

ORDER**Orders**

Order / Rev: 403452
Alt Order #: 08432476
Product Desc: NC VALUE COALIT 1435
Estimate: 1435
Flight Dates: 11/01/16 - 11/08/16
Original Date / Rev: 10/31/16 / 10/31/16
Order Type: GENERAL

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

Agency

Name: Innovative Advertising LLC
Buying Contact:
Billing Contact:
 4250 Hwy 22
 Mandeville, LA 70471

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

Advertiser

Name: NC Value Coalition
Demographic: A35+
Product Codes: PL4.b
Priority: 02
Revenue Codes: Direct, 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
10/31/16	11/08/16	31	\$40,900.00	\$34,765.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	31	\$40,900.00	\$34,765.00	0.00
Totals	31	\$40,900.00	\$34,765.00	0.00

Account Executives

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

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	8	11/01/16	11/04/16	M-F 5a-6a W-F 530a-6a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	--111--	:30	3	\$1,000.00	02	0.00	NM	3	\$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:		10/31/16	11/06/16	--111--			3		\$1,000.00		0.00				
E 3	8	11/01/16	11/04/16	M-F 7a-8a W-F 7a-8a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	--111--	:30	3	\$1,500.00	02	0.00	NM	3	\$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:		10/31/16	11/06/16	--111--			3		\$1,500.00		0.00				
E 4	8	11/01/16	11/04/16	M-F 8a-9a W-F 830a-9a	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	--111--	:30	3	\$1,500.00	02	0.00	NM	3	\$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:		10/31/16	11/06/16	--111--			3		\$1,500.00		0.00				
E 6	8	11/01/16	11/04/16	M-F 9a-10a W-F 9a-930a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	--111--	:30	3	\$1,000.00	02	0.00	NM	3	\$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:		10/31/16	11/06/16	--111--			3		\$1,000.00		0.00				
E 7	8	11/01/16	11/04/16	M-F 9a-10a W-F 930a-10a	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	--111--	:30	3	\$1,000.00	02	0.00	NM	3	\$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:		10/31/16	11/06/16	--111--			3		\$1,000.00		0.00				
E 8	8	11/01/16	11/04/16	M-F 11a-12p CRIME WATCH	CM	11:00 AM-12:00 PM (11:00 AM-12:00 PM)	--111--	:30	3	\$400.00	02	0.00	NM	3	\$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:		10/31/16	11/06/16	--111--			3		\$400.00		0.00				

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Advertiser: NC Value Coalition
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 Estimate: 1435

WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 9	8	11/04/16	11/04/16	Station Special ROY'S FOLKS	CM	7:00 PM-8:00 PM	----1--	:30	1	\$600.00	2	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:	10/31/16	11/06/16	----1--		1			\$600.00			0.00			
E 10	8	11/04/16	11/04/16	Friday Prime Hour 1 HELL'S KITCHEN	CM	8:00 PM-9:00 PM	----1--	:30	1	\$1,000.00	2	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			
E 11	8	11/06/16	11/06/16	Sunday Prime Hour 3 FAMILY GUY/LAST MAN	CM	9:00 PM-10:00 PM	-----1	:30	1	\$1,100.00	2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/31/16	11/06/16	-----1		1			\$1,100.00			0.00			
E 13	8	11/02/16	11/02/16	MLB World Series Gm MLB World Series Gm	CM	8:00 PM-11:00 PM (8:00 PM-11:00 PM)	--1----	:30	1	\$5,000.00	2	0.00	NM	1	\$5,000.00
		<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			\$5,000.00			0.00			
E 17	8	11/07/16	11/08/16	M-F 8a-9a M-TU 8a-830a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	11-----	:30	2	\$1,500.00	2	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:	11/07/16	11/13/16	11-----		2			\$1,500.00			0.00			
E 18	8	11/07/16	11/08/16	M-F 8a-9a M-TU 830a-9a	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	11-----	:30	2	\$1,500.00	2	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:	11/07/16	11/13/16	11-----		2			\$1,500.00			0.00			
E 19	8	11/07/16	11/08/16	M-F 9a-10a M-TU 9a-930a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	11-----	:30	2	\$1,000.00	2	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:	11/07/16	11/13/16	11-----		2			\$1,000.00			0.00			
E 20	8	11/07/16	11/07/16	M-F 11a-12p CRIME WATCH	CM	11:00 AM-12:00 PM	11-----	:30	1	\$400.00	2	0.00	NM	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:	11/07/16	11/13/16	1-----		1			\$400.00			0.00			
E 21	8	11/07/16	11/07/16	M-F 7p-8p ELECTION SPECIAL	CM	7:00 PM-8:00 PM (7:00 PM-8:00 PM)	1-----	:30	1	\$600.00	2	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:	11/07/16	11/13/16	1-----		1			\$600.00			0.00			
E 22	8	11/06/16	11/06/16	NFL Reg Ssn Pre Gm NFL Reg Ssn Pre Gm	CM	12:00 PM-1:00 PM (12:00 PM-1:00 PM)	-----1	:30	1	\$5,000.00	2	0.00	NM	1	\$5,000.00
		<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			\$5,000.00			0.00			
													Totals	31	\$40,900.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: NCMP	Date: 10/31/16
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I, Tami Fitzgerald
do hereby request station time concerning the following issue:

