



WKTV  
5936 Smith Hill Road  
Utica, NY 13502

MENTZER MEDIA SERVICES  
600 FAIRMONT AVE  
SUITE 306  
TOWSON, MD 21286

## Contract # 25868

**Schedule Dates** 08/14/14-08/20/14  
**Advertiser** POL ISSUE - ENVIRONMENTAL DEFENSE ACTION  
**Agency** MENTZER MEDIA SERVICES (1114)  
**Product** Political - Issue (1060)  
**Brand** Issue/Est1044 (11292)  
**Salesperson** Katz Washington D.C., (1019)  
**Sales Office** Katz Continental - Washington D.C.  
**Buyer Name** Braunschel,Anne  
**Phone/Fax** /  
**CPE** 115/127/1044  
**Account Types** National/Political Agency  
**Billing Type** Standard  
**Comments** ISSUE

**Date Entered** 08/13/14  
**Last Modified** 08/13/14  
**Entered By** Megan Gabor  
**CO-OP** No  
**Headline #** ECR09384097  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$854.25  
**Net Total** \$4,840.75  
**Sales Tax**

## NBC-Utica (WKTV)

By Broadcast Month	Spots	Rate
Aug. 2014	26	\$5,695.00
<b>Grand Total:</b>	<b>26</b>	<b>\$5,695.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/14/14-08/14/14	1	:30	5A- NEWSCHANNEL 2 DAYBREAK	1				X				1	\$110.00	\$110.00	NBC-Utica (WKTV)		8/13/14
2.0	Normal Line / SPOT	08/18/14-08/18/14	1	:30	5A- NEWSCHANNEL 2 DAYBREAK	1	X							1	\$110.00	\$110.00	NBC-Utica (WKTV)		8/13/14
3.0	Normal Line / SPOT	08/20/14-08/20/14	1	:30	5A- NEWSCHANNEL 2 DAYBREAK	1			X					1	\$110.00	\$110.00	NBC-Utica (WKTV)		8/13/14
4.0	Normal Line / SPOT	08/14/14-08/14/14	1	:30	6A- NEWSCHANNEL 2 SUNRISE	1				X				1	\$175.00	\$175.00	NBC-Utica (WKTV)		8/13/14
5.0	Normal Line / SPOT	08/15/14-08/15/14	1	:30	6A- NEWSCHANNEL 2 SUNRISE	1					X			1	\$175.00	\$175.00	NBC-Utica (WKTV)	NEWSCHANNEL 2 SUNRISE	8/13/14
6.0	Normal Line / SPOT	08/18/14-08/18/14	1	:30	6A- NEWSCHANNEL 2 SUNRISE	1	X							1	\$175.00	\$175.00	NBC-Utica (WKTV)		8/13/14
7.0	Normal Line / SPOT	08/20/14-08/20/14	1	:30	6A- NEWSCHANNEL 2 SUNRISE	1			X					1	\$175.00	\$175.00	NBC-Utica (WKTV)		8/13/14
8.0	Normal Line / SPOT	08/14/14-08/14/14	1	:30	7A- NBC TODAY SHOW	1				X				1	\$175.00	\$175.00	NBC-Utica (WKTV)		8/13/14
9.0	Normal Line / SPOT	08/19/14-08/19/14	1	:30	7A- NBC TODAY SHOW	1		X						1	\$175.00	\$175.00	NBC-Utica (WKTV)		8/13/14
10.0	Normal Line / SPOT	08/20/14-08/20/14	1	:30	7A- NBC TODAY SHOW	1			X					1	\$175.00	\$175.00	NBC-Utica (WKTV)		8/13/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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11.0	Normal Line / SPOT	08/14/14-08/14/14	1	:30	5:56P- NEWSCHANNEL 2 SIX	1				X				1	\$400.00	\$400.00	NBC-Utica (WKTV)		8/13/14
12.0	Normal Line / SPOT	08/15/14-08/15/14	1	:30	5:56P- NEWSCHANNEL 2 SIX	1					X			1	\$400.00	\$400.00	NBC-Utica (WKTV)		8/13/14
13.0	Normal Line / SPOT	08/18/14-08/18/14	1	:30	5:56P- NEWSCHANNEL 2 SIX	1	X							1	\$400.00	\$400.00	NBC-Utica (WKTV)		8/13/14
14.0	Normal Line / SPOT	08/19/14-08/19/14	1	:30	5:56P- NEWSCHANNEL 2 SIX	1		X						1	\$400.00	\$400.00	NBC-Utica (WKTV)		8/13/14
15.0	Normal Line / SPOT	08/20/14-08/20/14	1	:30	5:56P- NEWSCHANNEL 2 SIX	1			X					1	\$400.00	\$400.00	NBC-Utica (WKTV)		8/13/14
16.0	Normal Line / SPOT	08/14/14-08/14/14	1	:30	11P- NEWSCHANNEL 2 11	1				X				1	\$200.00	\$200.00	NBC-Utica (WKTV)		8/13/14
17.0	Normal Line / SPOT	08/15/14-08/15/14	1	:30	11P- NEWSCHANNEL 2 11	1					X			1	\$200.00	\$200.00	NBC-Utica (WKTV)		8/13/14
18.0	Normal Line / SPOT	08/18/14-08/18/14	1	:30	11P- NEWSCHANNEL 2 11	1	X							1	\$200.00	\$200.00	NBC-Utica (WKTV)		8/13/14
19.0	Normal Line / SPOT	08/19/14-08/19/14	1	:30	11P- NEWSCHANNEL 2 11	1		X						1	\$200.00	\$200.00	NBC-Utica (WKTV)		8/13/14
20.0	Normal Line / SPOT	08/20/14-08/20/14	1	:30	11P- NEWSCHANNEL 2 11	1			X					1	\$200.00	\$200.00	NBC-Utica (WKTV)		8/13/14
21.0	Normal Line / SPOT	08/16/14-08/16/14	1	:30	7A- NBC SATURDAY TODAY SHOW	1						X		1	\$110.00	\$110.00	NBC-Utica (WKTV)		8/13/14

