

NAB Form PB-17 Issues

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

<b>Station and Location:</b>	<b>Date</b>
------------------------------	-------------

I, Daniel Teske  
do hereby request station time concerning the following issue:

LCV 1920 L St, NW, Suite 800 Washington, DC 20036	Navin Nayak 202-785-8683
---	-----------------------------

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

<b>Total Charges:</b>
-----------------------

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?"



Yes



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
<div style="font-size: 2em; font-family: cursive;">AS ORDERED</div>					

**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.



WNYs Syracuse  
1000 James St  
Syracuse, NY 13203

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

# Contract # 1381053

Schedule Dates 10/16/12-10/22/12  
Advertiser Senate Majority PAC (72066)  
Agency Waterfront Strategies (7591)  
Product POLITICAL ISSUE (ns) (1187)  
Brand SENATE MAJORITY PAC (449616)  
Salesperson Millennium/DC, Washington DC (1108)  
Sales Office Millennium Washington DC  
Buyer Name Spence, Danielle  
Phone/Fax /  
CPE 126/133/1795  
Account Types National/Political Issue Agency BRD  
Billing Type Standard  
Comments LCY/SENATE MAJORITY  
LCY/SENATE MAJORITY

Date Entered 09/26/12  
Last Modified 09/26/12  
Entered By Candie Sullivan  
CO-OP No  
Headline # ECR09829488  
Demo A35+R  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$417.00  
Net Total \$2,363.00  
Sales Tax

Syracuse (WNYs)  
By Broadcast Month  
Oct. 2012  
Grand Total: 22 \$2,780.00

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)	10/16/12-10/19/12	4	:30	6P- 6:30P (EST)	3		X	X	X	X			3	\$150.00	\$450.00	Syracuse (WNYs)	TWO AND A HALF MEN	9/26/12
2.0	Normal Line / SPOT (2)	10/16/12-10/19/12	4	:30	6:30P- 7P (EST)	3		X	X	X	X			3	\$150.00	\$450.00	Syracuse (WNYs)	TWO AND A HALF MEN	9/26/12
3.0	Normal Line / SPOT (3)	10/16/12-10/19/12	4	:30	7P- 7:30P (EST)	3		X	X	X	X			3	\$225.00	\$675.00	Syracuse (WNYs)	BIG BANG THEORY	9/26/12
4.0	Normal Line / SPOT (4)	10/16/12-10/19/12	4	:30	7:30P- 8P (EST)	2		X	X	X	X			2	\$225.00	\$450.00	Syracuse (WNYs)	BIG BANG THEORY	9/26/12
5.0	Normal Line / Prime (5)	10/22/12-10/22/12	4	:30	8P- 9P (EST)	1								1	\$75.00	\$75.00	Syracuse (WNYs)	LAW & ORDER: SVU	9/26/12
6.0	Normal Line / SPOT (6)	10/16/12-10/19/12	4	:30	10P- 10:30P (EST)	3		X	X	X	X			3	\$75.00	\$225.00	Syracuse (WNYs)	FRIENDS	9/26/12
7.0	Normal Line / SPOT (7)	10/16/12-10/19/12	4	:30	10:30P- 11P (EST)	3		X	X	X	X			3	\$40.00	\$120.00	Syracuse (WNYs)	30 ROCK	9/26/12
8.0	Normal Line / Prime (8)	10/16/12-10/16/12	4	:30	8P- 9P (EST)			1						1	\$90.00	\$90.00	Syracuse (WNYs)	COLD CASE	9/26/12
9.0	Normal Line / Prime (9)	10/17/12-10/17/12	4	:30	8P- 9P (EST)				1					1	\$75.00	\$75.00	Syracuse (WNYs)	BURN NOTICE	9/26/12
10.0	Normal Line / Prime (10)	10/18/12-10/18/12	4	:30	8P- 9P (EST)					1				1	\$70.00	\$70.00	Syracuse (WNYs)	WITHOUT A TRACE	9/26/12
11.0	Normal Line / Prime (11)	10/19/12-10/19/12	4	:30	8P- 9P (EST)						1			1	\$100.00	\$100.00	Syracuse (WNYs)	MONK	9/26/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

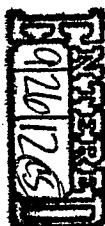
Comments:

Rep Order# 9829488 Ver# 1 Status New  
EC'd Yes

Traffic Order# 1381053

Printed: 09/26/2012 11:11 AM  
Last Received: 09/26/2012 11:06 AM  
Showing Buylines: All Lines

1 of 2



Station WNYT-TV SYRACUSE, N.Y.  
Advertiser ( ) POLITICAL ISSUE GROU  
Product LCV/SENATE MAJORITY  
Estimate# 1795  
Buyer Danielle Spencer  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW, #100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 126/133/1795  
Flight Dates 10/16/2012 - 10/22/2012  
Hiatus Weeks

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

--- CONTRACT COMMENT ---

LCV/SENATE MAJORITY \*\*\*\*\*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	6P-630P	TWO AND A HALF MEN	:30	\$150.00	10/16-10/22	3	1	3 ✓	\$450.00	
	2	TU-F,M	630P-7P	TWO AND A HALF MEN	:30	\$150.00	10/16-10/22	3	1	3 ✓	\$450.00	
	3	TU-F,M	7P-730P	BIG BANG THEORY	:30	\$225.00	10/16-10/22	3	1	3 ✓	\$675.00	
	4	TU-F,M	730P-8P	BIG BANG THEORY	:30	\$225.00	10/16-10/22	2	1	2 ✓	\$450.00	
	5	M	8P-9P	IAM & ORDER: SVU	:30	\$75.00	10/22-10/22	1	1	1 ✓	\$75.00	
	6	TU-F,M	10P-1030P	FRIENDS	:30	\$75.00	10/16-10/22	3	1	3 ✓	\$225.00	
	7	TU-F,M	1030P-11P	30 ROCK	:30	\$40.00	10/16-10/22	3	1	3 ✓	\$120.00	
	8	TU	8P-9P	COLD CASE	:30	\$90.00	10/16-10/16	1	1	1 ✓	\$90.00	
	9	W	8P-9P	BURN NOTICE	:30	\$75.00	10/17-10/17	1	1	1 ✓	\$75.00	
	10	TH	8P-9P	WITHOUT A TRACE	:30	\$70.00	10/18-10/18	1	1	1 ✓	\$70.00	
	11	F	8P-9P	MONK	:30	\$100.00	10/19-10/19	1	1	1 ✓	\$100.00	

Rep Order# 9829488 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 09/26/2012 11:11 AM  
Last Received: 09/26/2012 11:06 AM  
Showing Buylines: All Lines

2 of 2

Station WNYS-TV SYRACUSE, N.Y.  
Advertiser ( ) POLITICAL ISSUE GROU  
Product LCV/SENATE MAJORITY  
Estimate# 1795  
Buyer Danielle Spencer  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW, #100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 126/133/1795  
Flight Dates 10/16/2012 - 10/22/2012  
Hiatus Weeks

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

---REPORT TOTALS---

Report Totals: 22 / \$2,780.00

---SALES MONTHLY TOTALS---

Oct 12: 22 / \$2,780.00

Sales Totals: 22 / \$2,780.00

Station Totals: 22 / \$2,780.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$139,000

CABL 0%  
WSYT 15%  
UNKN 2%  
WTVH 19%

WNYS 2%

WSTM 29%

WSYR 33%

Books null  
Demos RA35+