

WXLV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

Great American Media  
3050 K St NW  
Ste 100  
Washington, DC 20007

## Contract # 1900697

**Schedule Dates** 08/26/14-09/01/14  
**Advertiser** DSCC-Independent Expenditure (73962)  
**Agency** Great American Media (2231)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** DSCC IE (473683)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** Kaufma,Meredith  
**Phone/Fax** /  
**CPE** 49/53/2771  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** DSCC IE  
PJ STACK

**Date Entered** 08/12/14  
**Last Modified** 08/12/14  
**Entered By** Lisa Carter  
**CO-OP** Yes  
**Headline #** ECR10372917  
**Demo** A35+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$592.50  
**Net Total** \$3,357.50  
**Sales Tax**

## Greensboro (WXLV)

By Broadcast Month	Spots	Rate
Aug. 2014	27	\$2,715.00
Sep. 2014	2	\$1,235.00
<b>Grand Total:</b>	<b>29</b>	<b>\$3,950.00</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 / News (1)	08/26/14-08/29/14	2	:30	6:28:50A- News-News 14 Carolina on ABC 45 at 630am	2		X	X	X	X			2	\$60.00	\$120.00	Greensboro (WXLV)	NEWS14 ABC45 ST 6.24	8/12/14
2.0	Normal Line / SPOT (2)	08/26/14-08/29/14	2	:30	7A- ABC-Good Morning America	3		X	X	X	X			3	\$100.00	\$300.00	Greensboro (WXLV)	GOOD MORNING AMERICA	8/12/14
3.0	Normal Line / SPOT (3)	08/30/14-08/30/14	2	:30	8A- ABC-Good Morning American Saturday							1		1	\$50.00	\$50.00	Greensboro (WXLV)	GOOD MORNING AMERICA WK	8/12/14
4.0	Normal Line / SPOT (4)	08/26/14-08/29/14	2	:30	10A- The Doctors	2		X	X	X	X			2	\$60.00	\$120.00	Greensboro (WXLV)	THE DOCTORS	8/12/14
5.0	Normal Line / SPOT (5)	08/26/14-08/29/14	2	:30	12P- 1P (EST)	2		X	X	X	X			2	\$30.00	\$60.00	Greensboro (WXLV)	MILLIONAIRE	8/12/14
6.0	Normal Line / SPOT (6)	08/26/14-08/29/14	2	:30	12:57:56P- ABC-The Chew	2		X	X	X	X			2	\$30.00	\$60.00	Greensboro (WXLV)	THE CHEW	8/12/14
7.0	Normal Line / SPOT (7)	08/26/14-08/29/14	2	:30	2P- ABC-General Hospital	2		X	X	X	X			2	\$90.00	\$180.00	Greensboro (WXLV)	GENERAL HOSPITAL	8/12/14
8.0	Normal Line / SPOT (8)	08/26/14-08/29/14	2	:30	4P- Family Feud C	2		X	X	X	X			2	\$30.00	\$60.00	Greensboro (WXLV)	FAMILY FUED	8/12/14
9.0	Normal Line / SPOT (9)	08/26/14-08/29/14	2	:30	5P- Peoples Court	2		X	X	X	X			2	\$30.00	\$60.00	Greensboro (WXLV)	THE PEOPLE'S COURT	8/12/14
10.0	Normal Line / News (10)	08/26/14-08/29/14	2	:30	6:28:30P- ABC-World News Monday-Friday	2		X	X	X	X			2	\$100.00	\$200.00	Greensboro (WXLV)	ABC WORLD NEWS	8/12/14

## CONFIRMATION CONTRACT

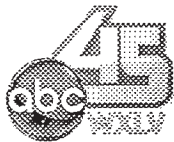
Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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11.0	Normal Line / News (11)	08/31/14-08/31/14	2	:30	6:28:45P- ABC-World News Sunday								1	1	\$135.00	\$135.00	Greensboro (WXLV)	ABC WORLD NEWS	8/12/14
12.0	Normal Line / SPOT (12)	08/26/14-08/29/14	2	:30	6:58:50P- Family Feud	2		X	X	X	X			2	\$270.00	\$540.00	Greensboro (WXLV)	FAMILY FEUD	8/12/14
13.0	Normal Line / SPOT (13)	08/26/14-08/29/14	2	:30	7:28:30P- Family Feud B	2		X	X	X	X			2	\$295.00	\$590.00	Greensboro (WXLV)	FAMILY FEUD	8/12/14
14.0	Normal Line / News (14)	08/26/14-08/29/14	2	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm	2		X	X	X	X			2	\$120.00	\$240.00	Greensboro (WXLV)	NEWS14 CAROLINA ON ABC45	8/12/14
15.0	Normal Line / Prime (15)	09/01/14-09/01/14	2	:30	7:57:56P- ABC-The Bachelor (Monday)		1							1	\$1,135.00	\$1,135.00	Greensboro (WXLV)	BACHELOR IN PARADISE	8/12/14
16.0	Normal Line / SPOT (2)	09/01/14-09/01/14	2	:30	7A- ABC-Good Morning America		1							1	\$100.00	\$100.00	Greensboro (WXLV)	GOOD MORNING AMERICA	8/12/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

*Meredith Kaufman*

8/26/14

# ORDER WORKSHEET

Rep Order# 10372917 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/11/14 10:40 AM  
Last Received: 08/11/14 10:38 AM  
Showing Buylines: All Rep Changes or Last Station Changes

1 of 2

Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser (6087) POLITICAL ISSUE GROU  
Product DSCC IE  
Estimate# 2771  
Buyer Meredith Kaufman

