

League of Conservation  
Voters (LCV)

WNY5

NAB Form PB-17 Issues

### AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date</b>
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I, Daniel Jeske

do hereby request station time concerning the following issue:

LCV 1920 L St, NW, Suite 800 Washington, DC 20036	Navin Nayak 202-785-8683
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

<b>Total Charges:</b>
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This broadcast time will be used by: LCV (League of Conservation Voters)

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

US Senate, 11/6/12

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

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

LCV

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation;  a committee;  an association;  or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

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

I agree 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), I also agree 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**

7/31/12  
Date

  
Signature

202-338-8700  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Accepted in Part

Rejected

\_\_\_\_\_  
Signature Printed Name Title

## AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

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

**Total Charges:**

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.



WNYV Syracuse  
1000 James St  
Syracuse, NY 13203

Waterfront Strategies  
3050 K St NW #100  
Washington, DC 20007

**Contract # 1401802**

**Schedule Dates:** 10/30/12-11/06/12  
**Advertiser:** Senate Majority PAC (72066)  
**Agency:** Waterfront Strategies (7591)  
**Product:** POLITICAL ISSUE (ns) (1187)  
**Brand:** LCV/LEAGUE OF CONSERVATION (109340)  
**Salesperson:** Millennium/DC, Washington DC (1108)  
**Sales Office:** Millennium Washington DC  
**Buyer Name:** Spence, Danielle  
**Phone/Fax:** /  
**CPE:** 155/163/2225  
**Account Types:** National/Political Issue Agency BRD  
**Billing Type:** Standard  
**Comments:** LCV

**Date Entered:** 10/29/12  
**Last Modified:** 10/29/12  
**Entered By:** Candice Sullivan  
**CO-OP:** No  
**Headline #:** ECR09853323  
**Demo:** A35+R  
**Order Type:** Normal  
**Package Deal:**  
**Commission %:** 15.00  
**Commission:** \$507.00  
**Net Total:** \$2,873.00  
**Sales Tax:**

Syracuse (WNYV)	Spots	Rate
By Broadcast Month		
Nov. 2012	27	\$3,380.00
<b>Grand Total:</b>	<b>27</b>	<b>\$3,380.00</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)	10/30/12-11/02/12	4	:30	9A-10A (EST)	1	X	X	X	X				1	\$25.00	\$25.00	Syracuse (WNYV)	JUDGE ALEX 2X	10/29/12
2.0	Normal Line / SPOT (2)	11/06/12-11/06/12	4	:30	9A-10A (EST)	1								1	\$25.00	\$25.00	Syracuse (WNYV)	JUDGE ALEX 2X	10/29/12
3.0	Normal Line / SPOT (3)	10/30/12-11/02/12	4	:30	10A-11A (EST)	1	X	X	X	X				1	\$25.00	\$25.00	Syracuse (WNYV)	JUDGE JOE BROWN	10/29/12
4.0	Normal Line / SPOT (4)	11/06/12-11/06/12	4	:30	10A-11A (EST)	1								1	\$25.00	\$25.00	Syracuse (WNYV)	JUDGE JOE BROWN	10/29/12
5.0	Normal Line / SPOT (5)	10/30/12-11/02/12	4	:30	3P-4P (EST)	1	X	X	X	X				1	\$25.00	\$25.00	Syracuse (WNYV)	THE PEOPLE'S COURT	10/29/12
6.0	Normal Line / SPOT (6)	11/06/12-11/06/12	4	:30	3P-4P (EST)	1								1	\$25.00	\$25.00	Syracuse (WNYV)	THE PEOPLE'S COURT	10/29/12
7.0	Normal Line / SPOT (7)	10/30/12-11/02/12	4	:30	5:30P-6P (EST)	2	X	X	X	X				2	\$60.00	\$120.00	Syracuse (WNYV)	KING OF QUEENS	10/29/12
8.0	Normal Line / SPOT (8)	10/30/12-11/02/12	4	:30	6P-6:30P (EST)	3	X	X	X	X				3	\$175.00	\$525.00	Syracuse (WNYV)	TWO AND A HALF MEN	10/29/12
9.0	Normal Line / SPOT (9)	10/30/12-11/02/12	4	:30	6:30P-7P (EST)	3	X	X	X	X				3	\$175.00	\$525.00	Syracuse (WNYV)	TWO AND A HALF MEN	10/29/12
10.0	Normal Line / SPOT (10)	10/30/12-11/02/12	4	:30	7P-7:30P (EST)	3	X	X	X	X				3	\$250.00	\$750.00	Syracuse (WNYV)	BIG BANG THEORY	10/29/12
11.0	Normal Line / SPOT (11)	10/30/12-11/02/12	4	:30	7:30P-8P (EST)	3	X	X	X	X				3	\$250.00	\$750.00	Syracuse (WNYV)	BIG BANG THEORY	10/29/12
12.0	Normal Line / Prime (12)	11/05/12-11/05/12	4	:30	8P-9P (EST)	1								1	\$75.00	\$75.00	Syracuse (WNYV)	LAW & ORDER: SVU	10/29/12
13.0	Normal Line / SPOT (13)	10/30/12-11/02/12	4	:30	10P-10:30P (EST)	2	X	X	X	X				2	\$75.00	\$150.00	Syracuse (WNYV)	The Simpsons	10/29/12
14.0	Normal Line / Prime (14)	10/30/12-10/30/12	4	:30	8P-9P (EST)	1	X							1	\$90.00	\$90.00	Syracuse (WNYV)	COLD CASE	10/29/12