## CONFIRMATION CONTRACT

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Date:

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Date:

Comments:



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22.0	Normal Line / SPOT	08/16/14-08/16/14	1	:30	6P- NEWSCHANNEL 2 SATURDAY 6	1						X		1	\$165.00	\$165.00	NBC-Utica (WKTV)		8/13/14
23.0	Normal Line / SPOT	08/16/14-08/16/14	1	:30	11P- NEWSCHANNEL 2 SATURDAY 11	1						X		1	\$170.00	\$170.00	NBC-Utica (WKTV)		8/13/14
24.0	Normal Line / SPOT	08/17/14-08/17/14	1	:30	6P- NEWSCHANNEL 2 SUNDAY	1							X	1	\$175.00	\$175.00	NBC-Utica (WKTV)		8/13/14
25.0	Normal Line / SPOT	08/17/14-08/17/14	1	:30	7P- NBC DATELINE NBC	1							X	1	\$350.00	\$350.00	NBC-Utica (WKTV)		8/13/14
26.0	Normal Line / SPOT	08/17/14-08/17/14	1	:30	11:01P- NEWSCHANNEL 2 SUN 11P	1							X	1	\$170.00	\$170.00	NBC-Utica (WKTV)		8/13/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

# ORDER WORKSHEET

Rep Order# 9384097 Ver# 1 Status New  
EC'd Yes

Traffic Order# 25868

Printed: 08/13/14 1:38 PM  
Last Received: 08/13/14 7:26 AM  
Showing Buylines: All Lines

1 of 3

*Mr. - newgen*  
*3202*

Station WKTV-TV UTICA, NY  
Advertiser (EVMD) ENVIRN DEF ACTN FUND  
Product ISSUE  
Estimate# 1044  
Buyer Anne Braunscheidel

Agency (MENT) MENTZER MEDIA SERVICES  
600 FAIRMONT AVE, SUITE 306  
TOWSON, MD 21286  
Agency C/P1/P2/E 115/127/1044  
Flight Dates 08/14/14-08/20/14

Rep Firm KATZ CONTINENTAL  
Sales Office (DC) WASHINGTON  
Salesperson (BT2) BILL THOMAS  
Sales Assistant JACOB  
Salesperson Phone# 202-872-5880  
Salesperson Fax# 202-872-0263

## — CONTRACT COMMENT —

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* 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 COMMUNICATIONS, INC. (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.

