

# CONTRACT



**KFSM-TV**  
 P.O. Box 369  
 Fort Smith, AR 72902  
 (479)783-3131

www.5newsline.com

And:

**Waterfront Strategies**  
 3050 K Street NW  
 Suite 100  
 Washington, DC 20007

<u>Contract / Revision</u> 747164 /		<u>Alt Order #</u> 09342875
<u>Product</u> ISSUE		
<u>Contract Dates</u> 10/07/14 - 10/13/14		<u>Estimate #</u> 2852
<u>Advertiser</u> Senate Majority PAC		<u>Original Date / Revision</u> 06/24/14 / 07/02/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KFSM	<u>Account Executive</u> Mike Jones	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8558	<u>Advertiser Code</u> 163	<u>Product Code</u> 173
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	All	10/07/14	10/10/14	5 News at 6am	6-7a		:30				NM	4	\$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:	10/06/14	10/12/14	-TWTF--				4	\$550.00	0.00			
N 2	All	10/13/14	10/13/14	5 News at 6am	6-7a		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/13/14	10/19/14	M-----				1	\$550.00	0.00			
N 3	All	10/07/14	10/10/14	Early Show	7-9a		:30				NM	7	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/06/14	10/12/14	-TWTF--				7	\$200.00	0.00			
N 4	All	10/13/14	10/13/14	Early Show	7-9a		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/13/14	10/19/14	M-----				2	\$200.00	0.00			
N 5	All	10/11/14	10/11/14	Various	Sa 7-9a		:30				NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/06/14	10/12/14	-----S-				1	\$115.00	0.00			
N 6	All	10/12/14	10/12/14	CBS Sunday Morning	8-930a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/06/14	10/12/14	-----S				1	\$300.00	0.00			
N 7	All	10/07/14	10/10/14	Rachel Ray	9-10am		:30				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:	10/06/14	10/12/14	-TWTF--				2	\$125.00	0.00			
N 8	All	10/13/14	10/13/14	Rachel Ray	9-10am		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/13/14	10/19/14	M-----				1	\$125.00	0.00			
N 11	All	10/07/14	10/10/14	5 News at Noon	12n-1230p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/06/14	10/12/14	-TWTF--				1	\$250.00	0.00			
N 12	All	10/13/14	10/13/14	5 News at Noon	12n-1230p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/13/14	10/19/14	M-----				1	\$250.00	0.00			
N 13	All	10/07/14	10/10/14	M-F 1230-1p	1230-1p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/06/14	10/12/14	-TWTF--				1	\$250.00	0.00			

