

16535  
OK  
6/1/16

FR: WA - MATTHEW WURM (H)  
TO: WKPT-TV  
REP HEADLINE# 8257996  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-528-9382 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

MAY25/16 12.09  
\*\*\* WKPT-TV \*\*\*

ADV # ADV. NAME ISS/PRIORITIES USA ACTION REP.# OFF.# SALESMAN #  
AGY # AGY. NAME TARGETED PLATFORM MEDIA LLC BUYER NAME KATIE THOMPSON  
1291 HOLLYWOOD AVE SALES PRSN WA- MATTHEW WURM (H)  
ANNAPOLIS, MD 21403

ORDER # CONTRACT # 8257996 CLASS: NATL. LOCAL REGIONAL

PRDCT PRIORITIES USA ACT EST#4660 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG9/16 AUG15/16 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE MAY25/16 12.09

REP: NEW ORDER  
TTL \$815 @ 18X  
PLS CONFIRM  
THANKS JASMINE FOR MATT

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
PRIORITIES USA ACTION

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 750 AGENCY EST# = 4660  
AGENCY PRODUCT CODE = 760

1			200P-300P	30		\$50.00	8/9	8/12	3		TU-F	3
PROGRAM : ANDY GRIFFITH CON COM1: ANDY GRIFFITH												
2			700A-730A	30		\$25.00	8/9	8/12	2		TU-F	2
PROGRAM : AG DAY CON COM1: AG DAY												
3			700P-730P	30		\$70.00	8/9	8/12	2		TU-F	2
PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT												

May 25, 12:09 EDT by: root

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FR: WA - MATTHEW WURM (H)  
 TO: WKPT-TV  
 REP HEADLINE# 8257996  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-528-9382 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

MAY25/16 12.09  
 \*\*\* WKPT-TV \*\*\*

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS	: WEEK	: DAYS	:TOTL
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS
4			730A-800A	30		\$35.00	8/9	8/15	2		TU-F,M	2
PROGRAM : FAMILY FEUD												
CON COM1: FAMILY FEUD												
5			800A-900A	30		\$40.00	8/15	8/15	2		MON	2
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												
6			1000P-1100P	30		\$50.00	8/15	8/15	2		MON	2
PROGRAM : TWO & A HALF MEN												
CON COM1: TWO & A HALF MEN												
7			1000P-1100P	30		\$50.00	8/10	8/10	2		WED	2
PROGRAM : TWO & A HALF MEN												
CON COM1: TWO & A HALF MEN												
8			200P-300P	30		\$50.00	8/15	8/15	2		MON	2
PROGRAM : ANDY GRIFFITH												
CON COM1: ANDY GRIFFITH												
9			700A-730A	30		\$25.00	8/15	8/15	1		MON	1
PROGRAM : AG DAY												
CON COM1: AG DAY												

AUG/16 \$815.00

CONTRACT TOTAL \$815.00  
 TOTAL SPOTS 18

MARKET TOTALS \$3,704 WKPT 22% WJHL 30% WCYB 27% WEMT 20% WAPK 1% CYBW 0% CABL 0%

EJHL-17%  
 ACCURATE SHARES

SVC- NONE  
 DEMOS- RA35+\*

MAY 25, 12:09 EDT by: root

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# CONTRACT



**WKPT-TV**  
222 Commerce St  
Kingsport, TN 37660  
(423) 246-9578

wkptv.com

And:

**Targeted Platform Media LLC**  
1291 Hollywood Ave  
Annapolis, MD 21403

<u>Contract / Revision</u> 16335 /	<u>Alt Order #</u> 8257996
<u>Product</u> <b>PRIORITIES USA ACT</b>	
<u>Contract Dates</u> 08/09/16 - 08/15/16	<u>Estimate #</u> 4660
<u>Advertiser</u> ISS / Priorities USA Action	<u>Original Date / Revision</u> 06/01/16 / 06/01/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast
<u>Station</u> WKPT-TV	<u>Account Executive</u> Matthew Wurm
<u>Special Handling</u>	<u>Cash/Trade</u> Cash
<u>Demographic</u> Adults 25-54	<u>Sales Office</u> HRP-WASHING
<u>IDB#</u>	<u>Advertiser Code</u> 760
<u>Agency Ref</u>	<u>Product Code</u> 750
	<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WKPT	08/09/16	08/12/16	Andy Griffith M-F 2p-3p	2p-3p		:30			NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/08/16	08/14/16	-TWTF--				3	\$50.00			
N 2	WKPT	08/09/16	08/12/16	AgDay	7a-730a		:30			NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/08/16	08/14/16	-TWTF--				2	\$25.00			
N 3	WKPT	08/09/16	08/12/16	Entertainment Tonight	7p-730p		:30			NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/08/16	08/14/16	-TWTF--				2	\$70.00			
N 4	WKPT	08/09/16	08/15/16	M-F 730a-8a	730a-8a		:30			NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/08/16	08/14/16	-TWTF--				1	\$35.00			
	Week:	08/15/16	08/21/16	M-----				1	\$35.00			
N 5	WKPT	08/15/16	08/15/16	Rachel Ray	8a-9a		:30			NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/15/16	08/21/16	M-----				2	\$40.00			
N 6	WKPT	08/15/16	08/15/16	Monday Prime 10p TWO	10p-11p		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/15/16	08/21/16	M-----				2	\$50.00			
N 7	WKPT	08/10/16	08/10/16	Weds Prime 10p	10p-11p		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/08/16	08/14/16	--W----				2	\$50.00			
N 8	WKPT	08/15/16	08/15/16	Andy Griffith M-F 2p-3p	2p-3p		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/15/16	08/21/16	M-----				2	\$50.00			
N 9	WKPT	08/15/16	08/15/16	AgDay	7a-730a		:30			NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/15/16	08/21/16	M-----				1	\$25.00			
<b>Totals</b>											18	\$815.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/01/16 - 08/15/16	18	\$815.00	(\$122.25)	\$692.75
<b>Totals</b>	18	\$815.00	(\$122.25)	\$692.75

