WWAY-TV, LLC
Wilmington, North Carolina
WWAY NewsChannel 3 | CAPE FEAR CW | COZI
WWAYTV3.COM | CAPEFEARCW.COM
CHARTLOCAL

WWAY-TV, LLC
615 North Front Street
Wilmington, NC 28401

GMMB
3050 K Street NW
Washington, DC 20007

Contract # 162024

Schedule Dates	10/18/16-10/24/16
Advertiser	Roy Cooper for Governor (14140)
Agency	GMMB (2533)
Product	Political (1176)
Brand	Pol - Candidate (36744)
Salesperson	Millenium- Washington, - (1010)
Sales Office	Millenium - Washington
Buyer Name	Mike,Furman,
Phone/Fax	/
CPE	297/317/5565
Account Types	National/Political-Candidate
Billing Type	Standard
Comments	candidate NEW POLITICAL ORDER - PLS CF - THANKS

Date Entered	10/05/16
Last Modified	10/12/16
Entered By	Gary O'Halloran
CO-OP	No
Headline #	ECR25324645
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$382.50
Net Total	$2,167.50
Sales Tax	

WWAY (WWAY)

By Broadcast Month	Spots	Rate
Oct. 2016	31	$2,550.00
Grand Total:	31	$2,550.00

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	Revised Line / SPOT	10/18/16-10/21/16	6	:30	6A- 7A (EST)	2		X	X	X	X						WWAY (WWAY)	Good Morning Carolina P5	10/5/16
1.1	Normal Line / SPOT	10/18/16-10/21/16	5	:30	6A- 7A (EST)	2		X	X	X	X			2	$80.00	$160.00	WWAY (WWAY)	Good Morning Carolina P5	10/12/16
2.0	Revised Line / SPOT	10/18/16-10/21/16	6	:30	7A- 9A (EST)	2		X	X	X	X						WWAY (WWAY)	Good Morning America P5	10/5/16
2.1	Normal Line / SPOT	10/18/16-10/21/16	5	:30	7A- 9A (EST)	2		X	X	X	X			2	$120.00	$240.00	WWAY (WWAY)	Good Morning America P5	10/12/16
3.0	Revised Line / SPOT	10/22/16-10/22/16	6	:30	8A- 9A (EST)	1						X					WWAY (WWAY)	GMA-Saturday P5	10/5/16
3.1	Normal Line / SPOT	10/22/16-10/22/16	3	:30	8A- 9A (EST)	1						X		1	$60.00	$60.00	WWAY (WWAY)	GMA-Saturday P5	10/12/16
4.0	Revised Line / SPOT	10/18/16-10/21/16	6	:30	11A- 12P (EST)	2		X	X	X	X						WWAY (WWAY)	View P5	10/5/16
4.1	Normal Line / SPOT	10/18/16-10/21/16	5	:30	11A- 12P (EST)	2		X	X	X	X			2	$60.00	$120.00	WWAY (WWAY)	View P5	10/12/16
5.0	Revised Line / SPOT	10/18/16-10/21/16	6	:30	2P- 3P (EST)	2		X	X	X	X						WWAY (WWAY)	General Hospital P5	10/5/16
5.1	Normal Line / SPOT	10/18/16-10/21/16	5	:30	2P- 3P (EST)	2		X	X	X	X			2	$60.00	$120.00	WWAY (WWAY)	General Hospital P5	10/12/16
6.0	Revised Line / SPOT	10/18/16-10/21/16	6	:30	4P- 5P (EST)	3		X	X	X	X						WWAY (WWAY)	Judge Judy P5	10/5/16
6.1	Normal Line / SPOT	10/18/16-10/21/16	5	:30	4P- 5P (EST)	3		X	X	X	X			3	$60.00	$180.00	WWAY (WWAY)	Judge Judy P5	10/12/16
7.0	Revised Line / SPOT	10/18/16-10/21/16	6	:30	5P- 5:30P (EST)	3		X	X	X	X						WWAY (WWAY)	Early News Channel 3 P5	10/5/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

WWAY does not discriminate in the sale of advertising time, and will reject any advertising with the intent to discriminate on the basis of race, gender or ethnicity. Advertiser certifies it is not buying this time for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

B/E Bookend P/B Piggy Back

Printed At: 03:48 PM on Monday, October 17 2016

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Wilmington, North Carolina

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GMMB
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Comments	candidate NEW POLITICAL ORDER - PLS CF - THANKS

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WWAY (WWAY)

