

16004
5/11/16

FR: WA - MATTHEW WURM (H)
TO: WKPT-TV
REP HEADLINE# 8227407
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-528-9382
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
CHANGES
APR11/16 10.17
*** WKPT-TV ***

ADV # _____ ADV. NAME ISS/PRIORITIES USA ACTION
AGY # _____ AGY. NAME TARGETED PLATFORM MEDIA LLC
1291 HOLLYWOOD AVE
ANNAPOLIS, MD 21403

REP.# _____ OFF.# _____ SALESMAN # _____
BUYER NAME KATIE THOMPSON
SALES PRSN WA- MATTHEW WURM (H)

ORDER # _____ CONTRACT # 8227407
PRDCT PRIORITIES USA ACT EST#4561 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT18/16 OCT24/16 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE APR11/16 10.17

REP: REVISED ORDER
REVISED PROGRAMS
TTL SAME
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	: END	:SPTS:	WEEK :	DAYS	:TOTL:
:	:LINE#:	:	:	:	:	:	: DATE	: DATE	: /WK:	INVT :	:	:SPTS:

AGENCY ADVERTISER CODE = 750
AGENCY PRODUCT CODE = 760

AGENCY EST# = 4561

1	*		300P-400P	30		\$50.00	10/18	10/21	5		TU-F	5
PROGRAM : TMZ LIVE CON COM1: TMZ LIVE												
2	*		430P-500P	30		\$40.00	10/18	10/21	4		TU-F	4
PROGRAM : DIVORCE COURT CON COM1: DIVORCE COURT												



APR 11, 10:17 EDT by: root

(10:23) Page 1 of 3

ER: WA - MATTHEW WURM (H)
 TO: WKPT-TV
 REP HEADLINE# 8227407
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-528-9382 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP APR11/16 10.17
 CHANGES *** WKPT-TV ***

:LINE#:	REP	:CD:	TIME PERIOD	: LGTH :	SEC :	RATE	: START	: END	:SPTS:	WEEK :	DAYS	:TOTL:
:	:LINE#:	:	:	:	:	:	: DATE	: DATE	: /WK:	INVT :	:	:SPTS:
3	*		600P-700P	30		\$60.00	10/18	10/21	6		TU-F	6
PROGRAM : EARLY NEWS CON COM1: EARLY NEWS												
4	EY		700P-730P	30		\$70.00	10/18	10/21	4		TU-F	4
PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT												
5	*		730A-800A	30		\$35.00	10/18	10/21	3		TU-F	3
PROGRAM : FAMILY FEUD CON COM1: FAMILY FEUD												
6	*		800A-900A	30		\$40.00	10/18	10/21	3		TU-F	3
PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY												
12	A		300P-400P	30		\$50.00	10/24	10/24	1		MON	1
PROGRAM : TMZ LIVE CON COM1: TMZ LIVE												
13	A		430P-500P	30		\$40.00	10/24	10/24	1		MON	1
PROGRAM : DIVORCE COURT CON COM1: DIVORCE COURT												
14	A		600P-700P	30		\$60.00	10/24	10/24	2		MON	2
PROGRAM : PEOPLE'S COURT CON COM1: PEOPLE'S COURT												
15	A		700P-730P	30		\$70.00	10/24	10/24	1		MON	1
PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT												
16	A		730A-800A	30		\$35.00	10/24	10/24	1		MON	1
PROGRAM : FAMILY FEUD CON COM1: FAMILY FEUD												

APR 11, 10:17 EDT by: root

(10:24) Page 2 of 3

FR: WA - MATTHEW WURM (H)
TO: WKPT-TV
REP HEADLINE# 8227407
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-528-9382 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP APR11/16 10.17
CHANGES *** WKPT-TV ***

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS	: WEEK	: DAYS	:TOTL
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS
17	A		800A-900A	30		\$40.00	10/24	10/24	1		MON	1

