ORDER

Wichita KS KSNW

Orders	**Order / Rev:**	**A2683949**		
	Alt Order #:	27102650		
	Product Desc:	ISSUE		
	Estimate:	2463		
	Flight Dates:	09/28/20 - 10/18/20	Primary AE:	Katz Washington
	Original Date / Rev:	09/24/20 / 09/24/20	Sales Office:	K-WAS
	Order Type:	REG	Sales Region:	Nat
Agency	**Name:**	**Hulsen Media Services**		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		2400 Laramie Trail	Billing Cycle:	EOM
		Austin, TX 78745	Agency Commission:	15%
Advertiser	**Name:**	**POL/Kansas Values Institute PAC**	Order Brand:	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PL2	Advertiser External ID:	
	Revenue Code 1:	AGY	Agency External ID:	
	Revenue Code 2:	POL	Unit Code:	General
	Revenue Code 3:	POL-ISS	Order Separation:	00:15:00
	Priority:	P5		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	14	$18,000.00	$15,300.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	14	$18,000.00	$15,300.00	52.40
Totals	14	$18,000.00	$15,300.00	52.40

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington			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
N 1	Multi	09/29/20	09/29/20	KSN Today 2	CM	6-7am	-T-----	:30	1	$400.00	P3	1.50 NM	1	$400.00
	Channels : KSNC,KSNG,KSNL,KSNW			KSN Today 2										
	Kansas Today 3													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/28/20	10/04/20	-T-----	1	$400.00	1.50								
N 2	Multi	09/30/20	09/30/20	KSN Today 2	CM	6-7am	--W----	:30	1	$400.00	P3	1.50 NM	1	$400.00
	Channels : KSNC,KSNG,KSNL,KSNW			KSN Today 2										
	Kansas Today 3													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/28/20	10/04/20	--W----	1	$400.00	1.50								
N 3	Multi	10/07/20	10/07/20	KSN Today 2	CM	6-7am	--W----	:30	1	$400.00	P3	1.50 NM	1	$400.00
	Channels : KSNC,KSNG,KSNL,KSNW			KSN Today 2										
	Kansas Today 3													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 10/05/20	10/11/20	--W----	1	$400.00	1.50								
N 4	Multi	10/08/20	10/08/20	KSN Today 2	CM	6-7am	---T---	:30	1	$400.00	P3	1.50 NM	1	$400.00
	Channels : KSNC,KSNG,KSNL,KSNW			KSN Today 2										
	Kansas Today 3													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								

Order / Rev: A2683949
Alt Order #: 27102650
Flight Dates: 09/28/20 - 10/18/20

Advertiser: POL/Kansas Values Institute PAC
Product Desc: ISSUE
Estimate: 2463

Wichita KS KSNW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/05/20	10/11/20	---T---	1	$400.00	1.50							
N 5	Multi	09/30/20	09/30/20	Today Show 7-8am	CM	7-8am	--W----	:30	1	$700.00	P3	2.20 NM	1	$700.00
	Channels : KSNC,KSNG,KSNL,KSNW													
				Today Show 7-8am										
	Today Show (7-8am)													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 09/28/20	10/04/20	--W----	1	$700.00	2.20							
N 6	Multi	10/08/20	10/08/20	Today Show 7-8am	CM	7-8am	---T---	:30	1	$700.00	P3	2.20 NM	1	$700.00
	Channels : KSNC,KSNG,KSNL,KSNW													
				Today Show 7-8am										
	Today Show (7-8am)													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/05/20	10/11/20	---T---	1	$700.00	2.20							
N 7	Multi	09/29/20	09/29/20	KSN News at Six	CM	6-630p	-T-----	:30	1	$1,500.00	P3	6.50 NM	1	$1,500.00
	Channels : KSNC,KSNG,KSNL,KSNW													
				KSN News at Six										
	KSN News													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 09/28/20	10/04/20	-T-----	1	$1,500.00	6.50							
N 8	Multi	09/30/20	09/30/20	KSN News at Six	CM	6-630p	--W----	:30	1	$1,500.00	P3	6.50 NM	1	$1,500.00
	Channels : KSNC,KSNG,KSNL,KSNW													
				KSN News at Six										
	KSN News													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 09/28/20	10/04/20	--W----	1	$1,500.00	6.50							
N 9	Multi	10/07/20	10/07/20	KSN News at Six	CM	6-630p	--W----	:30	1	$1,500.00	P3	6.50 NM	1	$1,500.00
	Channels : KSNC,KSNG,KSNL,KSNW													
				KSN News at Six										
	KSN News													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/05/20	10/11/20	--W----	1	$1,500.00	6.50							
N 10	Multi	10/08/20	10/08/20	KSN News at Six	CM	6-630p	---T---	:30	1	$1,500.00	P3	6.50 NM	1	$1,500.00
	Channels : KSNC,KSNG,KSNL,KSNW													
				KSN News at Six										
	KSN News													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/05/20	10/11/20	---T---	1	$1,500.00	6.50							
N 11	Multi	09/29/20	09/29/20	LN M-F	CM	10-10:35pm	-T-----	:30	1	$1,500.00	P3	3.50 NM	1	$1,500.00
	Channels : KSNC,KSNG,KSNL,KSNW													
				KSN News at Ten Mon-Fri										
	KSN News													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 09/28/20	10/04/20	-T-----	1	$1,500.00	3.50							
N 12	Multi	10/07/20	10/07/20	LN M-F	CM	10-10:35pm	--W----	:30	1	$1,500.00	P3	3.50 NM	1	$1,500.00
	Channels : KSNC,KSNG,KSNL,KSNW													
				KSN News at Ten Mon-Fri										
	KSN News													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/05/20	10/11/20	--W----	1	$1,500.00	3.50							
N 13	Multi	09/29/20	09/29/20	Presidential Debate	CM	Presidential Debat	-T-----	:30	1	$3,000.00	P3	5.10 NM	1	$3,000.00
	Channels : KSNC,KSNG,KSNL,KSNW													
				Presidential Debate										
	First Presidential Debate/Analysis													
	[Estimate is based on the 5.7 average NTI hh rtg for the Presidential debates in 2016 on NBC adjusted to the Oct'19 late news delivery on KS													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 09/28/20	10/04/20	-T-----	1	$3,000.00	5.10							
N 14	Multi	10/07/20	10/07/20	Vice Presidential Debate	CM	Vice Presidential D	--W----	:30	1	$3,000.00	P3	3.90 NM	1	$3,000.00
	Channels : KSNC,KSNG,KSNL,KSNW													
				Vice Presidential Debate										
	Vice Presidential Debate/Analysis													
	[Estimate is based on the 4.4 NTI hh rtg for the Vice Presidential deb ate in 2016 on NBC adjusted to the Oct'19 late news delivery on													

