

ORDER



WGHP-TV

Orders
Order / Rev: 401149
Alt Order #: 08427670
Product Desc: GROW NC STRONG 8476
Estimate: 8476
Flight Dates: 10/28/16 - 11/07/16
Original Date / Rev: 10/27/16 / 10/27/16
Order Type: GENERAL

Revised

Primary AE: Joe Knauer
Sales Office: NWDC
Sales Region: National

Agency
Name: American Media & Advocacy Group
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

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

Advertiser
Name: Grow NC Strong
Demographic: A35+
Product Codes: PL4.b
Priority: 03
Revenue Codes: Agency, Political, Political-PAC

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
09/26/16	10/30/16	13	\$34,100.00	\$28,985.00
10/31/16	11/07/16	29	\$46,400.00	\$39,440.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	13	\$34,100.00	\$28,985.00	0.00
November 2016	29	\$46,400.00	\$39,440.00	0.00
Totals	42	\$80,500.00	\$68,425.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WGHP-TV	26%	\$80,500.00
Market	100%	\$309,615.38

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	1%	\$3,096.15
WFMY	8%	\$24,769.23
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	1%	\$3,096.15
WUNL	0%	\$0.00
WXII	57%	\$176,480.77
WXLV	7%	\$21,673.08

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/28/16	10/28/16	Late Run News Late Run News	CM	11:00 PM-12:00 AM	-----1--	:30	1	\$1,000.00	02	0.00	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:		10/24/16	10/30/16	-----1--		1		\$1,000.00		0.00					
5	8	10/28/16	10/28/16	MLB World Series Gm MLB World Series Gm	CM	8:00 PM-11:00 PM (8:00 PM-11:00 PM)	-----2--	:30	2	\$3,500.00	02	0.00	NM	2	\$7,000.00
		<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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5	8	10/28/16	10/28/16	MLB World Series Gm MLB World Series Gm	CM	8:00 PM-11:00 PM (8:00 PM-11:00 PM)	----2--	:30	2	\$3,500.00	02	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/16	10/30/16	----2--		2			\$3,500.00			0.00			
7	8	10/31/16	11/07/16	M-F 11p-1130p TMZ	CM	11:00 PM-11:30 PM	1-----	:30	1	\$500.00	02	0.00	NM	2	\$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: 10/31/16	11/06/16	1-----		1			\$500.00			0.00			
		Week: 11/07/16	11/13/16	1-----		1			\$500.00			0.00			
12	8	10/29/16	10/29/16	Sa 6p-7p SAT 6p-630p	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	-----2-	:30	2	\$1,500.00	02	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----2-		2			\$1,500.00			0.00			
N 13	8	10/29/16	10/29/16	Sa 6p-7p SAT 630p-7p	CM	6:30 PM-7:00 PM	-----1-	:30	1	\$1,500.00	02	0.00	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: 10/24/16	10/30/16	-----1-		1			\$1,500.00			0.00			
14	8	10/29/16	10/29/16	MLB World Series Gm MLB World Series Gm	CM	8:00 PM-11:00 PM (8:00 PM-11:00 PM)	-----2-	:30	2	\$3,500.00	02	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----2-		2			\$3,500.00			0.00			
N 15	8	10/30/16	10/30/16	MLB World Series Gm MLB World Series Gm	CM	8:00 PM-11:00 PM (8:00 PM-11:00 PM)	-----2	:30	2	\$5,000.00	03	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----2		2			\$5,000.00			0.00			
16	8	11/03/16	11/03/16	M-F 11p-1130p TMZ	CM	11:00 PM-11:30 PM	---1---	:30	1	\$500.00	03	0.00	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: 10/31/16	11/06/16	---1---		1			\$500.00			0.00			
20	8	11/01/16	11/01/16	M-F 11p-1130p TMZ	CM	11:00 PM-11:30 PM	-1-----	:30	1	\$500.00	03	0.00	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: 10/31/16	11/06/16	-1-----		1			\$500.00			0.00			
23	8	11/01/16	11/01/16	MLB World Series Gm MLB World Series Gm	CM	8:00 PM-11:00 PM (8:00 PM-11:00 PM)	-2-----	:30	2	\$5,000.00	03	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	-2-----		2			\$5,000.00			0.00			
25	8	11/02/16	11/02/16	M-F 11p-1130p TMZ	CM	11:00 PM-11:30 PM	--1----	:30	1	\$500.00	03	0.00	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: 10/31/16	11/06/16	--1----		1			\$500.00			0.00			
N 29	8	11/05/16	11/05/16	EN Special EN Special	CM	7:00 PM-7:30 PM (7:00 PM-7:30 PM)	-----1-	:30	1	\$1,500.00	02	0.00	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: 10/31/16	11/06/16	-----1-		1			\$1,500.00			0.00			
N 30	8	11/05/16	11/05/16	EN Special EN Special	CM	7:30 PM-8:00 PM (7:30 PM-8:00 PM)	-----1-	:30	1	\$1,500.00	02	0.00	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: 10/31/16	11/06/16	-----1-		1			\$1,500.00			0.00			
N 32	8	10/28/16	11/04/16	M-F 430p-5p FRI 430p-5p	CM	4:30 PM-5:00 PM	----1--	:30	1	\$1,000.00	02	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/16	10/30/16	----1--		1			\$1,000.00			0.00			
		Week: 10/31/16	11/06/16	----1--		1			\$1,000.00			0.00			
N 33	8	10/28/16	11/04/16	M-F 5p-530p FRI 5p-530p	CM	5:00 PM-5:30 PM	----2--	:30	2	\$1,800.00	02	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/16	10/30/16	----2--		2			\$1,800.00			0.00			
		Week: 10/31/16	11/06/16	----2--		2			\$1,800.00			0.00			

