



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
Grand Total:	26	\$5,695.00

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

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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:
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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

Mry - mentzer
 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
 Last Received: 08/13/14 7:26 AM
 Showing Buylines: All Lines

2 of 3

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

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 600 FAIRMONT AVE, SUITE 306
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 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 <i>No Dateline</i>	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

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Traffic Order#

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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%	EKTU	.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

Station and Location: WK TV	Date: 8/13/14
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I, Rita O'Brennan
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	Times 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
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: Jose Bonifacio
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):

EDE 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

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.