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
 Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
 Comments: \_\_\_\_\_



WNY5 Syracuse  
1000 James St  
Syracuse, NY 13203

Waterfront Strategies  
3050 K St NW #100  
Washington, DC 20007

**Contract # 1401802**

Schedule Dates: 10/30/12-11/06/12  
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Agency: Waterfront Strategies (7591)  
Product: POLITICAL ISSUE (ns) (1187)  
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Salesperson: Millennium/Dc, Washington DC (1108)  
Sales Office: Millennium Washington DC  
Buyer Name: Spence, Danielle  
Phone/Fax: /  
CPE: 155/163/2225  
Account Types: National/Political Issue Agency BRD  
Billing Type: Standard  
Comments: LCV

Date Entered: 10/29/12  
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Entered By: Candie Sullivan  
CO-OP: No  
Headline #: ECR09853323  
Demo: A35+R  
Order Type: Normal  
Package Deal:  
Commission %: 15.00  
Commission: \$507.00  
Net Total: \$2,873.00  
Sales Tax:

Syracuse (WNY5)		
By Broadcast Month	Spots	Rate
Nov. 2012	27	\$3,380.00
<b>Grand Total:</b>	<b>27</b>	<b>\$3,380.00</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
15.0	Normal Line / Prime (15)	10/31/12-10/31/12	4	:30	8P-9P (EST)	1			1					1	\$75.00	\$75.00	Syracuse (WNY5)	BURN NOTICE	10/29/12
16.0	Normal Line / Prime (16)	11/01/12-11/01/12	4	:30	8P-9P (EST)	1				1				1	\$70.00	\$70.00	Syracuse (WNY5)	WITHOUT A TRACE	10/29/12
17.0	Normal Line / Prime (17)	11/02/12-11/02/12	4	:30	9P-10P (EST)	1								1	\$100.00	\$100.00	Syracuse (WNY5)	MONK	10/29/12

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted-Station: \_\_\_\_\_

Date: \_\_\_\_\_

Comments: \_\_\_\_\_

Rep Order# 9853323 Ver# 1 Status New  
EC'd Yes

Traffic Order# 140802

Printed: 10/29/2012 8:33 AM  
Last Received: 10/28/2012 10:15 PM  
Showing Buylines: All Lines