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Nondiscrimination Policy: Holston Valley Broadcasting Corporation and WKPT-TV / WAPK-TV / WKPT-DT3 do not accept advertising that discriminates based on race or ethnicity. Any provision in any advertising agreement with intent to discriminate is deemed null and void as contrary to federal law.

# CONTRACT



**WKPT-TV**  
222 Commerce St  
Kingsport, TN 37660  
(423) 246-9578

wkptv.com

And:

**Targeted Platform Media LLC**  
1291 Hollywood Ave  
Annapolis, MD 21403

<u>Product</u> <b>PRIORITIES USA ACT</b>		<u>Contract / Revision</u> 16536 /	<u>Alt Order #</u> 8258001
<u>Contract Dates</u> 08/16/16 - 08/22/16		<u>Estimate #</u> 4661	
<u>Advertiser</u> ISS / Priorities USA Action		<u>Original Date / Revision</u> 06/01/16 / 06/01/16	
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash	
<u>Station</u> WKPT-TV	<u>Account Executive</u> Matthew Wurm	<u>Sales Office</u> HRP-WASHING	
<u>Special Handling</u>			
<u>Demographic</u> Adults 25-54			
<u>IDB#</u>	<u>Advertiser Code</u> 760	<u>Product Code</u> 750	
<u>Agency Ref</u>		<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WKPT	08/16/16	08/19/16	Andy Griffith M-F 2p-3p	2p-3p		:30			NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/15/16	08/21/16	-TWTF--				3	\$50.00			
N 2	WKPT	08/16/16	08/19/16	AgDay	7a-730a		:30			NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/15/16	08/21/16	-TWTF--				2	\$25.00			
N 3	WKPT	08/16/16	08/19/16	Entertainment Tonight	7p-730p		:30			NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/15/16	08/21/16	-TWTF--				2	\$70.00			
N 4	WKPT	08/16/16	08/19/16	M-F 730a-8a	730a-8a		:30			NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/15/16	08/21/16	-TWTF--				2	\$35.00			
N 5	WKPT	08/22/16	08/22/16	Rachel Ray	8a-9a		:30			NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/22/16	08/28/16	M-----				2	\$40.00			
N 6	WKPT	08/22/16	08/22/16	Monday Prime 10p TWO	10p-11p		:30			NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/22/16	08/28/16	M-----				1	\$50.00			
N 7	WKPT	08/17/16	08/17/16	Weds Prime 10p TWO	10p-11p		:30			NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/15/16	08/21/16	--W----				1	\$50.00			
N 8	WKPT	08/22/16	08/22/16	Andy Griffith M-F 2p-3p	2p-3p		:30			NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/22/16	08/28/16	M-----				2	\$50.00			
N 9	WKPT	08/22/16	08/22/16	AgDay	7a-730a		:30			NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/22/16	08/28/16	M-----				1	\$25.00			
<b>Totals</b>											16	\$715.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/01/16 - 08/22/16	16	\$715.00	(\$107.25)	\$607.75
<b>Totals</b>	16	\$715.00	(\$107.25)	\$607.75

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b> 3/29/16
------------------------------	-------------------------

I, Targeted Platform Media LLC

do hereby request station time concerning the following issue:

Priorities USA Action
-----------------------

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: Priorities USA 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):

Campaign Name: Priorities USA Action  
Office Sought: U.S. Presidency  
General Election: November 8th 2016

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

Priorities USA Action

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):

Treasurer: Greg Speed  
Executive Strategist: Anne Caprara  
Chief Strategist: Guy Cecil

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

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

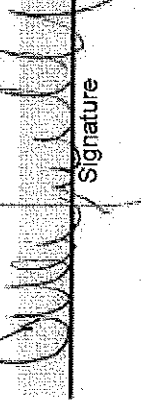
**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

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)**

March 29th, 2016

Date



Signature

(202) 965-5060

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title