Order / Rev:	A2683949	Advertiser:	POL/Kansas Values Institute PAC	
Alt Order #:	27102650	Product Desc:	ISSUE	**Wichita KS KSNW**
Flight Dates:	09/28/20 - 10/18/20	Estimate:	2463	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
	KSNW+]													
	Start Date		End Date	Weekdays	Spots/Week	Rate	Rating							
Week:	10/05/20		10/11/20	--W----	1	$3,000.00	3.90							
												Totals	14	$18,000.00

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract #	27102650	**Changes as of:**	9/24/2020 at 11:14 AM	**Version:**	Original Order		
CPE:	318/305/2463	**Flight:**	9/28/20 - 10/18/20	**Station:**	KSNW	**Con Type:**	POLITICAL/VOTE
Agency:	HULSEN MEDIA SERVICE	**Advertiser:**	KANSAS VALUES INSTIT	**Market:**	Wichita	**Total $:**	$18,000.00
	2400 Laramie Trail	**Product:**	ISSUE	**Office:**	WASHINGTON	**Total Spots:**	14
	Austin, TX 78745	**Agency Order #:**	9991894	**Service:**	Nielsen	**Total CPP:**	$343.51
		Buyer:	Solmundson, Jeff	**Primary Demo:**	Adults 35+	**Total GRP:**	52.4
		Salesperson:	KELLY JOHNS 202-872-5880	**Assistant:**	KELLY JOHNS 202-872-5880		
		Separation:					

Comments: Flight dates 9/29-10/12

#	Day/Time	DP	Program	Rate	A35P Rating	Len	9/28 - 10/10												
							9/28	9/29	9/30	10/1	10/2	10/3	10/4	10/5	10/6	10/7	10/8	10/9	10/10
1	M-F 6a-7a		Kansas Today 3	$400.00	1.5	30	0	1	1	0	0	0	0	0	0	1	1	0	0
2	M-F 7a-8a		Today Show (7-8am)	$700.00	2.2	30	0	0	1	0	0	0	0	0	0	0	1	0	0
3	M-F 6p-6:30p		KSN News	$1,500.00	6.5	30	0	1	1	0	0	0	0	0	0	1	1	0	0
4	M-F 10p-10:35p		KSN News	$1,500.00	3.5	30	0	1	0	0	0	0	0	0	0	1	0	0	0
5	Tu 8p-10p		First Presidential Debate/Analysis	$3,000.00	5.1	30	0	1	0	0	0	0	0	0	0	0	0	0	0
	[Estimate is based on the 5.7 average NTI hh rtg for the Presidential debates in 2016 on NBC adjusted to the Oct'19 late news delivery on KSNW+]																		
6	W 8p-10p		Vice Presidential Debate/Analysis	$3,000.00	3.9	30	0	0	0	0	0	0	0	0	0	1	0	0	0
	[Estimate is based on the 4.4 NTI hh rtg for the Vice Presidential debate in 2016 on NBC adjusted to the Oct'19 late news delivery on KSNW+]																		
						TOTALS:	0	4	3	0	0	0	0	0	0	4	3	0	0