By Broadcast Month	Spots	Rate
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7.1	Normal Line / SPOT	10/18/16-10/21/16	5	:30	5P- 5:30P (EST)	2		X	X	X	X			2	$75.00	$150.00	WWAY (WWAY)	Early News Channel 3 P5	10/12/16
8.0	Revised Line / SPOT	10/18/16-10/21/16	6	:30	5:30P- 6P (EST)	2		X	X	X	X						WWAY (WWAY)	News Channel 3 at 530p P5	10/5/16
8.1	Normal Line / SPOT	10/18/16-10/21/16	5	:30	5:30P- 6P (EST)	2		X	X	X	X			2	$75.00	$150.00	WWAY (WWAY)	News Channel 3 at 530p P5	10/12/16
9.0	Revised Line / SPOT	10/18/16-10/21/16	6	:30	6P- 6:30P (EST)	1		X	X	X	X						WWAY (WWAY)	News Channel 3 at 6p P5	10/5/16
9.1	Normal Line / SPOT	10/18/16-10/21/16	5	:30	6P- 6:30P (EST)	1		X	X	X	X			1	$100.00	$100.00	WWAY (WWAY)	News Channel 3 at 6p P5	10/12/16
10.0	Revised Line / SPOT	10/23/16-10/23/16	6	:30	6P- 6:30P (EST)	1							X				WWAY (WWAY)	Channel 3 News at 6p P5	10/5/16
10.1	Normal Line / SPOT	10/23/16-10/23/16	4	:30	6P- 6:30P (EST)	1							X	1	$60.00	$60.00	WWAY (WWAY)	Channel 3 News at 6p P5	10/12/16
11.0	Revised Line / SPOT	10/18/16-10/21/16	6	:30	7P- 7:30P (EST)	2		X	X	X	X						WWAY (WWAY)	Entertainment Tonight P5	10/5/16
11.1	Normal Line / SPOT	10/18/16-10/21/16	5	:30	7P- 7:30P (EST)	2		X	X	X	X			2	$75.00	$150.00	WWAY (WWAY)	Entertainment Tonight P5	10/12/16
12.0	Revised Line / SPOT	10/18/16-10/21/16	6	:30	7:30P- 8P (EST)	2		X	X	X	X						WWAY (WWAY)	Insider P5	10/5/16
12.1	Normal Line / SPOT	10/18/16-10/21/16	5	:30	7:30P- 8P (EST)	2		X	X	X	X			2	$75.00	$150.00	WWAY (WWAY)	Insider P5	10/12/16
13.0	Revised Line / SPOT	10/19/16-10/19/16	6	:30	10P- 11P (EST)	1			X								WWAY (WWAY)	DESIGNATED SURVIVOR P5	10/5/16
13.1	Normal Line / SPOT	10/19/16-10/19/16	5	:30	9P- 11P (EST)	1			X					1	$200.00	$200.00	WWAY (WWAY)	PRESIDENTIAL DEBATE	10/12/16
14.0	Revised Line / SPOT	10/23/16-10/23/16	6	:30	10P- 11P (EST)	1							X				WWAY (WWAY)	QUANTICO P5	10/5/16

CONFIRMATION CONTRACT

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GMMB
3050 K Street NW
Washington, DC 20007

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Phone/Fax	/
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Billing Type	Standard
Comments	candidate NEW POLITICAL ORDER - PLS CF - THANKS

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WWAY (WWAY)

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14.1	Normal Line / SPOT	10/23/16-10/23/16	4	:30	10P- 11P (EST)	1							X	1	$300.00	$300.00	WWAY (WWAY)	QUANTICO P5	10/12/16
15.0	Revised Line / SPOT	10/18/16-10/21/16	6	:30	11P- 11:35P (EST)	2		X	X	X	X						WWAY (WWAY)	News Channel 3 at 11p P5	10/5/16
15.1	Normal Line / SPOT	10/18/16-10/21/16	5	:30	11P- 11:35P (EST)	2		X	X	X	X			2	$60.00	$120.00	WWAY (WWAY)	News Channel 3 at 11p P5	10/12/16
16.0	Revised Line / SPOT	10/18/16-10/21/16	6	:30	11:35P- 12:35A (EST)	2		X	X	X	X						WWAY (WWAY)	Jimmy Kimmel Live P5	10/5/16
16.1	Normal Line / SPOT	10/18/16-10/21/16	5	:30	11:35P- 12:35A (EST)	2		X	X	X	X			2	$30.00	$60.00	WWAY (WWAY)	Jimmy Kimmel Live P5	10/12/16
17.0	Revised Line / SPOT	10/24/16-10/24/16	6	:30	6A- 7A (EST)	1	X										WWAY (WWAY)	Good Morning Carolina P5	10/5/16
17.1	Normal Line / SPOT	10/24/16-10/24/16	5	:30	6A- 7A (EST)	1	X							1	$80.00	$80.00	WWAY (WWAY)	Good Morning Carolina P5	10/12/16
18.0	Revised Line / SPOT	10/24/16-10/24/16	6	:30	7A- 9A (EST)	1	X										WWAY (WWAY)	Good Morning America P5	10/5/16
18.1	Normal Line / SPOT	10/24/16-10/24/16	5	:30	7A- 9A (EST)	1	X							1	$120.00	$120.00	WWAY (WWAY)	Good Morning America P5	10/12/16
19.0	Revised Line / SPOT	10/24/16-10/24/16	6	:30	11:35P- 12:35A (EST)	1	X										WWAY (WWAY)	Jimmy Kimmel Live P5	10/5/16
19.1	Normal Line / SPOT	10/24/16-10/24/16	5	:30	11:35P- 12:35A (EST)	1	X							1	$30.00	$30.00	WWAY (WWAY)	Jimmy Kimmel Live P5	10/12/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

