

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

WECT-TV

**Date:** 9/11/2014

I, Screen Strategies Media,

being/on behalf of: Kay Hagan,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the General

election to be held on: 11/4/2014

do hereby request station time as follows:

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

**Attach proposed schedule with charges (if available):** \$10,837.50

*NET*

I represent that the payment for the above described broadcast time has been furnished by:

Hagan for U.S. Senate Inc

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

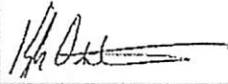
The name of the treasurer of the candidate's authorized committee is:

Dwight Davidson

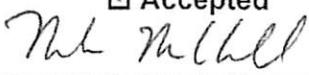
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

<div data-bbox="228 972 553 1066"><p>9/11/2014</p></div>	<div data-bbox="618 972 1367 1066"></div>
<div data-bbox="349 1066 433 1100"><p>Date</p></div>	<div data-bbox="878 1066 1044 1104"><p>Signature</p></div>

***To Be Signed By Station Representative***

<div data-bbox="349 1176 521 1220"><p><input checked="" type="checkbox"/> Accepted</p></div>	<div data-bbox="735 1176 1008 1220"><p><input type="checkbox"/> Accepted in Part</p></div>	<div data-bbox="1153 1176 1321 1220"><p><input type="checkbox"/> Rejected</p></div>
<div data-bbox="228 1207 641 1314"><p> Signature</p></div>	<div data-bbox="673 1228 1071 1314"><p>MARK MENDENHALL Printed Name</p></div>	<div data-bbox="1096 1228 1367 1314"><p>GSM Title</p></div>

## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, Hagan for U.S. Senate Inc

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

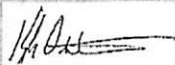
☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box) Thom Tillis

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



**signature of candidate or authorized committee**

Kyle Osterhout

**printed name**

9/30/2014

**date**

# ORDER

**WRC**

Orders	Order / Rev:	1187765
	Alt Order #:	
	Product Desc:	9/16-9/22 2014
	Estimate:	848
	Flight Dates:	09/16/14 - 09/22/14
	Original Date / Rev:	09/12/14 / 09/12/14
	Order Type:	Political

Primary AE:	House WECT
Sales Office:	WECT
Sales Region:	Local

<b>Agency</b>	<b>Name:</b>	<b>Screen Strategies Media</b>
	<b>Buying Contact:</b>	
	<b>Billing Contact:</b>	
		<b>15409 Whitechapel Court</b>
		<b>Centreville, VA 20120</b>

<b>Billing Type:</b>	<u>Cash</u>
<b>Billing Calendar:</b>	<u>Broadcast</u>
<b>Billing Cycle:</b>	<u>EOM/EOC</u>
<b>Agency Commission:</b>	<u>15%</u>

<b>Advertiser</b>	<b>Name:</b>	<b>POL/Hagan, Kay/D/United States Sena</b>
	<b>Demographic:</b>	<b>A35+</b>
	<b>Product Codes:</b>	<b>PL820</b>
	<b>Priority:</b>	<b>P 6</b>
	<b>Revenue Codes:</b>	<b>Agency, Political, Pol-Candidate</b>

**New Business Thru:** \_\_\_\_\_  
**Order Separation:** **00:15:00** \_\_\_\_\_  
**Advertiser External ID:** \_\_\_\_\_  
**Agency External ID:** \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/01/14	09/22/14	59	\$12,750.00	\$10,837.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	59	\$12,750.00	\$10,837.50	0.00
<b>Totals</b>	<b>59</b>	<b>\$12,750.00</b>	<b>\$10,837.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House WEST			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
E 1	WECT	09/17/14	09/17/14	Carolina In The AM 5A Carolina In AM 5-6a	Comm	5-8a	--W----	:30	1	\$80.00	P 4	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/15/14	09/21/14	--W----		1				\$80.00		0.00			
E 2	WECT	09/16/14	09/22/14	Carolina In The AM 6A Carolina In The Am 6a	Comm	6-7a	MTWTF--	:30	4	\$165.00	P 4	0.00	NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/16/14	09/21/14	-TWTF--		4				\$165.00		0.00			
	Week:	09/22/14	09/28/14	M-----		1				\$165.00		0.00			
E 3	WECT	09/16/14	09/22/14	NET NBC Today Show NBC Today Show	Comm	7-8a	MT-TF--	:30	3	\$230.00	P 2	0.00	NM	4	\$920.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/15/14	09/21/14	-T-TF--		3				\$230.00		0.00			
	Week:	09/22/14	09/28/14	M-----		1				\$230.00		0.00			
E 5	WECT	09/18/14	09/18/14	NBC Today Show II NBC Today Show II	Comm	9-10a	---T---	:30	1	\$135.00	P 4	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/15/14	09/21/14	---T---		1				\$135.00		0.00			
E 6	WECT	09/19/14	09/19/14	NBC Today Show III NBC Today Show III	Comm	10-11a	----F--	:30	1	\$85.00	P 6	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/15/14	09/21/14	----F--		1				\$85.00		0.00			
E 7	WECT	09/16/14	09/16/14	SYN 11a-12p M-F Live w/Kelly & Michael	Comm	11a-12p	-T-----	:30	1	\$35.00	P 6	0.00	NM	1	\$35.00