PROGRAM : RACHAEL RAY
CON COM1: RACHAEL RAY

OCT/16 \$2,130.00

CONTRACT TOTAL \$2,130.00
TOTAL SPOTS 42

MARKET TOTALS \$25,750 WKPT 8% WJHL 34% WCYB 51% WEMT 7% WAPK 0% CYBW 0% CABL 0%

EJHL- 4%
EYCB- 1%
ACCURATE SHARES

SVC- NONE
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

APR 11, 10:17 EDT by: root

(10:25) Page 3 of 3

16424
5/11

FR: WA - MATTHEW WURM (H)
TO: WKPT-TV
REP HEADLINE# 8227407
*** ORIGINAL REV#0 ***

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

APR11/16 10.09
*** 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 # 8227407 CLASS: NATL. LOCAL REGIONAL

PRDCT PRIORITIES USA ACT EST#4561 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT18/16 OCT24/16 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE APR11/16 10.09

REP: NRE ORDER
TTL \$2,060 @ 41X
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
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

AGENCY ADVERTISER CODE = 750 AGENCY EST# = 4561
AGENCY PRODUCT CODE = 760

1			300P-400P	30		\$50.00	10/18	10/24	6		TU-F,M	6
PROGRAM : TMZ LIVE CON COM1: TMZ LIVE												
2			430P-500P	30		\$40.00	10/18	10/24	5		TU-F,M	5
PROGRAM : STEVE HARVEY! CON COM1: STEVE HARVEY!												
3			600P-700P	30		\$60.00	10/18	10/24	8		TU-F,M	8
PROGRAM : EARLY NEWS CON COM1: EARLY NEWS												

APR 11, 10:09 EDT BY: root

(10:15) Page 1 of 3

FR: WA - MATTHEW WURM (H)
 TO: WKPT-TV
 REP HEADLINE# 8227407
 *** ORIGINAL REV#0 ***

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

APR11/16 10.09
 *** WKPT-TV ***

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS	: WEEK	: DAYS	:TOTL:
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS:
4			700P-730P	30		\$70.00	10/18	10/24	4		TU-F,M	4
PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT												
5			730A-800A	30		\$35.00	10/18	10/24	4		TU-F,M	4
PROGRAM : FAMILY FEUD CON COM1: FAMILY FEUD												
6			800A-900A	30		\$40.00	10/18	10/24	4		TU-F,M	4
PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY												
7			800P-1000P	30		\$50.00	10/21	10/21	2		FRI	2
PROGRAM : BONES CON COM1: BONES												
8			800P-1000P	30		\$50.00	10/24	10/24	2		MON	2
PROGRAM : LAW & ORDER:SVU CON COM1: LAW & ORDER:SVU												
9			800P-1000P	30		\$50.00	10/23	10/23	2		SUN	2
PROGRAM : ELEMENTARY CON COM1: ELEMENTARY												
10			800P-1000P	30		\$50.00	10/20	10/20	2		THU	2
PROGRAM : THE MENTALIST CON COM1: THE MENTALIST												
11			800P-1000P	30		\$50.00	10/19	10/19	2		WED	2
PROGRAM : THE CLOSER CON COM1: THE CLOSER												

OCT/16 \$2,060.00

CONTRACT TOTAL \$2,060.00
 TOTAL SPOTS 41

APR 11, 10:09 EDT by: root

(10:16) Page 2 of 3

FR: WA - MATTHEW WURM (H)
 TO: WKPT-TV
 REP HEADLINE# 8227407
 *** ORIGINAL REV#0 ***

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

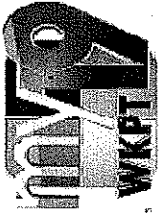
APR11/16 10.09
 *** WKPT-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
MARKET TOTALS \$25,750 WKPT 8% WJHL 34% WCYB 51% WEMT 7% WAPK 0% CYBW 0% CABL 0%												

