

# ORDER



**Orders**  
**Order / Rev:** 1279609  
**Alt Order #:** WOC14618663  
**Product Desc:** TV  
**Estimate:** 13104  
**Flight Dates:** 10/15/24 - 10/21/24  
**Original Date / Rev:** 04/10/24 / 04/10/24  
**Order Type:** GENERAL

**Primary AE:** Christopher Murphy  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:** Rick Weiner  
 3050 K Street NW  
 Washington, DC 20007

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

**Advertiser Name:** House Majority PAC  
**Demographic:** A35+  
**Product Codes:** Non-Ballot Issue  
**Revenue Code 1:** DISC  
**Revenue Code 2:** POL  
**Revenue Code 3:** ISS  
**Priority:** P-1

**New Business End:**  
**Advertiser External ID:** 215649  
**Agency External ID:** 123989  
**Unit Code:** General  
**Order Separation:** 00:10:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/30/24	10/21/24	80	\$46,785.00	\$39,767.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2024	80	\$46,785.00	\$39,767.25	0.00
<b>Totals</b>	<b>80</b>	<b>\$46,785.00</b>	<b>\$39,767.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Murphy			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
N 1	WMYD	10/15/24	10/21/24	M-F 7-9am News M-F 7-9am News	CM	7:00 AM-9:00 AM	MTWTF--	:30	5	\$900.00	P-1	0.00	NM	5	\$4,500.00
(Program: 7AM ACTION NEWS ON WMYD) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of 7AM Action News on TV20 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/24 10/21/24 MTWTF-- 5 \$900.00 0.00															
N 2	WMYD	10/15/24	10/21/24	M-F 12-1pm M-F 12-1pm	CM	12:00 PM-1:00 PM	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
(Program: MAURY POVICH) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of Maury 12p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/24 10/21/24 MTWTF-- 5 \$400.00 0.00															
N 3	WMYD	10/15/24	10/21/24	M-F 1-2pm M-F 1-2pm	CM	1:00 PM-2:00 PM	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
(Program: STEVE WILKOS) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of The Steve Wilkos Show 1p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/24 10/21/24 MTWTF-- 5 \$400.00 0.00															
N 4	WMYD	10/15/24	10/21/24	M-F 2-3pm M-F 2-3pm	CM	2:00 PM-3:00 PM	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
(Program: MAURY POVICH) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of Maury 2p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															

Order / Rev: 1279609  
 Alt Order #: WOC14618663  
 Flight Dates: 10/15/24 - 10/21/24

Advertiser: House Majority PAC  
 Product Desc: TV  
 Estimate: 13104  
**WMYD**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WMYD	10/15/24	10/21/24	M-F 3-4pm M-F 3-4pm	CM	3:00 PM-4:00 PM	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
(Program: STEVE WILKOS) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of The Steve Wilkos Show 3p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/24	10/21/24	MTWTF--			5			\$400.00		0.00			
N 6	WMYD	10/15/24	10/21/24	M-F 4-5pm M-F 4-5pm	CM	4:00 PM-5:00 PM	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
(Program: KARAMO) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of Karamo															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/24	10/21/24	MTWTF--			5			\$500.00		0.00			
N 7	WMYD	10/15/24	10/21/24	M-F 5-6pm M-F 5-6pm	CM	5:00 PM-6:00 PM	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
(Program: COUPLES COURT) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of Couples Court															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/24	10/21/24	MTWTF--			5			\$400.00		0.00			
N 8	WMYD	10/15/24	10/21/24	M-F 6-7pm M-F 6-7pm	CM	6:00 PM-7:00 PM	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
(Program: PATERNITY COURT) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of Paternity Court															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/24	10/21/24	MTWTF--			5			\$450.00		0.00			
N 9	WMYD	10/15/24	10/21/24	M-F 7-8pm M-F 7-8pm	CM	7:00 PM-8:00 PM	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
(Program: JUDGE MATHIS) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of Relative Justice (tp)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/24	10/21/24	MTWTF--			5			\$400.00		0.00			
N 10	WMYD	10/15/24	10/21/24	M-F 10-11pm News M-F 10-11pm News	CM	10:00 PM-11:00 PM	MTWTF--	:30	5	\$2,500.00	P-1	0.00	NM	5	\$12,500.00
(Program: 10PM ACTION NEWS ON WMYD) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of 7 Action News at 10p on TV20															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/24	10/21/24	MTWTF--			5			\$2,500.00		0.00			
N 11	WMYD	10/15/24	10/20/24	SA-SU 10-11pm News SA-SU 10-11pm News	CM	10:00 PM-11:00 PM	PI-----SS	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
(Program: 10PM ACTION NEWS ON WMYD WK) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of 7 Action News at 10p Weekend															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/14/24	10/20/24	-----SS			2			\$2,500.00		0.00			
N 12	WMYD	10/15/24	10/21/24	M-F 11pm-12am M-F 11pm-12am	CM	11:00 PM-12:00 XM	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
(Program: LAW & ORDER SVU) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of iCrime															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/24	10/21/24	MTWTF--			5			\$175.00		0.00			
N 13	WMYD	10/15/24	10/19/24	SA 11pm-12am SA 11pm-12am	CM	11:00 PM-12:00 XI	-----S-	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
(Program: SWAT) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of Forensic Factor															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/14/24	10/20/24	-----S-			1			\$100.00		0.00			
N 14	WMYD	10/15/24	10/20/24	SU 11pm-12am SU 11pm-12am	CM	11:00 PM-12:00 XI	-----S	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
(Program: FORENSIC FACTOR WK) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of Forensic Factor															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/14/24	10/20/24	-----S			1			\$100.00		0.00			
N 15	WMYD	10/15/24	10/21/24		CM	12:00 XM-1:00 XM	MTWTF--	:30	5	\$125.00	P-2	0.00	NM	5	\$625.00

