

# CONTRACT



**13News Now**  
 613 Woodis Ave.  
 Norfolk, VA 23510  
 (757)625-1313

<u>Contract / Revision</u> 2547789 /		<u>Alt Order #</u> WOC1377753
<u>Advertiser</u> ISS/ Center Forward Committee		<u>Original Date / Revision</u> 09/19/22 / 09/19/22
<u>Contract Dates</u> 09/20/22 - 10/03/22	<u>Estimate #</u> 11606	
<u>Product</u> Issue		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WVEC	<u>Account Executive</u> Aleesha Maewall	<u>Sales Office</u> TEGNA Sales V
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agency Code</u> 9914019	<u>Advertiser Code</u> 1345	<u>Product 1/2</u> 1390
<u>Agency Ref</u> 23344AG		<u>Advertiser Ref</u> 103875

And:

**Sage Media Planning and Placement / POL**  
 1322 G St SE  
 Washington, DC 20003

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
N 1	WVEC	09/20/22	09/30/22	13 NEWS NOW @ DA	5:00 AM-6:00 AM		:30			P02	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/20/22	09/26/22	1-----				1	\$325.00				
	Week:	09/27/22	10/03/22	--1-1--				2	\$325.00				
N 2	WVEC	09/20/22	09/22/22	13 NEWS NOW @ DA	6:00 AM-7:00 AM		:30			P02	NM	2	\$1,250.00
	Week:	09/19/22	09/25/22	-1-1---				2	\$625.00				
N 3	WVEC	09/27/22	09/29/22	13 NEWS NOW @ DA	6:00 AM-7:00 AM		:30			P02	NM	2	\$1,900.00
	Week:	09/26/22	10/02/22	-1-1---				2	\$950.00				
N 4	WVEC	09/20/22	09/23/22	GOOD MORNING AM	7:00 AM-9:00 AM		:30			P02	NM	4	\$3,400.00
	Week:	09/19/22	09/25/22	-1111--				4	\$850.00				
N 5	WVEC	09/20/22	10/03/22	GOOD MORNING AM	7:00 AM-9:00 AM		:30			P02	NM	6	\$6,300.00
	Week:	09/20/22	09/26/22	1-----				1	\$1,050.00				
	Week:	09/27/22	10/03/22	11111--				5	\$1,050.00				
N 6	WVEC	09/20/22	09/23/22	LIVE WITH KELLY	9:00 AM-10:00 AM		:30			P02	NM	2	\$700.00
	Week:	09/19/22	09/25/22	--1-1--				2	\$350.00				
N 7	WVEC	09/20/22	10/03/22	LIVE WITH KELLY	9:00 AM-10:00 AM		:30			P02	NM	4	\$1,600.00
	Week:	09/20/22	09/26/22	1-----				1	\$400.00				
	Week:	09/27/22	10/03/22	1--11--				3	\$400.00				
N 8	WVEC	09/27/22	10/03/22	ACCESS DAILY	10:00 AM-11:00 A		:30			P02	NM	2	\$650.00
	Week:	09/27/22	10/03/22	1--1---				2	\$325.00				
N 9	WVEC	09/20/22	09/22/22	ACCESS DAILY	10:00 AM-11:00 A		:30			P02	NM	1	\$325.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<b>Contract Dates</b> 09/20/22 - 10/03/22	<b>Product</b> Issue	<b>Estimate #</b> 11606