HB2

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

This broadcast time will be used by: NCVC

NORTH CAROLINA VALVE
COALITION

**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):

Roy Cooper, Governor
Election date: Nov. 8.
Charlotte bathroom ordinance/HB 2

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

North Carolina Value Coalition PAC

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):

Tami Fitzgerald - Executive Director

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

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)

10/31/16 Jami Fitzgerald 919-349-3655
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
[Signature] Brian O'Connor VPOS
Signature Printed Name Title

Founded in 2011, the N.C. Values Coalition is a non-partisan, statewide grassroots network of North Carolinians who support and advocate for pro-family positions. The North Carolina Values Coalition is a non-profit education and lobbying organization that qualifies for tax-exempt status under Section 501(c)(4) of the Internal Revenue Code. It is based in Raleigh, NC.

Our Vision:

Our vision is to be a powerful positive political force that advances a culture in North Carolina where human life is valued, religious liberty thrives, and marriage & families flourish.

Our Mission:

Our mission is to impact culture by influencing public policies and elections in favor of life, liberty, and family. We pursue this mission by:

- **Educating** voters about candidates for public office and public referendums;
- **Engaging** voters to become stewards of the public square by actively engaging society with their Christian worldview; and
- **Equipping** public figures with culture-affirming public policies.

Our Key Issues:

- **Pro-Life:** We believe that humans are created in the image of God as either male or female and that life is precious. We value life and are committed to protecting it at every stage—the unborn, the orphan, and the elderly.
- **Pro-Religious Liberty:** We believe that all Americans have the right to freely exercise their religion in both public and private places. We also believe that every American should be free to live and work in accordance with their faith without fear of unjust punishment by the government. No one should be forced by the government to promote messages and participate in events that conflict with their beliefs. We are committed to protecting the right of every citizen to pray freely according to the dictates of their own conscience, even in a public forum or government meeting.
- **Pro-Marriage and Family:** We believe that human thriving is dependent upon marriage as the union of one man and one woman and that children do best when they are raised by their married mother and father. We also believe that government should be prohibited from punishing someone for acting on their belief that marriage is the union of one man and one woman. We support the rights of parents to direct the upbringing and education of their children, including the opportunity to choose which schools are best for their children and to protect the privacy and safety of their children. We also support standards in higher education that do not violate religious freedom and free speech rights of students and which offer students an atmosphere in which to grow in virtue, as well as knowledge.

Our Tactics:

- Produce yearly scorecards that rank legislators on their support of policies related to life, liberty, and family.
- Engage the media by fielding press interviews and articulate faith-friendly perspectives.
- Equip voters to elect to public office those who affirm faith, freedom, and family legislation via massive door-to-door canvassing and other voter outreach efforts.
- Hold elected officials accountable for anti-faith, anti-family, & anti-freedom votes by petitioning them onsite.
- Educating, informing, and influencing NC citizens, politicians and policymakers via communication updates (social updates, web stories, emails, etc).
- Organize and engage pastors, churches, and people of faith to participate as stewards in the public square.
- Build coalitions and networks with other like-minded organizations to accomplish common goals and optimize resources.
- Organize and equip one of North Carolina's most organized, effective, and creative grassroots networks.