Order / Rev: 1187765  
 Alt Order #:  
 Flight Dates: 09/16/14 - 09/22/14

Advertiser: POL/Hagan, Kay/D/United States Senate  
 Product Desc: 9/16-9/22 2014  
 Estimate: 848  
 WECT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WECT	09/16/14	09/16/14	SYN 11a-12p M-F Live w/Kelly & Michael	Comm	11a-12p	-T-----	:30	1	\$35.00	P 6	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	-T-----					1	\$35.00		0.00			
E 8	WECT	09/18/14	09/22/14	News at Noon News 6 at Noon	Comm	12-1230p	M--T---	:30	1	\$80.00	P 6	0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	---T---					1	\$80.00		0.00			
		Week: 09/22/14	09/28/14	M-----					1	\$80.00		0.00			
E 9	WECT	09/16/14	09/19/14	NET Days of Our Lives Days of Our Lives	Comm	1-2p	-TW-F--	:30	3	\$75.00	P 6	0.00	NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	-TW-F--					3	\$75.00		0.00			
E 10	WECT	09/16/14	09/22/14	SYN 3-4p M-F SYN 3-4p M-F	Comm	3-4p	MTWTF--	:30	4	\$30.00	P 6	0.00	NM	5	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	-TWTF--					4	\$30.00		0.00			
		Week: 09/22/14	09/28/14	M-----					1	\$30.00		0.00			
E 11	WECT	09/16/14	09/22/14	SYN 4-5p M-F Ellen Degeneres	Comm	4-5p	MTWTF--	:30	4	\$50.00	P 6	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	-TWTF--					4	\$50.00		0.00			
		Week: 09/22/14	09/28/14	M-----					1	\$50.00		0.00			
E 12	WECT	09/16/14	09/22/14	News at 5p M-F News at 5p	Comm	5-530p	M-W-F--	:30	2	\$240.00	P 2	0.00	NM	3	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	--W-F--					2	\$240.00		0.00			
		Week: 09/22/14	09/28/14	M-----					1	\$240.00		0.00			
E 13	WECT	09/16/14	09/19/14	News at 530p M-F NEWS AT 530P	Comm	530-6P	-TWTF--	:30	4	\$210.00	P 4	0.00	NM	4	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	-TWTF--					4	\$210.00		0.00			
E 14	WECT	09/17/14	09/22/14	News at 6p M-F NEWS AT 6p	Comm	6-630p	M-WTF--	:30	3	\$385.00	P 2	0.00	NM	4	\$1,540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	--WTF--					3	\$385.00		0.00			
		Week: 09/22/14	09/28/14	M-----					1	\$385.00		0.00			
E 15	WECT	09/16/14	09/22/14	SYN 7-730p M-F Wheel of Fortune (M-F)	Comm	7-730p	MT-T---	:30	2	\$290.00	P 2	0.00	NM	3	\$870.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	-T-T---					2	\$290.00		0.00			
		Week: 09/22/14	09/28/14	M-----					1	\$290.00		0.00			
E 16	WECT	09/17/14	09/19/14	SYN 730-8p M-F Jeopardy (M-F)	Comm	730-8p	--W-F--	:30	2	\$290.00	P 2	0.00	NM	2	\$580.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	--W-F--					2	\$290.00		0.00			
E 17	WECT	09/22/14	09/22/14	NET Monday Prime Other Mon Prime Other 1	Comm	8-10p (7:58 AM-10:00 PM)	M-----	:30	1	\$800.00	P 2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/22/14	09/28/14	M-----					1	\$800.00		0.00			
E 18	WECT	09/16/14	09/16/14	NET Tuesday Prime Other Tue Prime Other	Comm	-11p (9:00 PM-11:00 PM)	-T-----	:30	1	\$500.00	P 2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	-T-----					1	\$500.00		0.00			
E 19	WECT	09/16/14	09/22/14	LOC Late News M-F LN (M-F)	Comm	11-1135p	MTWTF--	:30	4	\$200.00	P 6	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	-TWTF--					4	\$200.00		0.00			
		Week: 09/22/14	09/28/14	M-----					1	\$200.00		0.00			
E			09/20/14		Comm				1		P 4	0.00	NM	1	\$220.00

Order / Rev: 1187765  
 Alt Order #:  
 Flight Dates: 09/16/14 - 09/22/14

Advertiser: POL/Hagan, Kay/D/United States Senate  
 Product Desc: 9/16-9/22 2014  
 Estimate: 848  
 WECT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
20	WECT	09/20/14		LOC Late News Sa LN (SA)		11-1130p	-----S-	:30		\$220.00					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/15/14	09/21/14	-----S-		1			\$220.00		0.00				
E 21	WECT	09/16/14	09/22/14	NET The Tonight Show Comm The Tonight Show		1135p-1236a	MTW-F--	:30	3	\$60.00	P 6	0.00	NM	4	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/15/14	09/21/14	-TW-F--		3			\$60.00		0.00				
Week:		09/22/14	09/28/14	M-----		1			\$60.00		0.00				
E 22	WECT	09/17/14	09/17/14	NET Wed Prime Other 1Comm Wed Prime Other 1		8-10p (7:58 PM-10:00 PM)	--W----	:30	1	\$700.00	P 1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/15/14	09/21/14	--W----		1			\$700.00		0.00				
N 23	WECT	09/18/14	09/18/14	NET Thurs Prime OtherComm Thur Prime Other 1		8-10p	---T---	:30	1	\$425.00	P 4	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/15/14	09/21/14	---T---		1			\$425.00		0.00				
N 24	WECT	09/21/14	09/21/14	NET NFL Football NFL Football	Comm	8-11p (8:00 PM-11:00 PM)	-----S	:30	1	\$1,450.00	P 1	0.00	NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/15/14	09/21/14	-----S		1			\$1,450.00		0.00				
													Totals	59	\$12,750.00