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/22	09/25/22	---1---				1	\$325.00				
N 10	WVEC	09/20/22	09/22/22	THE VIEW	11:00 AM-12:00 P		:30			P02	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/22	09/25/22	-1-1---				2	\$600.00				
N 11	WVEC	09/20/22	09/30/22	THE VIEW	11:00 AM-12:00 P		:30			P02	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/20/22	09/26/22	1-----				1	\$900.00				
Week:		09/27/22	10/03/22	--1-1--				2	\$900.00				
N 12	WVEC	09/20/22	09/21/22	13 NEWS NOW @ NC	12:00 PM-1:00 PM		:30			P02	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/22	09/25/22	--1----				1	\$375.00				
N 13	WVEC	09/27/22	10/03/22	13 NEWS NOW @ NC	12:00 PM-1:00 PM		:30			P02	NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/27/22	10/03/22	11-1---				3	\$525.00				
N 14	WVEC	09/20/22	09/23/22	GENERAL HOSPITAL	2:00 PM-3:00 PM		:30			P02	NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/22	09/25/22	-1--1--				2	\$625.00				
N 15	WVEC	09/20/22	10/03/22	GENERAL HOSPITAL	2:00 PM-3:00 PM		:30			P02	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/20/22	09/26/22	1-----				1	\$700.00				
Week:		09/27/22	10/03/22	1---1--				2	\$700.00				
N 16	WVEC	09/27/22	09/29/22	DAILY BLAST LIVE	3:00 PM-4:00 PM		:30			P02	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/22	10/02/22	--11---				2	\$350.00				
N 17	WVEC	09/20/22	09/23/22	13 NEWS NOW @ 4P	4:00 PM-5:00 PM		:30			P02	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/22	09/25/22	--1-1--				2	\$300.00				
N 18	WVEC	09/27/22	10/03/22	13 NEWS NOW @ 4P	4:00 PM-5:00 PM		:30			P02	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/27/22	10/03/22	1-----				1	\$525.00				
N 19	WVEC	09/20/22	09/22/22	13 NEWS NOW @ 5P	5:00 PM-5:30 PM		:30			P02	NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/22	09/25/22	-1-1---				2	\$625.00				
N 20	WVEC	09/27/22	09/29/22	13 NEWS NOW @ 5P	5:00 PM-5:30 PM		:30			P02	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/22	10/02/22	-1-1---				2	\$900.00				
N 21	WVEC	09/20/22	09/23/22	13 NEWS NOW @ 53	5:30 PM-6:00 PM		:30			P02	NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/22	09/25/22	--1-1--				2	\$725.00				
N 22	WVEC	09/20/22	09/30/22	13 NEWS NOW @ 53	5:30 PM-6:00 PM		:30			P02	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/20/22	09/26/22	1-----				1	\$1,100.00				
Week:		09/27/22	10/03/22	--1-1--				2	\$1,100.00				
N 23	WVEC	09/20/22	09/22/22	13 NEWS NOW @ 6P	6:00 PM-6:30 PM		:30			P02	NM	2	\$1,900.00

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<u>Contract Dates</u> 09/20/22 - 10/03/22	<u>Product</u> Issue	<u>Estimate #</u> 11606

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/22	09/25/22	-1-1---				2	\$950.00				
N 24	WVEC	09/27/22	10/03/22	13 NEWS NOW @ 6P	6:00 PM-6:30 PM		:30			P02	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/27/22	10/03/22	11-1---				3	\$1,400.00				
N 25	WVEC	09/20/22	09/22/22	WHEEL OF FORTUNE	7:00 PM-7:30 PM		:30			P02	NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/22	09/25/22	-1-1---				2	\$2,800.00				
N 26	WVEC	09/20/22	09/30/22	WHEEL OF FORTUNE	7:00 PM-7:30 PM		:30			P02	NM	4	\$13,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/20/22	09/26/22	1-----				1	\$3,300.00				
Week:		09/27/22	10/03/22	-11-1--				3	\$3,300.00				
N 27	WVEC	09/20/22	09/23/22	JEOPARDY	7:30 PM-8:00 PM		:30			P02	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/22	09/25/22	--1-1--				2	\$3,000.00				
N 28	WVEC	09/27/22	10/03/22	JEOPARDY	7:30 PM-8:00 PM		:30			P02	NM	3	\$11,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/27/22	10/03/22	11-1---				3	\$3,700.00				
N 29	WVEC	09/20/22	09/23/22	13 NEWS NOW @ 11	11:00 PM-11:35 P		:30			P02	NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/22	09/25/22	--1-1--				2	\$675.00				
N 30	WVEC	09/27/22	10/03/22	13 NEWS NOW @ 11	11:00 PM-11:35 P		:30			P02	NM	3	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/27/22	10/03/22	11-1---				3	\$1,050.00				
N 31	WVEC	09/20/22	09/22/22	JIMMY KIMMEL	11:35 PM-12:37 X		:30			P02	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/22	09/25/22	-1-1---				2	\$300.00				
N 32	WVEC	09/20/22	09/28/22	JIMMY KIMMEL	11:30 PM-12:30 X		:30			P02	NM	2	\$690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/20/22	09/26/22	1-----				1	\$345.00				
Week:		09/27/22	10/03/22	--1----				1	\$345.00				
N 33	WVEC	09/20/22	09/24/22	13 NEWS NOW WEEI	6:00 AM-8:00 AM		:30			P02	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/22	09/25/22	-----1-				1	\$275.00				
N 34	WVEC	09/27/22	10/01/22	13 NEWS NOW WEEI	6:00 AM-8:00 AM		:30			P02	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/22	10/02/22	-----1-				1	\$325.00				
N 35	WVEC	09/20/22	09/24/22	GOOD MORNING AM	8:00 AM-10:00 AM		:30			P02	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/22	09/25/22	-----1-				1	\$650.00				
N 36	WVEC	09/27/22	10/01/22	GOOD MORNING AM	8:00 AM-10:00 AM		:30			P02	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/22	10/02/22	-----1-				1	\$950.00				
N 37	WVEC	09/20/22	09/24/22	13 NEWS NOW @ 11	11:00 PM-11:35 P		:30			P02	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/22	09/25/22	--1-1--				2	\$250.00				

