

ORDER



Orders
Order / Rev: 4811
Alt Order #:
Product Desc: Political
Estimate:
Flight Dates: 10/25/14 - 11/02/14
Original Date / Rev: 10/24/14 / 10/24/14
Order Type: GENERAL

KOBI
Primary AE: Bob Wise
Sales Office: L-MED
Sales Region: Local

Agency
Name: New Media NW
Buying Contact: Chuck Adams
Billing Contact:
 1495 Commercial St. NE
 Salem, OR 97301

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Oregon Anti Crime Alliance PAC
Demographic: W35+
Product Codes: Issues/Propositions
Priority: P-02
Revenue Codes: AGY, REG, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/26/14	6	\$830.00	\$705.50
10/27/14	11/02/14	60	\$12,200.00	\$10,370.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	6	\$830.00	\$705.50	15.70
November 2014	60	\$12,200.00	\$10,370.00	121.20
Totals	66	\$13,030.00	\$11,075.50	136.90

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Bob Wise			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	10/27/14	10/31/14	M-F 6a-7a NBC5 News @ Sunrise	CM	6a-7a	MTWTF--	:30	4	\$125.00	P-02	1.60	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	MTWTF--					4	\$125.00		1.60			
N 2	All	10/27/14	10/31/14	Today Show I Today Show I	CM	7a-9a	MTWTF--	:30	4	\$200.00	P-02	2.40	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	MTWTF--					4	\$200.00		1.60			
N 3	All	10/27/14	10/31/14	M-F 1p-2p Days of our Lives	CM	1p-2p	MTWTF--	:30	4	\$125.00	P-02	1.90	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	MTWTF--					4	\$125.00		1.60			
N 4	All	10/27/14	10/31/14	Today Show II Today Show II	CM	9a-10a	MTWTF--	:30	4	\$125.00	P-02	2.10	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	MTWTF--					4	\$125.00		1.60			
N 5	All	10/27/14	10/31/14	M-F 2p-3p Queen Latifah	CM	2p-3p	MTWTF--	:30	4	\$55.00	P-02	0.90	NM	4	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	MTWTF--					4	\$55.00		0.90			
N 6	All	10/27/14	10/31/14	M-F 3p-4p Meredith Vieira	CM	3p-4p	MTWTF--	:30	4	\$75.00	P-02	1.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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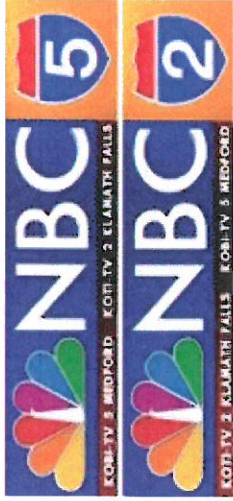
KOB1