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 Flight Dates: 10/15/24 - 10/21/24

Advertiser: House Majority PAC  
 Product Desc: TV  
 Estimate: 13104  
**WMYD**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 12-1am M-F 12-1am											
				(Program: CHICAGO FIRE) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of iCrime											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/24	10/21/24	MTWTF--			5		\$125.00			0.00			
N 16	WMYD	10/15/24	10/19/24	SA 12-1am SA 12-1am	CM	12:00 XM-1:00 XM	-----S-	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
				(Program: SOMEONE THEY KNEW) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of The Listener (tp)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/14/24	10/20/24	-----S-			1		\$80.00			0.00			
N 17	WMYD	10/15/24	10/20/24	SU 12-1am SU 12-1am	CM	12:00 XM-1:00 XM	-----S	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
				(Program: LISTENER WK) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of The Listener											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/14/24	10/20/24	-----S			1		\$80.00			0.00			
N 18	WMYD	10/15/24	10/21/24	M-F 1-2am M-F 1-2am	CM	1:00 XM-2:00 XM	MTWTF--	:30	5	\$75.00	P-2	0.00	NM	5	\$375.00
				(Program: JUSTICE FOR THE PEOPLE) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of Jerry Springer											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/24	10/21/24	MTWTF--			5		\$75.00			0.00			
N 19	WMYD	10/15/24	10/15/24	Tue CW Prime A Tue CW Prime A	CM	8:00 PM-9:00 PM	-T-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				(Program: INSIDE THE NFL 2024) 4Q24 COMSCORE (sell) - DETROIT - ACTUAL Nov/2023 Tue 8:00p-9:00p TIME PERIOD ON WMYD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/14/24	10/20/24	-T-----			1		\$800.00			0.00			
N 20	WMYD	10/15/24	10/18/24	Fri CW Prime A Fri CW Prime A	CM	8:00 PM-9:00 PM	----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				(Program: PENN & TELLER) 4Q24 COMSCORE (sell) - DETROIT - ACTUAL Nov/2023 Fri 8:00p-9:00p TIME PERIOD ON WMYD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/14/24	10/20/24	----F--			1		\$800.00			0.00			
N 21	WMYD	10/15/24	10/19/24	Sa CW Prime A Sa CW Prime A	CM	8-9pm	-----S-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
				(Program: DEVILS 2024) 4Q24 COMSCORE (sell) - DETROIT - ACTUAL Nov/2023 Sat 8:00p-9:00p TIME PERIOD ON WMYD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/14/24	10/20/24	-----S-			1		\$400.00			0.00			
N 22	WMYD	10/15/24	10/20/24	Sun CW Prime B Sun CW Prime B	CM	8-9pm/8-10p	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				(Program: FAMILY LAW 2024) 4Q24 COMSCORE (sell) - DETROIT - ACTUAL Nov/2023 Sun 8:00p-9:00p TIME PERIOD ON WMYD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/14/24	10/20/24	-----S			1		\$500.00			0.00			
N 23	WMYD	10/15/24	10/15/24	Tue CW Prime B Tue CW Prime B	CM	9-10pm	-T-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				(Program: THE SWARM 2024) 4Q24 COMSCORE (sell) - DETROIT - ACTUAL Nov/2023 Tue 9:00p-10:00p TIME PERIOD ON WMYD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/14/24	10/20/24	-T-----			1		\$800.00			0.00			
N 24	WMYD	10/15/24	10/17/24	Thu CW Prime B Thu CW Prime B	CM	9:00 PM-10:00 PM	---T---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				(Program: TOTALLY WEIRD AND FUNNY 2024) 4Q24 COMSCORE (sell) - DETROIT - ACTUAL Nov/2023 Thu 9:00p-10:00p TIME PERIOD ON WMYD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/14/24	10/20/24	---T---			1		\$800.00			0.00			
N 25	WMYD	10/15/24	10/18/24	Fri CW Prime B Fri CW Prime B	CM	9-10pm	----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				(Program: WHOSE LINE IS IT ANYWAY)											

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 Alt Order #: WOC14618663  
 Flight Dates: 10/15/24 - 10/21/24

Advertiser: House Majority PAC  
 Product Desc: TV  
 Estimate: 13104

WMYD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of Law & Order: SVU Fri 9p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/14/24	10/20/24	----F--		1				\$800.00		0.00			
N26	WMYD	10/15/24	10/19/24	Sa CW Prime B	CM	9-10pm	-----S-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
				Sa CW Prime B											
				(Program: WORLDS FUNNIEST ANIMALS 2024)											
4Q24 COMSCORE (sell) - DETROIT - ACTUAL Nov/2023 Sat 9:00p-10:00p TIME PERIOD ON WMYD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/14/24	10/20/24	-----S-		1				\$400.00		0.00			
N27	WMYD	10/15/24	10/20/24	Sun CW Prime C	CM	9-10pm	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				Sun CW Prime C											
				(Program: CORONER 2024)											
4Q24 COMSCORE (sell) - DETROIT - ACTUAL Nov/2023 Sun 9:00p-10:00p TIME PERIOD ON WMYD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/14/24	10/20/24	-----S		1				\$500.00		0.00			
													Totals	80	\$46,785.00