

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <div style="text-align: center; font-size: 1.5em; margin-top: 10px;">KTVB</div>	<b>Date:</b> <div style="text-align: center; margin-top: 10px;">3/12/18</div>
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I, Dianna Rowedder  
do hereby request station time concerning the following issue:

Fair Anchorage - Prop 1
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see attached schedule					

This broadcast time will be used by: Fair Anchorage

**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):

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

Fair Anchorage

--

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):

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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)**

3/12/18

Date

*Dianna Crowder*

Signature

907 338-3709

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted

☐ Accepted in Part

☐ Rejected

*[Signature]*

Signature

*R. Boots*

Printed Name

*DOS*

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
see attached schedule					

**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.



**WALSH | SHEPPARD**  
Strategy + Communications

# Buy Detail Report

Revision #: Date: 3/12/2018

Client: ACLU Prop 1  
Media: TV  
Product: PROP 1  
Market: Anchorage  
Primary Demo: Adults 35+  
Separation between spots: 30

Estimate: 1433  
Description: ACLU Prop 1 TV week of Mar 12  
Flight Start Date: 3/12/2018 03:00 AM  
Flight End Date: 3/18/2018 02:59 AM  
Survey: Feb 18 Proj. (Feb 17 HJT, Nov 17 SHR)  
Buyer: Dianna Row edder

Vendor: KTVA-TV  
1007 W. 32nd Ave

Anchorage, AK 99503  
Contact: Anne Heiner

E-Mail: AHeiner@denalmediaalaska.com  
Phone: 929-9730 ph 242-0876 cell  
Fax: 907 334-9427

Send Billing To: WALSH SHEPPARD  
111 W. 9th Avenue  
Anchorage, Alaska 99501

Phone: 907 338-3709  
Fax: 907 338-3857

Affiliation: CBS

*Note No*

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Wks 3/12	Dur	Total Spots	Adults 35+	Rtg/CPP
<b>KTVA-TV</b>									
19	MTuWThF 5:00a-5:30a CBS OVRNT NEWS	RT	\$30.00 ✓	\$25.50	3	30	3 ✓	0.6	\$50.00
20	MTuWThF 6:00a-7:00a KTVA 6AM DYBRK	EM	\$120.00 ✓	\$102.00	1	30	1 ✓	0.6	\$42.50
21	MTuWThF 5:00p-5:30p KTVA 5P1ST TAKE<	EN	\$275.00 ✓	\$233.75	5	30	5	3.9	\$200.00
22	MTuWThF 6:00p-7:00p News	RT	\$375.00 ✓	\$318.75	5	30	5	2.6	\$170.00
23	MTuWThF 10:00p-10:30p KTVA 10P NITCAST	LN	\$550.00 ✓	\$467.50	5	30	5	3.7	\$70.51
24	Tu 7:00p-8:00p NCIS-CBS	PT	\$3,000.00 ✓	\$2,550.00	1	30	1	11.0	\$59.94
25	W 8:00p-9:00p AVG. ALL WKS	PT	\$3,000.00 ✓	\$2,550.00	1	30	1	8.6	\$144.23
									\$122.50
									\$148.65
									\$126.35
									\$272.73
									\$231.82
									\$348.84



**WALSH SHEPPARD**  
Strategy • Communications

## Buy Detail Report

Revision #:      Date: 3/12/2018

Client: AQLU Prop 1

Media: TV

Product: PROP 1

Market: Anchorage

Primary Demo: Adults 35+

Separation between spots: 30

Estimate: 1433

Description: AQLU Prop 1 TV week of Mar 12

Flight Start Date: 3/12/2018 03:00 AM

Flight End Date: 3/18/2018 02:59 AM

Survey: Feb18 Proj (Feb17 HUT, Nov17 SHR)

DMA Nelsen Live+1

Buyer: Dianna Rowedder

Vendor: KTVA-TV

1007 W. 32nd Ave

Anchorage, AK 99503

Contact: Anne Heiner

E-Mail: AHeiner@denalimedialaska.com

Phone: 929-9730 ph 242-0876 cell

Fax: 907 334-9427

Affiliation: CBS

Send Billing To: WALSH SHEPPARD

111 W. 9th Avenue

Anchorage, Alaska 99501

Phone: 907 338-3709

Fax: 907 338-3857

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 3/12	Total Spots	Adults 35+ Rtg/CPP
KTVA-TV								

\$296.51

21

73.0

\$167.26

\$142.17

Total Wks Cost(STN Gross): \$12,210.00

Total Cost: \$12,210.00

\$10,378.50

Station Monthly Summary

MAR 18 \$12,210.00

\$10,378.50

Total Cost: \$12,210.00

\$10,378.50

Estimate Totals:

Total Spots: 57

Total GRP/GIMP(000): 312.9

Total CPP/CPM:

