensboro (WXLV)	It's the Great Pumpkin, Charlie Brown/Toy Story of Terror	7/2/16
12.0	Normal Line / Prime (12)	10/21/16-10/21/16	2	:30	7:58P- 9P (EST)					1				1	\$600.00	\$600.00	Greensboro (WXLV)	Last Man Standing/Dr. Ken-ABC	7/2/16
13.0	Normal Line / Prime (13)	10/24/16-10/24/16	2	:30	7:58P- 10P (EST)		1							1	\$1,700.00	\$1,700.00	Greensboro (WXLV)	Dancing With the Stars-ABC	7/2/16

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Date:

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Salesperson	Millennium/DC, Washington DC (1108)	Demo	A35+R
Sales Office	Millennium Washington DC	Order Type	Normal
Buyer Name	Ga, Ritterstein,	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	300/320/4962	Commission	\$2,366.25
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14.0	Normal Line / Prime (14)	10/20/16-10/20/16	2	:30	7:58P- 9P (EST)					1				1	\$3,000.00	\$3,000.00	Greensboro (WXLV)	Greys Anatomy-ABC	7/2/16
15.0	Normal Line / Prime (15)	10/20/16-10/20/16	2	:30	9P- 10P (EST)					1				1	\$3,000.00	\$3,000.00	Greensboro (WXLV)	Scandal-ABC	7/2/16
16.0	Normal Line / News (16)	10/18/16-10/21/16	2	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm			1	1	1	1			4	\$240.00	\$960.00	Greensboro (WXLV)	News14 On ABC 45	7/2/16
17.0	Normal Line / SPOT (17)	10/22/16-10/22/16	3	:30	11P- 12A (EST)								1		\$40.00		Greensboro (WXLV)	The Pinkertons	7/2/16
17.0.1	Closed Preempt (17)	10/22/16															Greensboro (WXLV)	Pre-empt/Spot - Did not air due to game over run/CJ	
18.0	Normal Line / SPOT (18)	10/18/16-10/21/16	2	:30	11:35P- ABC-Jimmy Kimmel Live			X	X	X	X			3	\$80.00	\$240.00	Greensboro (WXLV)	Jimmy Kimmel Live	7/2/16
19.0	Normal Line / SPOT (19)	10/22/16-10/22/16	3	:30	4P- 6P (EST)							2			\$65.00		Greensboro (WXLV)	ESPN Sports Saturday	7/2/16
19.0.1	Closed Preempt (19)	10/22/16															Greensboro (WXLV)	Program Change/Exception	
19.0.2	Closed Preempt (19)	10/22/16															Greensboro (WXLV)	Program Change/Exception	
20.0	Normal Line / SPOT (4)	10/24/16-10/24/16	1	:30	5P- Peoples Court								1	1	\$200.00	\$200.00	Greensboro (WXLV)	Peoples Court	7/2/16
21.0	Normal Line / SPOT (5)	10/24/16-10/24/16	1	:30	3P- Dr. Phil								1	1	\$215.00	\$215.00	Greensboro (WXLV)	Dr. Phil	7/2/16

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22.0	Normal Line / News (7)	10/24/16-10/24/16	3	:30	5:58-30P- News-News 14 Carolina on ABC 45 at 6pm	1		1						1	\$130.00		Greensboro (WXLV)	News14 On ABC 45	7/2/16
22.0.1	Closed Preempt (7)	10/24/16																	
23.0	Normal Line / News (8)	10/24/16-10/24/16	3	:30	6:28-30P- ABC-World News Monday-Friday	1		1						1	\$200.00		Greensboro (WXLV)	Sold Out/Exception -	
24.0	Normal Line / SPOT (10)	10/24/16-10/24/16	2	:30	6:58-50P- Family Feud	1		1						1	\$340.00		ABC World News		7/2/16
25.0	Normal Line / News (16)	10/24/16-10/24/16	2	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm	1		1						1	\$240.00		Greensboro (WXLV)	Family Feud	7/2/16

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, \_\_\_\_\_  
do hereby request station time concerning the following issue:

General public education concerning public official accountability  
and North Carolina policy issues of importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	(see attached	schedule)			

This broadcast time will be used by: A Better NC

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

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

A Better NC, P.O. Box 745, Raleigh, North Carolina 27602

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):

M. L. Weisel - General Counsel/Sec/Treas/Director  
S. A. Boney - Chair/Director  
J. E. Reiff - Director

GMMB is authorized agent for inquiry/purchase of station broadcast time for sponsor.

**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.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

06/10/16      Michael J. Warril      \_\_\_\_\_  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted                      ☐ Accepted in Part                      ☐ Rejected

Angie Jordan                      Angie Jordan                      LSM  
Signature                      Printed Name                      Title