## — REMARKS —

NEW ORDER ISSUE PLEASE CONFIRM SHARE ESTIMATE T&R BILL

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	Th	5A-6A	NEWSCHANNEL 2 DAYBREAK	30	4.8	4.8	\$110.00	08/14-08/14	1	1	\$110.00
2	M	5A-6A	NEWSCHANNEL 2 DAYBREAK	30	4.8	4.8	\$110.00	08/18-08/18	1	1	\$110.00
3	W	5A-6A	NEWSCHANNEL 2 DAYBREAK	30	4.8	4.8	\$110.00	08/20-08/20	1	1	\$110.00
4	Th	6A-7A	NEWSCHANNEL 2 SUNRISE	30	8.5	8.5	\$175.00	08/14-08/14	1	1	\$175.00
5	F	6A-7A	NEWSCHANNEL 2 SUNRISE	30	8.5	8.5	\$175.00	08/15-08/15	1	1	\$175.00
6	M	6A-7A	NEWSCHANNEL 2 SUNRISE	30	8.5	8.5	\$175.00	08/18-08/18	1	1	\$175.00
7	W	6A-7A	NEWSCHANNEL 2 SUNRISE	30	8.5	8.5	\$175.00	08/20-08/20	1	1	\$175.00
8	Th	7A-9A	TODAY SHOW	30	10.2	10.2	\$175.00	08/14-08/14	1	1	\$175.00
9	Tu	7A-9A	TODAY SHOW	30	10.2	10.2	\$175.00	08/19-08/19	1	1	\$175.00
10	W	7A-9A	TODAY SHOW	30	10.2	10.2	\$175.00	08/20-08/20	1	1	\$175.00
11	Th	6P-630P	NEWSCHANNEL 2 AT 6	30	15.4	15.4	\$400.00	08/14-08/14	1	1	\$400.00

# ORDER WORKSHEET

Rep Order# 9384097 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/13/14 1:38 PM  
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Showing Buylines: All Lines

2 of 3

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Advertiser (EVMD) ENVIRN DEF ACTN FUND  
Product ISSUE  
Estimate# 1044  
Buyer Anne Braunscheidel

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TOWSON, MD 21286  
Agency C/P1/P2/E 115/127/1044  
Flight Dates 08/14/14-08/20/14

Rep Firm KATZ CONTINENTAL  
Sales Office (DC) WASHINGTON  
Salesperson (BT2) BILL THOMAS  
Sales Assistant JACOB  
Salesperson Phone# 202-872-5880  
Salesperson Fax# 202-872-0263

