



125 West 55th St
New York, NY 10019

Contract # 25329039	Changes as of: 10/12/2016 at 10:33 AM	Version: Original Order	
CPE: 195/211/919	Flight: 10/24/16 - 11/13/16	Station: KFDX	Total \$: \$17,725.00
Agency: Media Ad Ventures	Advertiser: Oklahomans for Criminal Justice Reform	Market: Wichita Falls	Total Spots: 47
8136 Old Keene Mill Road	Product: Political	Office: WASHINGTON	Total CPP: \$0.00
Suite A-300	Agency Order #: 5470024	Primary Demo:	Total GRP:
SPRINGFIELD, VA 22152	Buyer: Bush, Carolyn	Con Type: POLITICAL/VOTE	
	Salesperson: KELLY JOHNS 202-872-5880	Assistant: KELLY JOHNS 202-872-5880	Separation:

Comments: Flight 10/24-11/7

#	Day/Time	DP	Program	Rate	Len	10/24 - 11/6													
						10/24	10/25	10/26	10/27	10/28	10/29	10/30	10/31	11/1	11/2	11/3	11/4	11/5	11/6
1	M-F 6a-7a		KFDX 3 News Today	\$300.00	30	0	0	0	1	1	0	0	0	1	1	0	0	0	0
2	M-F 7a-9a		Today Show	\$300.00	30	0	1	1	0	0	0	0	1	0	1	0	0	0	0
3	Sa 7a-9a		Saturday Today Show	\$125.00	30	0	0	0	0	0	1	0	0	0	0	0	0	1	0
4	Su 8a-9a		Sunday Today Show	\$125.00	30	0	0	0	0	0	0	1	0	0	0	0	0	0	1
5	Su 9a-10a		Meet The Press	\$400.00	30	0	0	0	0	0	0	1	0	0	0	0	0	0	1
6	M-F 9a-11a		Today Show II & III	\$125.00	30	1	1	0	0	0	0	0	0	0	0	1	1	0	0
7	M-F 12n-12:30p		KFDX 3 News @ Noon	\$150.00	30	0	1	1	0	0	0	0	0	1	1	0	0	0	0
8	M-F 12:30p-1:30p		Days of Our Lives	\$175.00	30	0	0	0	0	0	0	0	1	0	0	0	0	0	0
9	M-F 3p-4p		Dr. Phil	\$150.00	30	0	0	0	0	0	0	0	0	0	1	1	0	0	0
10	M-F 4:30p-5p		Judge Judy	\$150.00	30	0	0	0	0	0	0	0	0	1	0	0	1	0	0
11	M-F 6p-6:30p		KFDX 3 News @ 6P	\$600.00	30	1	1	0	0	0	0	0	0	0	0	0	0	0	0
12	M-F 6:30p-7p		Entertainment Tonight	\$500.00	30	1	0	0	0	1	0	0	0	0	1	1	0	0	0
13	M-F 10:35p-11:35p		Tonight Show	\$450.00	30	0	1	1	0	0	0	0	1	1	0	0	1	0	0
14	M 9p-10p		Timeless-NBC	\$900.00	30	1	0	0	0	0	0	0	1	0	0	0	0	0	0
15	Tu 8p-9p		This Is Us-NBC	\$850.00	30	0	1	0	0	0	0	0	0	1	0	0	0	0	0
16	Th 7p-8p		Superstore/The Good Place-NBC	\$750.00	30	0	0	0	0	0	0	0	0	0	1	0	0	0	0
17	Th 8p-9p		Chicago Med-NBC	\$850.00	30	0	0	0	1	0	0	0	0	0	0	1	0	0	0
TOTALS:						4	6	3	2	2	1	2	4	5	5	5	3	1	2





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		Total \$: \$17,725.00
		Total Spots: 47
		Total CPP: \$0.00
		Total GRP:
		Separation:

Comments: Flight 10/24-11/7

#	Day/Time	DP	Program	Rate	Len	11/7 - 11/13							Total Spots	Total \$	CPP	GRP
						11/7	11/8	11/9	11/10	11/11	11/12	11/13				
1	M-F 6a-7a		KFDX 3 News Today	\$300.00	30	1	0	0	0	0	0	0	5	\$1,500.00	\$0.00	0.0
2	M-F 7a-9a		Today Show	\$300.00	30	0	0	0	0	0	0	0	4	\$1,200.00	\$0.00	0.0
3	Sa 7a-9a		Saturday Today Show	\$125.00	30	0	0	0	0	0	0	0	2	\$250.00	\$0.00	0.0
4	Su 8a-9a		Sunday Today Show	\$125.00	30	0	0	0	0	0	0	0	2	\$250.00	\$0.00	0.0
5	Su 9a-10a		Meet The Press	\$400.00	30	0	0	0	0	0	0	0	2	\$800.00	\$0.00	0.0
6	M-F 9a-11a		Today Show II & III	\$125.00	30	0	0	0	0	0	0	0	4	\$500.00	\$0.00	0.0
7	M-F 12n-12:30p		KFDX 3 News @ Noon	\$150.00	30	0	0	0	0	0	0	0	4	\$600.00	\$0.00	0.0
8	M-F 12:30p-1:30p		Days of Our Lives	\$175.00	30	0	0	0	0	0	0	0	1	\$175.00	\$0.00	0.0
9	M-F 3p-4p		Dr. Phil	\$150.00	30	0	0	0	0	0	0	0	2	\$300.00	\$0.00	0.0
10	M-F 4:30p-5p		Judge Judy	\$150.00	30	0	0	0	0	0	0	0	2	\$300.00	\$0.00	0.0
11	M-F 6p-6:30p		KFDX 3 News @ 6P	\$600.00	30	0	0	0	0	0	0	0	2	\$1,200.00	\$0.00	0.0
12	M-F 6:30p-7p		Entertainment Tonight	\$500.00	30	0	0	0	0	0	0	0	4	\$2,000.00	\$0.00	0.0
13	M-F 10:35p-11:35p		Tonight Show	\$450.00	30	1	0	0	0	0	0	0	6	\$2,700.00	\$0.00	0.0
14	M 9p-10p		Timeless-NBC	\$900.00	30	0	0	0	0	0	0	0	2	\$1,800.00	\$0.00	0.0
15	Tu 8p-9p		This Is Us-NBC	\$850.00	30	0	0	0	0	0	0	0	2	\$1,700.00	\$0.00	0.0
16	Th 7p-8p		Superstore/The Good Place-NBC	\$750.00	30	0	0	0	0	0	0	0	1	\$750.00	\$0.00	0.0
17	Th 8p-9p		Chicago Med-NBC	\$850.00	30	0	0	0	0	0	0	0	2	\$1,700.00	\$0.00	0.0
TOTALS:						2	0	0	0	0	0	0	47	\$17,725.00	\$0.00	0.0



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Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/12/16 10:34 AM	KELLY JOHNS	Flight 10/24-11/7

Competitive Information	
Market Budget:	\$63,304
KFDX Share:	28%
Comment:	
KAUZ:	21%
KJTL:	5%
KSWO:	46%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	47	\$17,725.00	N/A	0.0
Total	100%	47	\$17,725.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Oct	20	\$8,100.00
2016-Nov	27	\$9,625.00
Total	47	\$17,725.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	10/12/16 10:55 AM					\$0	\$0	
New	10/12/16 10:33 AM	KELLY JOHNS	New	47		\$17,725.00	\$17,725.00	

Non-Discrimination Policy	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 MEDIA GROUP (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.
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