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four week advance cancellation notice is required unless otherwise specified. Tribune does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u> 747164 /	<u>Alt Order #</u> 09342875
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<u>Contract Dates</u> 10/07/14 - 10/13/14	<u>Product</u> ISSUE	<u>Estimate #</u> 2852
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<u>Advertiser</u> Senate Majority PAC	<u>Original Date / Revision</u> 06/24/14 / 07/02/14
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 14	All	10/13/14	10/13/14	CBS Daytime	1230-3pm		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	M-----				1	\$250.00	0.00			
D 25	All	10/13/14	10/13/14	5 News at 5p	5-530p		:30				NM	0	\$0.00
D 26	All	10/07/14	10/10/14	5 News at 6p	6-630p		:30				NM	0	\$0.00
D 27	All	10/13/14	10/13/14	5 News at 6p	6-630p		:30				NM	0	\$0.00
N 28	All	10/13/14	10/13/14	Monday Prime	9-10p		:30				NM	1	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	M-----				1	\$1,725.00	0.00			
D 29	All	10/07/14	10/07/14	Tuesday Prime	7-8p		:30				NM	0	\$0.00
D 30	All	10/07/14	10/07/14	Tuesday Prime	8-9p		:30				NM	0	\$0.00
N 31	All	10/08/14	10/08/14	Wednesday Prime	7-8p		:30				NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	--W----				1	\$1,950.00	0.00			
D 32	All	10/10/14	10/10/14	Friday Prime	9-10p		:30				NM	0	\$0.00
D 33	All	10/12/14	10/12/14	Sunday Prime	7-8p		:30				NM	0	\$0.00
N 34	All	10/12/14	10/12/14	Various	8-9p		:30				NM	1	\$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:		10/06/14	10/12/14	-----S				1	\$1,000.00	0.00			
N 35	All	10/07/14	10/10/14	5 News at 10p	10-1035p		:30				NM	3	\$2,775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWTF--				3	\$925.00	0.00			
N 36	All	10/13/14	10/13/14	5 News at 10p	10-1035p		:30				NM	1	\$925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	M-----				1	\$925.00	0.00			
N 37	All	10/11/14	10/11/14	5 News at 10p	10-1035p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-----S-				1	\$750.00	0.00			
N 38	All	10/12/14	10/12/14	5 News at 10p	10-1035p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-----S				1	\$750.00	0.00			
N 39	All	10/07/14	10/10/14	Late Night with David Letterm	1035-1137p		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWTF--				2	\$200.00	0.00			
N 40	All	10/13/14	10/13/14	Late Night with David Letterm	1035-1137p		:30				NM	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:		10/13/14	10/19/14	M-----				1	\$200.00	0.00			
D 41	All	10/11/14	10/11/14	Sa 1035-1105p	Sa 1035-1105p		:30				NM	0	\$0.00
N 42	All	10/09/14	10/09/14	NFL Thursday Night	725p-cc		:30				NM	1	\$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:		10/06/14	10/12/14	---T---				1	\$1,500.00	0.00			
N 43	All	10/12/14	10/12/14	NFL Doubleheader	Various		:30				NM	1	\$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:		10/06/14	10/12/14	-----S				1	\$1,500.00	0.00			
N 44	All	10/07/14	10/10/14	CBS Daytime	10am-12n		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWTF--				1	\$225.00	0.00			
N 45	All	10/13/14	10/13/14	CBS Daytime	10am-12n		:30				NM	1	\$225.00

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<u>Contract Dates</u> 10/07/14 - 10/13/14	<u>Product</u> ISSUE	<u>Estimate #</u> 2852
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<u>Advertiser</u> Senate Majority PAC	<u>Original Date / Revision</u> 06/24/14 / 07/02/14
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	M-----				1	\$225.00	0.00			
N 46	All	10/07/14	10/10/14	Dr Phil	3-4p		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWTF--				2	\$200.00	0.00			
N 47	All	10/13/14	10/13/14	Dr Phil	3-4p		:30				NM	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:		10/13/14	10/19/14	M-----				1	\$200.00	0.00			
N 48	All	10/07/14	10/10/14	Inside Edition	4-430pm		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWTF--				2	\$200.00	0.00			
N 49	All	10/13/14	10/13/14	Inside Edition	4-430pm		:30				NM	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:		10/13/14	10/19/14	M-----				1	\$200.00	0.00			
N 50	All	10/07/14	10/10/14	Jeopardy	430-5p		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWTF--				2	\$250.00	0.00			
N 51	All	10/13/14	10/13/14	Jeopardy	430-5p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	M-----				1	\$250.00	0.00			
N 52	All	10/07/14	10/10/14	Wheel of Fortune	630-7pm		:30				NM	2	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWTF--				2	\$925.00	0.00			
N 53	All	10/13/14	10/13/14	Wheel of Fortune	630-7pm		:30				NM	1	\$925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	M-----				1	\$925.00	0.00			
N 54	All	10/11/14	10/11/14	Wheel of Fortune	630-7pm		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-----S-				1	\$325.00	0.00			
N 55	All	10/07/14	10/10/14	5 News at 5p	5-530p		:30				NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWTF--				3	\$525.00	0.00			
N 56	All	10/13/14	10/13/14	5 News at 5p	5-530p		:30				NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	M-----				1	\$525.00	0.00			
N 57	All	10/07/14	10/10/14	5 News at 6p	6-630p		:30				NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWTF--				3	\$700.00	0.00			
N 58	All	10/13/14	10/13/14	5 News at 6p	6-630p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	M-----				1	\$700.00	0.00			
N 59	All	10/07/14	10/07/14	Tuesday Prime	7-8p		:30				NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-T-----				1	\$2,100.00	0.00			
D 60	All	10/07/14	10/07/14	Tuesday Prime	8-9p		:30				NM	0	\$0.00
N 61	All	10/10/14	10/10/14	Friday Prime	9-10p		:30				NM	1	\$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:		10/06/14	10/12/14	----F--				1	\$1,000.00	0.00			
N 62	All	10/12/14	10/12/14	Sunday Prime	7-8p		:30				NM	1	\$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:		10/12/14	10/12/14	-----S				1					