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B/E Bookend P/B Piggy Back

Printed At: 03:48 PM on Monday, October 17 2016

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25324645 **Changes as of:** 10/12/2016 at 4:29 PM **Version:** Current State Version 3

CPE: 297/317/5565 **Flight:** 10/18/16 - 10/24/16 **Station:** WWAY **Total $:** $2,550.00

Agency: GMMB **Advertiser:** Roy Cooper for Governor **Market:** Wilmington, NC **Total Spots:** 31

GMMB 3050 K ST NW
WASHINGTON DC
20007

Product: candidate **Office:** WASHINGTON **Total CPP:** $0.00

Agency Order #: 5453350 **Primary Demo:** Adults 35+ **Total GRP:**

Buyer: Furman, Mike **Con Type:** POLITICAL/VOTE **Traffic #:** 162024

Salesperson: CHRISTIAN CAMBEIRO 202-955-5342 **Assistant:** CHRISTIAN CAMBEIRO 202-955-5342 **Separation:**

Comments: PLS NOTE ALL RATE / PRG REVS DONE PER GUIDANCE
PREVTT = 1665
ADD = 885
REVTT = 2550
PLS CF - THANKS

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/18 - 10/18		Total Spots	Total $	CPP	GRP
							10/18					
1	Tu-F 6a-7a		Good Morning Carolina	$80.00	0	30	2		2	$160.00	$0.00	0.0
2	Tu-F 7a-9a		Good Morning America	$120.00	0	30	2		2	$240.00	$0.00	0.0
3	Sa 8a-9a		GMA-Saturday	$60.00	0	30	1		1	$60.00	$0.00	0.0
4	Tu-F 11a-12n		View	$60.00	0	30	2		2	$120.00	$0.00	0.0
5	Tu-F 2p-3p		General Hospital	$60.00	0	30	2		2	$120.00	$0.00	0.0
6	Tu-F 4p-5p		Judge Judy	$60.00	0	30	3		3	$180.00	$0.00	0.0
7	Tu-F 5p-5:30p		Early News Channel 3	$75.00	0	30	2		2	$150.00	$0.00	0.0
8	Tu-F 5:30p-6p		News Channel 3 at 530p	$75.00	0	30	2		2	$150.00	$0.00	0.0
9	Tu-F 6p-6:30p		News Channel 3 at 6p	$100.00	0	30	1		1	$100.00	$0.00	0.0
10	Su 6p-6:30p		Channel 3 News at 6p	$60.00	0	30	1		1	$60.00	$0.00	0.0
11	Tu-F 7p-7:30p		Entertainment Tonight	$75.00	0	30	2		2	$150.00	$0.00	0.0
12	Tu-F 7:30p-8p		Insider	$75.00	0	30	2		2	$150.00	$0.00	0.0
13	W 9p-11p		PREZ DEBATE	$200.00	0	30	1		1	$200.00	$0.00	0.0
14	Su 10p-11p		QUANTICO	$300.00	0	30	1		1	$300.00	$0.00	0.0
15	Tu-F 11p-11:35p		News Channel 3 at 11p	$60.00	0	30	2		2	$120.00	$0.00	0.0
16	Tu-F 11:35p-12:35a		Jimmy Kimmel Live	$30.00	0	30	2		2	$60.00	$0.00	0.0
17	M 6a-7a		Good Morning Carolina	$80.00	0.0	30	1		1	$80.00	$0.00	0.0
18	M 7a-9a		Good Morning America	$120.00	0.0	30	1		1	$120.00	$0.00	0.0