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/22	09/25/22	-----1-				1	\$500.00				
N 38	WVEC	09/27/22	10/01/22	13 NEWS NOW @ 11	11:00 PM-11:35 P		:30			P02	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/22	10/02/22	-----1-				1	\$575.00				
N 39	WVEC	09/20/22	09/25/22	GOOD MORNING AM8:00	AM-9:00 AM		:30			P02	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/22	09/25/22	-----1				1	\$700.00				
N 40	WVEC	09/27/22	10/02/22	GOOD MORNING AM8:00	AM-9:00 AM		:30			P02	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/22	10/02/22	-----1				1	\$1,200.00				
N 41	WVEC	09/20/22	09/25/22	13 NEWS NOW @ 11	11:00 PM-11:35 P		:30			P02	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/22	09/25/22	-----1				1	\$500.00				
N 42	WVEC	09/27/22	10/02/22	13 NEWS NOW @ 11	11:00 PM-11:35 P		:30			P02	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/22	10/02/22	-----1				1	\$575.00				
<b>Totals</b>												<b>89</b>	<b>\$89,965.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/29/22 -09/25/22	35	\$29,875.00	(\$4,481.25)	\$25,393.75
09/26/22 -10/03/22	54	\$60,090.00	(\$9,013.50)	\$51,076.50
<b>Totals</b>	<b>89</b>	<b>\$89,965.00</b>	<b>(\$13,494.75)</b>	<b>\$76,470.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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Standard Terms: If you are purchasing broadcast spot advertising, station website advertising, or OTT advertising from a TEGNA national seller or TEGNA broadcast station, the transaction is subject to the TEGNA Standard Advertising Terms and Conditions ("TEGNA Terms"), which are available at <http://bit.ly/2eyrbCA>, as well as on the Advertise page from the Connect menu of the Station's website. If you are purchasing only OTT advertising directly from Premion and not from a local station, the transaction is subject to the Premion Standard Advertising Terms and Conditions ("Premion Terms"), which are available at <https://premion.com/advertising-terms-and-conditions/>.

You will be deemed to have accepted the TEGNA Terms or Premion Terms, as applicable, upon the earliest of (i) the date the campaign contemplated by this Contract first launches, or (ii) the date on which you pay any amounts specified on an invoice related to this Contract. We warrant that the actual broadcast information shown on our invoice was taken from the program log. We warrant spots are posted within two minutes of actual airtime.

Non-Discrimination: TEGNA, its stations and Premion do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected.

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Sage Media Planning and Placement, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

**Check one:**

- Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

**Station time requested by:** Sage Media Planning & Placement (on behalf of Center Forward Committee)

**Agency name:** Sage Media Planning & Placement

**Address:** 1322 G Street SE, Washington, DC 20002

**Contact:** Casey Bessette

**Phone number:** 603-340-3727

**Email:** casey@sagemediaplanning.com

**Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):**

**Name:** Center Forward Committee

**Address:** 1214A Ingleside Avenue, McLean, VA 22101

**Contact:** Cori Smith Kramer

**Phone number:** 202-550-0888

**Email:** cori@center-forward.org

Station is authorized to announce the time as paid for by such person or entity.

**List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary):**

Cori Smith Kramer - Executive Director  
Robert Cramer, Chairman  
Jeffries Murray, Treasurer  
Vickie Walling, Secretary  
John Tanner, Director

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s). +

**If ad refers to a federal candidate(s) or federal election, list ALL of the following:**

N/A

**Name(s) of every candidate referred to:** Jennifer Kiggans

**Office(s) sought by such candidate(s) (no acronyms or abbreviations):** United States House of Representatives - Virginia's second Congressional District

**Date of election:** November 8th, 2022

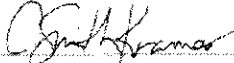
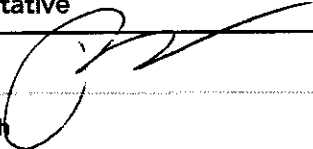
**Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:**

N/A

Healthcare - abortion

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

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

<b>Advertiser/Sponsor</b> Center Forward Committee	<b>Station Representative</b>
Signature: 	Signature: 
Name: Cori Kramer	Name: Penne Marsh
Date of Request to Purchase Ad Time: 9/16/22	Date of Station Agreement to Sell Time:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: 9/19

**Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).**

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

*Anti Kiggans*

- Accepted
- Accepted IN PART (e.g., ad not received to determine content)\*
- Rejected – provide reason:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #: 2547789	Station Call Letters: WVEC	Date Received/Requested: 9/19
Est. #: 11606	Station Location: Norfolk	Run Start and End Dates: 9/20-10/3

**For national issue ads only (not required for state/local issue ads):**

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.