1 of 2



Station WNYX-TV SYRACUSE, N.Y.  
Advertiser ( ) POLITICAL ISSUE GROU  
Product LCV  
Estimate# 2225  
Buyer Danielle Spencer  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW, #109  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 155/163/2225  
Flight Dates 10/30/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* 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 COMMUNICATIONS, INC. (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.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	9A-10A	JUDGE ALEX 2X	:30	\$25.00	10/30-11/05	1	1	1	\$25.00 ✓	
	2	TU,M	9A-10A	JUDGE ALEX 2X	:30	\$25.00	11/06-11/12	1	1	1	\$25.00 ✓	
	3	TU-F,M	10A-11A	JUDGE JOE BROWN	:30	\$25.00	10/30-11/05	1	1	1	\$25.00 ✓	
	4	TU,M	10A-11A	JUDGE JOE BROWN	:30	\$25.00	11/06-11/12	1	1	1	\$25.00 ✓	
	5	TU-F,M	3P-4P	THE PEOPLE'S COURT	:30	\$25.00	10/30-11/05	1	1	1	\$25.00 ✓	
	6	TU,M	3P-4P	THE PEOPLE'S COURT	:30	\$25.00	11/06-11/12	1	1	1	\$25.00 ✓	
	7	TU-F,M	530P-6P	KING OF QUEENS	:30	\$60.00	10/30-11/05	2	1	2	\$120.00 ✓	
	8	TU-F,M	6P-630P	TWO AND A HALF MEN	:30	\$175.00	10/30-11/05	3	1	3	\$525.00 ✓	
	9	TU-F,M	630P-7P	TWO AND A HALF MEN	:30	\$175.00	10/30-11/05	3	1	3	\$525.00 ✓	
	10	TU-F,M	7P-730P	BIG BANG THEORY	:30	\$250.00	10/30-11/05	3	1	3	\$750.00 ✓	
	11	TU-F,M	730P-8P	BIG BANG THEORY	:30	\$250.00	10/30-11/05	3	1	3	\$750.00 ✓	
	12	M	8P-9P	LAW & ORDER: SVU	:30	\$75.00	11/05-11/05	1	1	1	\$75.00 ✓	
	13	TU-F,M	10P-1030P	THE SIMPSONS	:30	\$75.00	10/30-11/05	2	1	2	\$150.00 ✓	

Station WNY5-TV SYRACUSE, N.Y.  
 Advertiser ( ) POLITICAL ISSUE GROU  
 Product LCV  
 Estimate# 2225  
 Buyer Danielle Spencer  
 Phone#  
 Fax#  
 Agency ( ) WATERFRONT STRATEGIES  
 3050 K ST NW, #100  
 WASHINGTON, DC 20007  
 Agency C/P1/P2/E 155/163/2225  
 Flight Dates 10/30/2012 - 11/06/2012  
 Hiatus Weeks  
 Rep Firm ( ) WASHINGTON  
 Sales Office ( ) JONATHAN VITTI  
 Salesperson ( )  
 Salesperson Phone# 202-955-5342  
 Salesperson FAX#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	14	TU	8P-9P	COLD CASE	:30	\$90.00	10/30-10/30	1	1	1	\$90.00 ✓	
	15	W	8P-9P	BURN NOTICE	:30	\$75.00	10/31-10/31	1	1	1	\$75.00 ✓	
	16	TH	8P-9P	WITHOUT A TRACE	:30	\$70.00	11/01-11/01	1	1	1	\$70.00 ✓	
	17	F	9P-10P	MONK	:30	\$100.00	11/02-11/02	1	1	1	\$100.00 ✓	

---REPORT TOTALS---  
 Report Totals: 27 / \$3,380.00

---SALES MONTHLY TOTALS---  
 Nov 12: 27 / \$3,380.00  
 Sales Totals: 27 / \$3,380.00  
 Station Totals: 27 / \$3,380.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  
 Market Totals \$112,667  
 CABL 0% UNKN 0% WNY5 3% WSTM 21% WSYR 36%  
 WSYT 15% WTVH 25%