Printed on 10/12/2016 at 04:47 PM

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25324645
CPE: 297/317/5565
Agency: GMMB

GMMB 3050 K ST NW
WASHINGTON DC
20007

Changes as of: 10/12/2016 at 4:29 PM
Flight: 10/18/16 - 10/24/16
Advertiser: Roy Cooper for Governor
Product: candidate

Agency Order #: 5453350
Buyer: Furman, Mike
Salesperson: CHRISTIAN CAMBEIRO 202-955-5342

Version: Current State Version 3
Station: WWAY
Market: Wilmington, NC
Office: WASHINGTON

Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE
Assistant: CHRISTIAN CAMBEIRO 202-955-5342

Total $: $2,550.00
Total Spots: 31
Total CPP: $0.00
Total GRP:
Traffic #: 162024
Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/18 - 10/18		Total Spots	Total $	CPP	GRP
							10/18					
19	M 11:35p-12:35a		Jimmy Kimmel Live	$30.00	0.0	30	1		1	$30.00	$0.00	0.0
						TOTALS:	31		31	$2,550.00	$0.00	0.0

Printed on 10/12/2016 at 04:47 PM

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract #	25324645	**Changes as of:**	10/12/2016 at 4:29 PM	**Version:**	Current State Version 3
CPE:	297/317/5565	**Flight:**	10/18/16 - 10/24/16	**Station:**	WWAY
Agency:	GMMB	**Advertiser:**	Roy Cooper for Governor	**Market:**	Wilmington, NC
	GMMB 3050 K ST NW WASHINGTON DC 20007	**Product:**	candidate	**Office:**	WASHINGTON
		Agency Order #:	5453350	**Primary Demo:**	Adults 35+
		Buyer:	Furman, Mike	**Con Type:**	POLITICAL/VOTE
		Salesperson:	CHRISTIAN CAMBEIRO 202-955-5342	**Assistant:**	CHRISTIAN CAMBEIRO 202-955-5342

Total $:	$2,550.00
Total Spots:	31
Total CPP:	$0.00
Total GRP:	
Traffic #:	162024
Separation:	

Special Instructions	

Order Level Comments

Date/Time	Added by	Comment
10/12/16 4:13 PM	CHRISTIAN CAMBEIRO	PLS NOTE ALL RATE / PRG REVS DONE PER GUIDANCE PREVTT = 1665 ADD = 885 REVTT = 2550 PLS CF - THANKS
10/05/16 5:42 AM	CHRISTIAN CAMBEIRO	NEW POLITICAL ORDER - PLS CF - THANKS
10/05/16 5:42 AM	CHRISTIAN CAMBEIRO	NEW POLITICAL ORDER - PLS CF - THANKS

Competitive Information

Market Budget:	**$17,000**
WWAY Share:	**15%**
Comment:	**EST FOR NOW**
Unknown:	**85%**

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	31	$2,550.00	N/A	0.0
Total	**100%**	**31**	**$2,550.00**	**N/A**	**0.0**

Monthly Summary

Month	Spots	Dollars
2016-Oct	31	$2,550.00
Total	**31**	**$2,550.00**

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	$ Chg	Contract $	Comment
Revision	10/12/16 4:13 PM	CHRISTIAN CAMBEIRO	Confirmed			$885.00	$2,550.00	Changes: Calculated Dollars from $1,665.00 to $2,550.00, Competitive Market Budget from $11,100 to $17,000, Total $ from $1,665.00 to $2,550.00, User Entered $ from $1,665.00 to $2,550.00, Comments from NEW POLITICAL ORDER - PLS CF - THANKS to PLS NOTE ALL RATE / PRG REVS DONE PER GUIDANCE PREVTT = 1665 ADD = 885 REVTT = 2550 PLS CF - THANKS. 19 buylines added or modified.
Queued for Electronic Contracting	10/5/16 8:11 AM					$0	$0	
Revision	10/5/16 5:42 AM	CHRISTIAN CAMBEIRO	Confirmed			$0	$1,665.00	Changes: Demo Meta to [R16], User Entered $ from $0.00 to $1,665.00, Comments from Separation: 30 to NEW POLITICAL ORDER - PLS CF - THANKS. 15 buylines added or modified.
New	10/5/16 5:39 AM	CHRISTIAN CAMBEIRO	New	31		$1,665.00	$1,665.00	

Non-Discrimination Policy	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 MEDIA GROUP (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.

Printed on 10/12/2016 at 04:47 PM