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	All	10/27/14	10/31/14	M-F 3p-4p Meredith Vieira	CM	3p-4p	MTWTF--	:30	4	\$75.00	P-02	1.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	MTWTF--					4	\$75.00		1.00			
N 7	All	10/27/14	10/31/14	M-F 4p-5p Dr. Oz	CM	4p-5p	MTWTF--	:30	5	\$125.00	P-02	2.50	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	MTWTF--					5	\$125.00		2.50			
N 8	All	10/27/14	11/02/14	NBC5 News @ 6p M-F NBC5 News @ 6p	CM	6p-7p	MTWTF--	:30	4	\$250.00	P-02	2.50	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	MTWTF--					4	\$250.00		2.50			
N 9	All	10/27/14	11/02/14	Prime Access Rotator MCM Ent Tonight/Insider	CM	7p-8p	MTWTF--	:30	4	\$100.00	P-02	1.40	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	MTWTF--					4	\$100.00		1.40			
N 10	All	10/27/14	11/02/14	Late 11p News M-F Late 11p News M-F	CM	11p-1135p	11111--	:30	5	\$200.00	P-02	1.80	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	11111--					5	\$200.00		1.80			
N 11	All	10/27/14	11/02/14	Tonight Show: Fallon Tonight Show: Fallon	CM	1135p-1236a	MTWTF--	:30	5	\$150.00	P-02	1.60	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	MTWTF--					5	\$150.00		1.60			
N 12	All	10/29/14	10/29/14	Wed Prime Hr 1 Mysteries of Laura	CM	8p-9p	--1----	:30	1	\$600.00	P-02	2.40	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	--1----					1	\$1,200.00		6.90			
N 13	All	10/27/14	10/27/14	Mon Prime Hr 3 Blacklist	CM	10p-11p	1-----	:30	1	\$900.00	P-02	6.30	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	1-----					1	\$900.00		6.30			
N 14	All	10/28/14	10/28/14	Tue Prime Hr 3 Chicago Fire	CM	10p-11p	-1-----	:30	1	\$500.00	P-02	5.60	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	-1-----					1	\$500.00		5.60			
N 15	All	10/30/14	10/30/14	Thu Prime Hr 1 Biggest Loser	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	---1---	:30	1	\$600.00	P-02	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	---1---					1	\$600.00		0.00			
N 16	All	10/30/14	10/30/14	Thu Prime Hr 3 Parenthood	CM	10p-11p	---1---	:30	1	\$600.00	P-02	4.80	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	---1---					1	\$600.00		4.80			
N 17	All	11/01/14	11/01/14	Today Show Sa Today Show Sa	CM	6a-8a	-----1-	:30	1	\$75.00	P-02	0.80	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	-----1-					1	\$75.00		0.80			
N 18	All	10/25/14	11/01/14	NBC5 News @ 6p Sa NBC5 News @ 6p Sa	CM	6-630p	-----1-	:30	1	\$125.00	P-02	4.10	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	-----1-					1	\$125.00		4.10			
		Week: 10/27/14	11/02/14	-----1-					1	\$125.00		0.00			
N 19	All	10/25/14	11/02/14	Sa 630p-7p Sa The Insider	CM	630p-7p	-----1-	:30	1	\$100.00	P-02	1.40	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	-----1-					1	\$100.00		1.40			
		Week: 10/27/14	11/02/14	-----1-					1	\$100.00		1.40			
N 20	All	10/25/14	11/02/14		CM	7p-8p	-----1-	:30	1	\$100.00	P-02	1.60	NM	2	\$200.00

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Product Desc: Political
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KOB1

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa 7p-8p															
Sa Entertainment Tonight															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/20/14	10/26/14	-----1-		1			\$100.00			1.60			
		Week: 10/27/14	11/02/14	-----1-		1			\$100.00			1.60			
N21	All	10/25/14	11/02/14	Late 11p News Sa	CM	11p-1130p	-----1-	:30	1	\$55.00	P-02	1.70	NM	2	\$110.00
Late 11p News Sa															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/20/14	10/26/14	-----1-		1			\$55.00			0.00			
		Week: 10/27/14	11/02/14	-----1-		1			\$55.00			0.00			
N22	All	10/26/14	11/02/14	Today Show Su	CM	7a-8a	-----1	:30	1	\$150.00	P-02	1.20	NM	2	\$300.00
Today Show Su															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/20/14	10/26/14	-----1		1			\$150.00			1.20			
		Week: 10/27/14	11/02/14	-----1		1			\$150.00			1.20			
N23	All	10/25/14	11/02/14	NBC5 News Sun 830pm	CM	830-9p	-----1	:30	1	\$300.00	P-02	7.40	NM	2	\$600.00
NBC5 News Sun 830pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/20/14	10/26/14	-----1		1			\$300.00			7.40			
		Week: 10/27/14	11/02/14	-----1		1			\$300.00			7.40			
N24	All	10/27/14	10/27/14	Mon Prime Other	CM	8:00 PM-10:00 PM	1-----	:30	1	\$900.00	P-02	6.90	NM	1	\$900.00
Voice, The (8:00 PM-10:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/27/14	11/02/14	1-----		1			\$900.00			6.90			
													Totals	66	\$13,030.00