Agency (GRTA) GREAT AMERICAN MEDIA  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 49/53/2771  
Flight Dates 08/26/14-09/01/14

Rep Firm MILLENNIUM SALES & MARKETING  
Sales Office (DC) WASHINGTON  
Salesperson (PJX) PJ STACK  
Sales Assistant  
Salesperson Phone# 202-955-5342  
Salesperson Fax# 202-955-5348

## --- 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 PLEASE CF THANKS FRAN

Ln	Day	Time	Program	Len	Rate	Dates	Spots/ Week	Total Cost	Num of Weeks	Total Spots	RTG/IMP	GRPs/ (000)
1	Tu-F, M	630A-7A	NEWS14 ABC45 Buy Comment: ST 6.24	30	\$60.00	08/26-09/01	2	\$120.00	1	2	-	-
2	Tu-F, M	7A-9A	GOOD MORNING AMERICA	30	\$100.00	08/26-09/01	4	\$400.00	1	4	-	-
3	Sa	8A-9A	GOOD MORNING AMERICA WK	30	\$50.00	08/30-08/30	1	\$50.00	1	1	-	-
4	Tu-F, M	10A-11A	THE DOCTORS	30	\$60.00	08/26-09/01	2	\$120.00	1	2	-	-
5	Tu-F, M	12P-1P	MILLIONAIRE	30	\$30.00	08/26-09/01	2	\$60.00	1	2	-	-
6	Tu-F, M	1P-2P	THE CHEW	30	\$30.00	08/26-09/01	2	\$60.00	1	2	-	-
7	Tu-F, M	2P-3P	GENERAL HOSPITAL	30	\$90.00	08/26-09/01	2	\$180.00	1	2	-	-
8	Tu-F, M	4P-430P	FAMILY FUED	30	\$30.00	08/26-09/01	2	\$60.00	1	2	-	-
9	Tu-F, M	5P-6P	THE PEOPLE'S COURT	30	\$30.00	08/26-09/01	2	\$60.00	1	2	-	-
10	Tu-F, M	630P-7P	ABC WORLD NEWS	30	\$100.00	08/26-09/01	2	\$200.00	1	2	-	-

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Traffic Order#

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Flight Dates 08/26/14-09/01/14

Rep Firm MILLENNIUM SALES & MARKETING  
Sales Office (DC) WASHINGTON  
Salesperson (PJX) PJ STACK  
Sales Assistant  
Salesperson Phone# 202-955-5342  
Salesperson Fax# 202-955-5348

Ln	Day	Time	Program	Len	Rate	Dates	Spots/ Week	Total Cost	Num of Weeks	Total Spots	RTG/IMP	GRPs/ (000)
11	Su	630P-7P	ABC WORLD NEWS	30	\$135.00	08/31-08/31	1	\$135.00	1	1	-	-
12	Tu-F, M	7P-730P	FAMILY FEUD	30	\$270.00	08/26-09/01	2	\$540.00	1	2	-	-
13	Tu-F, M	730P-8P	FAMILY FEUD	30	\$295.00	08/26-09/01	2	\$590.00	1	2	-	-
14	Tu-F, M	11P-1135P	NEWS14 CAROLINA ON ABC45	30	\$120.00	08/26-09/01	2	\$240.00	1	2	-	-
15	M	8P-10P	BACHELOR IN PARADISE	30	\$1,135.00	09/01-09/01	1	\$1,135.00	1	1	-	-

## —REPORT TOTALS—

Report Totals: 29 / \$3,950.00

## —SALES MONTHLY TOTALS—

Aug2014: 28/ \$2,815.00

Sep2014: 1/ \$1,135.00

Order Totals: 29 / \$3,950.00 Total GRPS: 0.0

## — COMPETITIVE —

Market Totals	\$45,246.28	CABL .00%	UNKN .00%	WBFY .00%	WCWG .00%	WFMY 29.10%
		WGHP 25.22%	WMYV 3.00%	WUPN .00%	WXII 33.95%	WXLV 8.73%

Books [null]  
Demos RA35+

## — CREDIT RISK —

STANDARD CREDIT TERMS

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Meredith Kaufman  
do hereby request station time concerning the following issue:

DSCC-1E

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

This broadcast time will be used by: DSCC-1E

**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):

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

DSCC

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):

Kayen Han Cox, CEO  
120 Maryland Ave NE  
Washington, DC 20003

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

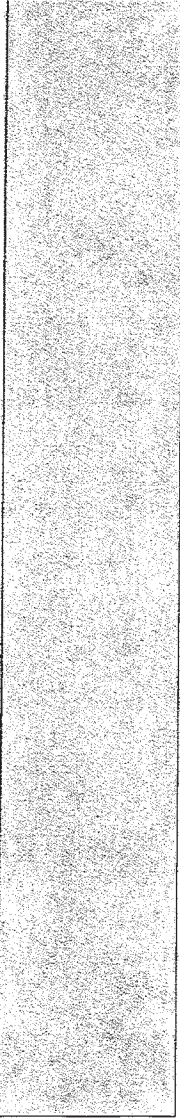
**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

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

A large rectangular area that has been completely redacted with a grey stippled pattern, covering the name and address of the entity providing the payment.

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):

A large rectangular area that has been completely redacted with a grey stippled pattern, covering the list of chief executive officers or members of the executive committee or board of directors.

**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)**

6/3/2014

Date \_\_\_\_\_

Signature \_\_\_\_\_

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

~~Accepted~~

☐ Accepted in Part

☐ Rejected

mailed Beer

Signature

Matthew B. B. B.

Printed Name

GSM

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
AS ORDERED					

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.