Total Wks Cost(STN Gross): \$35,765.00

312.9

\$114.37

\$97.21



**CONTRACT**

**KTVA**  
**1001 Northway Drive**  
**Suite 202**  
**Anchorage, AK 99508**  
**(907) 929-9700**

And:

**Walsh, Sheppard**  
**Attention: Dianna Rowedder**  
**111 W 9th Avenue**  
**Anchorage, AK 99501**

<b>Contract / Revision</b> 8559 /		<b>Alt Order #</b>
<b>Product</b> PROP 1 - Vote No		
<b>Contract Dates</b> 03/15/18 - 03/18/18		<b>Estimate #</b> Est. #1433
<b>Advertiser</b> ACLU Prop 1 - Fair Anchorage		<b>Original Date / Revision</b> 03/14/18 / 03/14/18
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KTVA	<b>Account Executive</b> Janice Wright	<b>Sales Office</b> Local Sales-And
<b>Special Handling</b> Prepaid		
<b>Demographic</b> Households		
<b>IDB#</b> 9914075	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KTVA	03/15/18	03/18/18	CBS Overnight News	M-F 5a-530a		:30			NM	3	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/12/18	03/18/18	---21--				3	\$30.00			
N 2	KTVA	03/15/18	03/18/18	KTVA Daybreak I	M-F 6a-7a		:30			NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/12/18	03/18/18	---1---				1	\$120.00			
N 3	KTVA	03/15/18	03/18/18	KTVA Nightcast	M-F 10p-1035p		:30			NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/12/18	03/18/18	---22--				4	\$550.00			
N 4	KTVA	03/15/18	03/15/18	NCAA BKBL Reg Plyff R1G1 Thu 8a-1030a			:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/12/18	03/18/18	---1---				1	\$400.00			
N 5	KTVA	03/15/18	03/15/18	NCAA BKBL Reg Plyff R1G2 Thu 1030a-1p			:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/12/18	03/18/18	---1---				1	\$400.00			
N 6	KTVA	03/15/18	03/15/18	NCAA BKBL Reg Plyff R1G3 Thu 3p-530p			:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/12/18	03/18/18	---1---				1	\$400.00			
N 7	KTVA	03/15/18	03/15/18	The Late Show w/Stephen CoM-F 1035p-1137p			:30			NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/12/18	03/18/18	---1---				1	\$180.00			
N 8	KTVA	03/15/18	03/15/18	The Late Late Show w/JamesM-F 1137p-1237a			:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/12/18	03/18/18	---1---				1	\$70.00			
N 9	KTVA	03/16/18	03/16/18	NCAA BKBL Reg Plyff R1G5 Fri 8a-1030a			:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/12/18	03/18/18	----1--				1	\$700.00			
N 10	KTVA	03/16/18	03/16/18	NCAA BKBL Reg Plyff R1G6 Fri 1030a-1p			:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/12/18	03/18/18	----1--				1	\$700.00			
N 11	KTVA	03/16/18	03/16/18	NCAA BKBL Reg Plyff R1G7 Fri 3p-530p			:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/12/18	03/18/18	----1--				1	\$700.00			
N 12	KTVA	03/17/18	03/17/18	Person of Interest	Sat 7p-8p		:30			NM	1	\$1,000.00

(\* 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. Two week advance cancellation notice is required unless otherwise specified.



**KTVA**  
**1001 Northway Drive**  
**Suite 202**  
**Anchorage, AK 99508**  
**(907) 929-9700**

Contract / Revision	Alt Order #
8559 /	

Contract Dates	Product	Estimate #
03/15/18 - 03/18/18	PROP 1 - Vote No	Est. #1433

Advertiser	Original Date / Revision
ACLU Prop 1 - Fair Anch	03/14/18 / 03/14/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/12/18	03/18/18	-----1-				1	\$1,000.00			
N 13	KTVA	03/17/18	03/17/18	Scandal	Sat 8p-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>			
Week:		03/12/18	03/18/18	-----1-				1	\$1,000.00			
N 14	KTVA	03/18/18	03/18/18	Instinct	Sun 7p-8p		:30			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/12/18	03/18/18	-----1				1	\$1,900.00			
N 15	KTVA	03/18/18	03/18/18	Madam Secretary	Sun 9p-10p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/12/18	03/18/18	-----1				1	\$2,000.00			
N 16	KTVA	03/18/18	03/18/18	KTVA Nightcast Sunday	Sun 10p-1035p		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/12/18	03/18/18	-----1				1	\$325.00			
Totals											21	\$12,185.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
02/26/18 - 03/18/18	21	\$12,185.00	(\$1,827.75)	\$10,357.25
<b>Totals</b>	<b>21</b>	<b>\$12,185.00</b>	<b>(\$1,827.75)</b>	<b>\$10,357.25</b>

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

Commercials: Contracts of 2 consecutive weeks or less are not cancelable. Contracts are subject to cancellation upon 2 weeks prior written notice, but no such cancellation shall be effective until 2 telecast weeks have run.

(\* 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. Two week advance cancellation notice is required unless otherwise specified.