Oregon Anti Crime Alliance PAC 2014

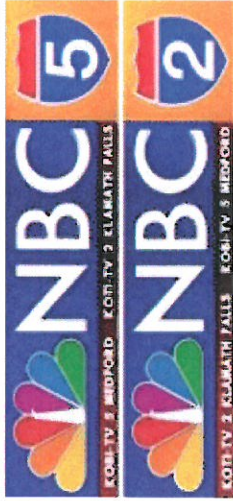
Book: November 2013 LivePlus

Schedule Date: 10/25/2014 - 11/2/2014
 Spot Length(s): :30
 Book: November 2013 LivePlus
 Author: Connie Eaton

Acct. Exec: Connie Eaton
 Phone #: 541-779-5555
 FAX #: 541-779-8888
 Email: ceaton@kobi5.com
 Web Site: www.kobi5.com

Flight Dates: 10/25/2014-11/2/2014

Program Time	Spot Length	OC 25	OC 27	DMA F35+ RTG	W k s	Rate Spots
KOB+						
News at Sunrise 6-7am GRPs/Impressions Mo-Fr 6:00a-6:58a	:30	--	4	1.6 6.4	1 ✓	\$125.00 4
Today Show I GRPs/Impressions Mo-Fr 6:58a-9:00a	:30	--	4	2.4 9.6	1 ✓	\$200.00 4
Today Show II GRPs/Impressions Mo-Fr 9:00a-10:00a	:30	--	4	1.9 7.6	1 ✓	\$125.00 4
Days of Our Lives GRPs/Impressions Mo-Fr 1:00p-2:00p	:30	--	4	2.1 8.4	1 ✓	\$125.00 4
The Queen Latifah Show GRPs/Impressions Mo-Fr 2:00p-3:00p	:30	--	4	0.9 3.6	1 ✓	\$55.00 4
Meredith Viera Show GRPs/Impressions Mo-Fr 3:00p-4:00p	:30	--	4	1.0 4	1 ✓	\$75.00 4
Dr. Oz GRPs/Impressions Mo-Fr 4:00p-5:00p	:30	--	5	2.5 12.5	1 ✓	\$125.00 5
NBC5 News at 6pm GRPs/Impressions Mo-Fr 6:00p-7:00p	:30	--	4	2.5 10	1 ✓	\$250.00 4
E.T./Insider GRPs/Impressions Mo-Fr 7:00p-7:58p	:30	--	4	1.4 5.6	1 ✓	\$100.00 4
NBC5 News at 11pm GRPs/Impressions Mo-Fr 11:00p-11:35p	:30	--	5	1.8 9	1 ✓	\$200.00 5
Tonight Show w/Jimmy Fallon GRPs/Impressions Mo-Fr 11:35p-12:35a	:30	--	5	1.6 8	1 ✓	\$150.00 5



Oregon Anti Crime Alliance PAC 2014

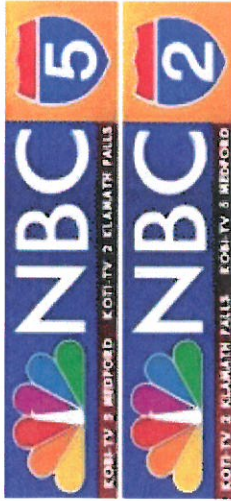
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Program Time	Spot Length	OC 25	OC 27	DMA F35+ RTG	W k s	Rate Spots
KOB+						
News at Sunrise 6-7am	:30	--	4	1.6	1	\$125.00
GRPs/Impressions				6.4		4
Mo-Fr 6:00a-6:58a						
Today Show I	:30	--	4	2.4	1	\$200.00
GRPs/Impressions				9.6		4
Mo-Fr 6:58a-9:00a						
Today Show II	:30	--	4	1.9	1	\$125.00
GRPs/Impressions				7.6		4
Mo-Fr 9:00a-10:00a						
Days of Our Lives	:30	--	4	2.1	1	\$125.00
GRPs/Impressions				8.4		4
Mo-Fr 1:00p-2:00p						
The Queen Latifah Show	:30	--	4	0.9	1	\$55.00
GRPs/Impressions				3.6		4
Mo-Fr 2:00p-3:00p						
Meredith Vieira Show	:30	--	4	1.0	1	\$75.00
GRPs/Impressions				4		4
Mo-Fr 3:00p-4:00p						
Dr. Oz	:30	--	5	2.5	1	\$125.00
GRPs/Impressions				12.5		5
Mo-Fr 4:00p-5:00p						
NBC5 News at 6pm	:30	--	4	2.5	1	\$250.00
GRPs/Impressions				10		4
Mo-Fr 6:00p-7:00p						
E.T./Insider	:30	--	4	1.4	1	\$100.00
GRPs/Impressions				5.6		4
Mo-Fr 7:00p-7:58p						
NBC5 News at 11pm	:30	--	5	1.8	1	\$200.00
GRPs/Impressions				9		5
Mo-Fr 11:00p-11:35p						
Tonight Show w/Jimmy Fallon	:30	--	5	1.6	1	\$150.00
GRPs/Impressions				8		5
Mo-Fr 11:35p-12:35a						