EJHL- 4%
 EYCB- 1%
 ACCURATE SHARES

SVC- NONE
 DEMOS- RA35+*

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> PRIORITIES USA ACT		<u>Contract / Revision</u> 16424 /	<u>Alt Order #</u> 8227407
<u>Contract Dates</u> 10/18/16 - 10/24/16		<u>Estimate #</u> 4561	
<u>Advertiser</u> ISS / Priorities USA Action		<u>Original Date / Revision</u> 05/11/16 / 05/11/16	
<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> 750	<u>Product Code</u> 760	
<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	10/18/16	10/21/16	TMZ Live	3p-4p		:30			NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/16	10/23/16	-TWTF--				5	\$50.00			
N 2	WKPT	10/18/16	10/21/16	M-F 430p-5p DIVORCE	430p-5p		:30			NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/16	10/23/16	-TWTF--				4	\$40.00			
N 3	WKPT	10/18/16	10/21/16	M-F 6p-7p PEOPLE	6p-7p		:30			NM	6	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/16	10/23/16	-TWTF--				6	\$60.00			
N 4	WKPT	10/18/16	10/21/16	Entertainment Tonight	7p-730p		:30			NM	4	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/16	10/23/16	-TWTF--				4	\$70.00			
N 5	WKPT	10/18/16	10/21/16	M-F 730-8p FAMILY	730-8p		:30			NM	3	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/16	10/23/16	-TWTF--				3	\$35.00			
N 6	WKPT	10/18/16	10/21/16	Rachel Ray	9a-10a 8a-9a		:30			NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/16	10/23/16	-TWTF--				3	\$40.00			
N 7	WKPT	10/21/16	10/21/16	Fri Prime 8p BONES	8p-9p		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/16	10/23/16	----F--				2	\$50.00			
N 8	WKPT	10/24/16	10/24/16	Monday 8-10P LAW	8p-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:		10/24/16	10/30/16	M-----				2	\$50.00			
N 9	WKPT	10/23/16	10/23/16	Sun 8-10P ELEMENTARY	7p-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:		10/17/16	10/23/16	-----S				2	\$50.00			
N 10	WKPT	10/20/16	10/20/16	Thursday 8-10P MENTALIST	8p-10p		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/16	10/23/16	---T---				2	\$50.00			
N 11	WKPT	10/19/16	10/19/16	Wednesday 8-10P	8p-10p		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/16	10/23/16	--W----				2	\$50.00			
N 12	WKPT	10/24/16	10/24/16	TMZ Live	3p-4p		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* 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.



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

wkptv.com

<u>Contract / Revision</u>		<u>Alt Order #</u>
16424 /		8227407
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/18/16 - 10/24/16	PRIORITIES USA ACT	4561
<u>Advertiser</u>		<u>Original Date / Revision</u>
ISS / Priorities USA Actio		05/11/16 / 05/11/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/16	10/30/16	M-----				1	\$50.00			
N 13	WKPT	10/24/16	10/24/16	M-F 430p-5p	DIVORCE		:30			NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/16	10/30/16	M-----				1	\$40.00			
N 14	WKPT	10/24/16	10/24/16	M-F 6p-7p	PEOPLE		:30			NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/16	10/30/16	M-----				2	\$60.00			
N 15	WKPT	10/24/16	10/24/16	Entertainment Tonight	7p-730p		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/16	10/30/16	M-----				1	\$70.00			
N 16	WKPT	10/24/16	10/24/16	M-F 730-8p	FAMILY		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/16	10/30/16	M-----				1	\$35.00			
N 17	WKPT	10/24/16	10/24/16	Rachel Ray	9a-10a 8a-9a		:30			NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/16	10/30/16	M-----				1	\$40.00			
Totals											42	\$2,130.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/24/16	42	\$2,130.00	(\$319.50)	\$1,810.50
Totals	42	\$2,130.00	(\$319.50)	\$1,810.50

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

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date: 2016
------------------------------	----------------------

I, Targeted Platform Media, LLC

do hereby request station time concerning the following issue:

<p>Presidential General Election on November 8, 2016</p>
--

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):

Presidential General Election to be held November 8, 2016

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

Priorities USA Action, 601 13th St NW, Washington, DC 20005 (202) 798-5902

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):

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

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):

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):

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 29, 2016

Date



Signature

(202) 965-5060

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title