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 WGHP-TV

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N34	8	10/31/16	11/07/16	M-F 4p-430p MON 4p-430p	CM	4:00 PM-4:30 PM	1-----	:30	1	\$1,000.00	02	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----					1	\$1,000.00		0.00			
		Week: 11/07/16	11/13/16	1-----					1	\$1,000.00		0.00			
N35	8	10/31/16	11/07/16	M-F 5p-530p MON 5p-530p	CM	5:00 PM-5:30 PM	3-----	:30	3	\$1,800.00	02	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	2-----					2	\$1,800.00		0.00			
		Week: 11/07/16	11/13/16	3-----					3	\$1,800.00		0.00			
N36	8	11/05/16	11/05/16	EN Special EN Special	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	-----1-	:30	1	\$1,500.00	02	0.00	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: 10/31/16	11/06/16	-----1-					1	\$1,500.00		0.00			
N37	8	11/03/16	11/03/16	M-F 430p-5p THUR 430p-5p	CM	4:30 PM-5:00 PM	---1---	:30	1	\$1,000.00	03	0.00	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: 10/31/16	11/06/16	---1---					1	\$1,000.00		0.00			
N38	8	11/03/16	11/03/16	M-F 530p-6p THUR 530p-6p	CM	5:30 PM-6:00 PM	---2---	:30	2	\$1,800.00	03	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---2---					2	\$1,800.00		0.00			
N39	8	11/01/16	11/01/16	M-F 4p-430p TUE 4p-430p	CM	4:00 PM-4:30 PM	-1-----	:30	1	\$1,000.00	03	0.00	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: 10/31/16	11/06/16	-1-----					1	\$1,000.00		0.00			
N40	8	11/01/16	11/01/16	M-F 5p-530p TUE 5p-530p	CM	5:00 PM-5:30 PM	-2-----	:30	2	\$1,800.00	03	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-2-----					2	\$1,800.00		0.00			
N41	8	11/02/16	11/02/16	M-F 4p-430p WED 4p-430p	CM	4:00 PM-4:30 PM	--1----	:30	1	\$1,000.00	03	0.00	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: 10/31/16	11/06/16	--1----					1	\$1,000.00		0.00			
N42	8	11/02/16	11/02/16	M-F 5p-530p WED 5p-530p	CM	5:00 PM-5:30 PM	--2----	:30	2	\$1,800.00	03	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	--2----					2	\$1,800.00		0.00			
													Totals	42	\$80,500.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <div style="font-size: 1.5em; color: blue; margin-top: 10px;">WGHP</div>	Date: <div style="font-size: 1.5em; color: blue; margin-top: 10px;">10/25/16</div>
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I, American Media and Advocacy Group

do hereby request station time concerning the following issue:

Grow NC Strong

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

This broadcast time will be used by: Grow NC Strong

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

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 offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Grow NC Strong
324 S. Wilmington St. #322
Raleigh, NC 27601

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Treasurer: Tommy H. West

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

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

The Sponsor agrees 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), the sponsor also agrees 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 (SPONSOR)

Date Jonathan Ferrell _____
Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

[Signature] Benson Ochoa VPOS
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

Attach proposed schedule with charges (if available):

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 time the rate for spots "communicating a political matter of national importance" 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 and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.