Oregon Anti Crime Alliance PAC 2014

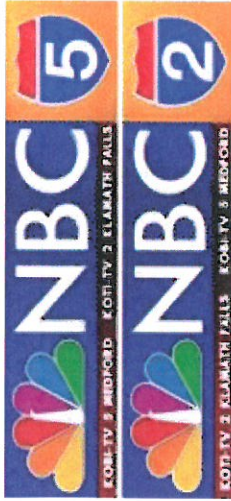
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KOBI+						
The Voice GRPs/Impressions	:30	--	1	6.9	1	\$1,200.00
Mon 8:00p-10:00p				6.9		1
Blacklist GRPs/Impressions	:30	--	1	6.3	1	\$1,200.00
Mon 10:00p-11:00p				6.3		1
Chicago Fire GRPs/Impressions	:30	--	1	5.6	1	\$500.00
Tue 10:00p-11:00p				5.6		1
The Mysteries of Laura GRPs/Impressions	:30	--	1	2.4	1	\$600.00
Wed 8:00p-9:00p				2.4		1
Biggest Loser GRPs/Impressions	:30	--	1	3.5	1	\$600.00
Thu 8:00p-9:00p				3.5		1
Parenthood GRPs/Impressions	:30	--	1	4.8	1	\$600.00
Thu 10:00p-11:00p				4.8		1
Today Show Saturday GRPs/Impressions	:30	--	1	0.8	1	\$75.00
Sat 6:00a-8:00a				0.8		1
NBC5 News at 6pm Sat GRPs/Impressions	:30	1	1	4.1	2	\$125.00
Sat 6:00p-6:30p				8.2		2
Insider Saturday GRPs/Impressions	:30	1	1	1.4	2	\$100.00
Sat 6:30p-7:00p				2.8		2
E.T. Weekend GRPs/Impressions	:30	1	1	1.6	2	\$100.00
Sat 7:00p-8:00p				3.2		2
NBC5 News at 11pm Sat GRPs/Impressions	:30	1	1	1.7	2	\$55.00
Sat 11:00p-11:30p				3.4		2



Oregon Anti Crime Alliance PAC 2014

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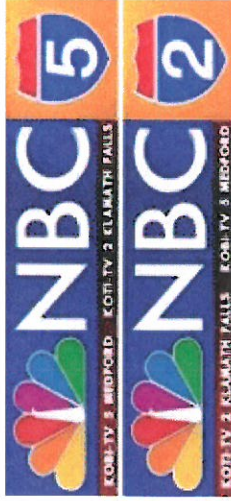
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KOBI+						
Today Show Sunday GRPs/Impressions Sun 7:00a-8:00a	:30	1	1	1.2 2.4	2	\$150.00 2
NBC5 News at 830pm Sun GRPs/Impressions Sun 8:30p-9:00p	:30	1	1	7.4 14.8	2	\$300.00 2
KOBI+ Totals		6	60			\$13,030.00 Spts: 66

Total Cost:	\$13,030.00	Signature
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General Summary (DMA F35+ D.RTG)

Name	Spots	Grps	Imp(000)	Reach	Freq
KOB+	66	149.8	195.2	64.6	2.3

Program Summary (DMA F35+ D.RTG)