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747164 /	09342875

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/07/14 - 10/13/14	ISSUE	2852

<u>Advertiser</u>	<u>Original Date / Revision</u>
Senate Majority PAC	06/24/14 / 07/02/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-----S				1	\$1,000.00	0.00			
N 63	All	10/11/14	10/11/14	Sa 1035-1105p	Sa 1035-1105p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-----S-				1	\$250.00	0.00			
N 64	All	10/13/14	10/13/14	Monday Prime	7-8p		:30				NM	1	\$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:		10/13/14	10/19/14	M-----				1	\$1,500.00	0.00			
<b>Totals</b>											0.00	65	\$36,065.00

Time Period	# of Spots	Gross Amount	Net Amount
09/29/14 - 10/13/14	65	\$36,065.00	\$30,655.25
<b>Totals</b>	65	\$36,065.00	\$30,655.25

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

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ORDER WORKSHEET

Rep Order# 9342875 Ver# 7 Status Revised Traffic Order# 747164 Last Received: 07/02/14 3:44 PM Printed: 07/02/14 4:01 PM 1 of 2  
 EC'd Yes Showing Buylines: All Rep Changes

Station KFSM-TV FT. SMITH  
 Advertiser (SMP) SEN MAJORITY PAC  
 Product ISSUE  
 Estimate# 2852  
 Buyer MIKE FURMAN

Agency (WTRF) WATERFRONT STRATEGIES  
 3050 K ST NW, SUITE 100  
 WASHINGTON, DC 20007  
 Agency C/P1/P2/E 163/173/2852  
 Flight Dates 10/07/14-10/13/14

Rep Firm KATZ CONTINENTAL  
 Sales Office (DC) WASHINGTON  
 Salesperson (MJO) MIKE JONES  
 Sales Assistant AMBER  
 Salesperson Phone# 202-872-5880  
 Salesperson Fax# 202-872-0263

--- 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.

--- REMARKS ---

REVISED ORDER SEE LN 44 FOR MG FROM LN 30 NCIT PLS CFM T/R JACOB

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
30*	Tu	8P-9P		30	-		\$1,500.00	10/07-10/07	0	0	\$0.00
Buy Comment: NCIS: LOS ANGELES Sales remark: V7 PREEMPTED DUE TO RATE V7 Comment Changed, Spots/week Changed											
44*	M	7P-8P		30	-		\$1,500.00	10/13-10/13	1	1	\$1,500.00
Buy Comment: 2 BROKE GIRLS/FRIEND W. BETTER LIVES Sales remark: V7 MG LN FROM LN 30 V7 Added											

---REPORT TOTALS---

Report Totals: 1 / \$1,500.00

---SALES MONTHLY TOTALS---

Oct2014: 65 / \$36,065.00

Order Totals: 65 / \$36,065.00 Total GRPs: 0.0

---COMPETITIVE---

Market Totals	CABL	KFSM	KFTA	KHBS	KNWA
\$78,402.17	.00%	46.00%	4.00%	26.00%	24.00%
	KXNW .00%	NFSM .00%	NHBS .00%	NXNW .00%	RFSM .00%

ORDER WORKSHEET

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Books [null]  
Demos RA35+

--- CREDIT RISK ---  
STANDARD CREDIT TERMS