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
12	F	6P-630P	NEWSCHANNEL 2 AT 6	30	15.4	15.4	\$400.00	08/15-08/15	1	1	\$400.00
13	M	6P-630P	NEWSCHANNEL 2 AT 6	30	15.4	15.4	\$400.00	08/18-08/18	1	1	\$400.00
14	Tu	6P-630P	NEWSCHANNEL 2 AT 6	30	15.4	15.4	\$400.00	08/19-08/19	1	1	\$400.00
15	W	6P-630P	NEWSCHANNEL 2 AT 6	30	15.4	15.4	\$400.00	08/20-08/20	1	1	\$400.00
16	Th	11P-1135P	NEWSCHANNEL 2 AT 11	30	8.0	8.0	\$200.00	08/14-08/14	1	1	\$200.00
17	F	11P-1135P	NEWSCHANNEL 2 AT 11	30	8.0	8.0	\$200.00	08/15-08/15	1	1	\$200.00
18	M	11P-1135P	NEWSCHANNEL 2 AT 11	30	8.0	8.0	\$200.00	08/18-08/18	1	1	\$200.00
19	Tu	11P-1135P	NEWSCHANNEL 2 AT 11	30	8.0	8.0	\$200.00	08/19-08/19	1	1	\$200.00
20	W	11P-1135P	NEWSCHANNEL 2 AT 11	30	8.0	8.0	\$200.00	08/20-08/20	1	1	\$200.00
21	Sa	7A-9A	TODAY SHOW	30	5.7	5.7	\$110.00	08/16-08/16	1	1	\$110.00
22	Sa	6P-630P	NEWSCHANNEL 2-WEEKEND	30	11.2	11.2	\$165.00	08/16-08/16	1	1	\$165.00
23	Sa	11P-1135P	NEWSCHANNEL 2 AT 11	30	7.9	7.9	\$170.00	08/16-08/16	1	1	\$170.00
24	Su	6P-630P	NEWSCHANNEL 2-WEEKEND	30	7.5	7.5	\$175.00	08/17-08/17	1	1	\$175.00
25	Su	7P-8P	DATELINE NBC No Dateline	30	3.6	3.6	\$350.00	08/17-08/17	1	1	\$350.00
26	Su	11P-1135P	NEWSCHANNEL 2 AT 11	30	7.1	7.1	\$170.00	08/17-08/17	1	1	\$170.00

# ORDER WORKSHEET

Rep Order# 9384097 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed:  
Last Received:  
Showing Buylines:

08/13/14 1:38 PM  
08/13/14 7:26 AM  
All Lines

3 of 3

Station WKTV-TV UTICA, NY  
Advertiser (EVMD) ENVIRN DEF ACTN FUND  
Product ISSUE  
Estimate# 1044  
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Flight Dates 08/14/14-08/20/14

Rep Firm KATZ CONTINENTAL  
Sales Office (DC) WASHINGTON  
Salesperson (BT2) BILL THOMAS  
Sales Assistant JACOB  
Salesperson Phone# 202-872-5880  
Salesperson Fax# 202-872-0263

## —REPORT TOTALS—

Report Totals: 26 / \$5,695.00

## —SALES MONTHLY TOTALS—

Aug2014: 26 / \$5,695.00

Order Totals: 26 / \$5,695.00 Total GRPS: 239.0

## —COMPETITIVE—

Market Totals	\$8,135.71	CABL .00%	EKTV .00%	UNKN .00%	WFXV 5.00%	WKTV 70.00%
		WPNY .00%	WUPN .00%	WUTR 25.00%		

Books [null]  
Demos RA35+P

## —CREDIT RISK—

STANDARD CREDIT TERMS

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <div style="text-align: center; font-size: 1.5em; margin-top: 10px;">WK TV</div>	<b>Date:</b> <div style="text-align: center; font-size: 1.5em; margin-top: 10px;">8/13/14</div>
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I, Rita O'Brien  
do hereby request station time concerning the following issue:

**EDF Action: Environmental Defense Fund Action**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Time per Week	Number of Weeks
	Varies	8/14 - 8/20			

This broadcast time will be used by: EDF Action

**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):

NY CD 19

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

EDF Action  
1675 Connecticut Ave. NW, Suite 600  
Washington DC 20009

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):

President: Elizabeth Thompson  
Deputy Director: Joe Bonfiglio  
Treasurer: Cynthia Hallenback

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):

EDF Action  
1875 Connecticut Ave. NW, Suite 600  
Washington, DC 20009

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):

President: Elizabeth Thompson  
Deputy Director: Joe Bonfiglio  
Treasurer: Cynthia Hallenbeck

**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)**

8/6/2014      [Signature]      202 - 572-8238  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted                      ☐ Accepted In Part                      ☐ Rejected

Daphne Berle                      Daphne Berle                      GSM  
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
	Varies				

Attach proposed schedule with charges (if available): **GROSS**

## 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.