Program	Spots	%	Grps	%	Imp(000)
News at Sunrise 6-7am	4	6	6.4	4	8.0
Today Show I	4	6	9.6	6	12.8
Today Show II	4	6	7.6	5	10.0
Days of Our Lives	4	6	8.4	6	10.8
The Queen Latifah Show	4	6	3.6	2	4.8
Meredith Viera Show	4	6	4.0	3	5.2
Dr. Oz	5	8	12.5	8	16.5
NBC5 News at 6pm	4	6	10.0	7	13.2
E.T./Insider	4	6	5.6	4	7.2
NBC5 News at 11pm	5	8	9.0	6	12.0
Tonight Show w/Jimmy Fallon	5	8	8.0	5	10.0
The Voice	1	2	6.9	5	8.9
Blacklist	1	2	6.3	4	8.2
Chicago Fire	1	2	5.6	4	7.3
The Mysteries of Laura	1	2	2.4	2	3.1
Biggest Loser	1	2	3.5	2	4.5
Parenthood	1	2	4.8	3	6.2
Today Show Saturday	1	2	0.8	1	1.1
NBC5 News at 6pm Sat	2	3	8.2	5	10.8
Insider Saturday	2	3	2.8	2	3.6
E.T. Weekend	2	3	3.2	2	4.2
NBC5 News at 11pm Sat	2	3	3.4	2	4.6
Today Show Sunday	2	3	2.4	2	3.0
NBC5 News at 830pm Sun	2	3	14.8	10	19.2
Total Name (DMA F35+)	66	100	149.8	100	195.2

REQUEST FOR POLITICAL AVAILS AND RATES

(To be filled out and kept on file for public inspection)

To: KOB1 KOTI
Station:
From:
Date: 10.24.14

Agency: New Media NW
Address: 1495 Commercial St. NE
Salem OR 97301
Phone#: 503 763 0400
Fax#: 503 763 7127
Contact: Chuck Adams

chenyl

On behalf of the below candidate, the above buyer has requested avails and rates for your station. The information will be used for the following election(s):

☐ CAUCUS ☐ SPECIAL ☐ PRIMARY ☒ General

Candidate: Political Party:

Office: Oregon Anti Crime Alliance Pac. ←

Address: 2007 State Street
Salem, OR 97301

Phone: 503 - 364 - 3909

Executive Officer:
Kevin Mannix

Title:
Director

Treasurer Laurie Piercy

13,030
11,075.50

Connie Eaton

From: Cheryl Gould <cheryl@newmedianw.com>
Sent: Friday, October 24, 2014 12:00 PM
To: Connie Eaton
Subject: RE: KOB TV NBC 5

Approved ☺

From: Connie Eaton [<mailto:ceaton@kobi5.com>]
Sent: Friday, October 24, 2014 11:54 AM
To: Cheryl Gould
Cc: Chuck Adams
Subject: RE: KOB TV NBC 5
Importance: High

Hi Chuck and Cheryl – I was wondering if we have approval for the schedule I sent you.
Traffic is waiting for the order.
Please advise.
Thanks

Connie Eaton
General Sales Manager
KOB TV / NBC 5 and KOTI TV / NBC 2 – THIS TV – KOB5.com
125 South Fir St.
Medford, OR 97501

Station: 541.779.5555
Direct Line: 541.282.1213
Cell Number: 541.944.9130
www.kobi5.com
www.kobi5.biz
www.facebook.com/kobitv
www.somp.org

Please contribute to YES (YOUTH EDUCATION SUCCESS). Visit www.yestokids.net to learn more.

From: Cheryl Gould [<mailto:cheryl@newmedianw.com>]
Sent: Friday, October 24, 2014 10:00 AM
To: Connie Eaton
Subject: RE: KOB TV NBC 5

Here you go

From: Connie Eaton [<mailto:ceaton@kobi5.com>]
Sent: Thursday, October 23, 2014 4:43 PM
To: Cheryl Gould
Subject: KOB TV NBC 5
Importance: High

Attached are the forms.
Please return first thing in the morning.
thanks

Connie Eaton
General Sales Manager
KOB1 TV / NBC 5 and KOTI TV / NBC 2 – THIS TV – KOB15.com
125 South Fir St.
Medford, OR 97501

Station: 541.779.5555
Direct Line: 541.282.1213
Cell Number: 541.944.9130

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