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract #	27102650	**Changes as of:**	9/24/2020 at 11:14 AM	**Version:**	Original Order
CPE:	318/305/2463	**Flight:**	9/28/20 - 10/18/20	**Station:**	KSNW
Agency:	HULSEN MEDIA SERVICE	**Advertiser:**	KANSAS VALUES INSTIT	**Market:**	Wichita
	2400 Laramie Trail	**Product:**	ISSUE	**Office:**	WASHINGTON
	Austin, TX 78745	**Agency Order #:**	9991894	**Service:**	Nielsen
		Buyer:	Solmundson, Jeff	**Primary Demo:**	Adults 35+
		Salesperson:	KELLY JOHNS 202-872-5880	**Assistant:**	KELLY JOHNS 202-872-5880
		Separation:			

Con Type: POLITICAL/VOTE
Total $: $18,000.00
Total Spots: 14
Total CPP: $343.51
Total GRP: 52.4

Comments: Flight dates 9/29-10/12

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/11 - 10/18									Total Spots	Total $	CPP*	GRP*
							10/11	10/12	10/13	10/14	10/15	10/16	10/17	10/18					
1	M-F 6a-7a		Kansas Today 3	$400.00	1.5	30	0	0	0	0	0	0	0	0		4	$1,600.00	$266.67	6.0
2	M-F 7a-8a		Today Show (7-8am)	$700.00	2.2	30	0	0	0	0	0	0	0	0		2	$1,400.00	$318.18	4.4
3	M-F 6p-6:30p		KSN News	$1,500.00	6.5	30	0	0	0	0	0	0	0	0		4	$6,000.00	$230.77	26.0
4	M-F 10p-10:35p		KSN News	$1,500.00	3.5	30	0	0	0	0	0	0	0	0		2	$3,000.00	$428.57	7.0
5	Tu 8p-10p		First Presidential Debate/Analysis	$3,000.00	5.1	30	0	0	0	0	0	0	0	0		1	$3,000.00	$588.24	5.1
6	W 8p-10p		Vice Presidential Debate/Analysis	$3,000.00	3.9	30	0	0	0	0	0	0	0	0		1	$3,000.00	$769.23	3.9
						TOTALS:	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**		**14**	**$18,000.00**	**$343.51**	**52.4**

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125 West 55th St
New York, NY 10019

Contract #	27102650	**Changes as of:**	9/24/2020 at 11:14 AM	**Version:**	Original Order		
CPE:	318/305/2463	**Flight:**	9/28/20 - 10/18/20	**Station:**	KSNW	**Con Type:**	POLITICAL/VOTE
Agency:	HULSEN MEDIA SERVICE	**Advertiser:**	KANSAS VALUES INSTIT	**Market:**	Wichita	**Total $:**	$18,000.00
	2400 Laramie Trail	**Product:**	ISSUE	**Office:**	WASHINGTON	**Total Spots:**	14
	Austin, TX 78745	**Agency Order #:**	9991894	**Service:**	Nielsen	**Total CPP:**	$343.51
		Buyer:	Solmundson, Jeff	**Primary Demo:**	Adults 35+	**Total GRP:**	52.4
		Salesperson:	KELLY JOHNS 202-872-5880	**Assistant:**	KELLY JOHNS 202-872-5880		
		Separation:					

Special Instructions	

Order Level Comments

Date/Time	Added by	Comment
09/24/20 11:15 AM	KELLY JOHNS	Flight dates 9/29-10/12

Competitive Information

Market Budget:	$18,000
KSNW Share:	100%
Comment:	
	Competitive Unknown

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	14	$18,000.00	$343.51	52.4
Total	**100%**	**14**	**$18,000.00**	**$343.51**	**52.4**

Monthly Summary

Month	Spots	Dollars
2020-Oct	14	$18,000.00
Total	**14**	**$18,000.00**

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	$ Chg	Contract $	Comment
Queued for Electronic Contracting	9/24/20 11:22 AM					$0	$0	
New	9/24/20 11:14 AM	KELLY JOHNS	New	14		$18,000.00	$18,000.00	

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.

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, HMS, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

Check one:

☐ Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.

☑ Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by: Hulsen Media Services

Agency name: Hulsen Media Services

Address: 2400 Laramie Trail

Contact: Kristin Black | Phone number: 512-827-3468 | Email: kristin@hulsenmedia.com

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: Kansas Values Institute

Address: PO Box 97, Lawrence, KS 66044

Contact: | Phone number: 785- 379- 3520 | Email:

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

Dan Watkins, Sharon Rose, Ann Gates

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following: ☑ N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

Clearly identify **EVERY** political matter of national importance referred to in the ad (no acronyms); use separate page if necessary: ☑ N/A

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

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor	Station Representative
Signature: K Black	Signature: Audrey Berry
Name: KRISTIN BLACK	Name: Audrey Berry
Date of Request to Purchase Ad Time: 9/18/20	Date of Station Agreement to Sell Time: 9/24/20

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? [✓] Yes [ ] No Date ad received: 9/25/20

Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

[✓] Accepted

[ ] Accepted IN PART (e.g., ad not received to determine content)*

[ ] Rejected – provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #: A2683949	Station Call Letters: KSNW	Date Received/Requested: 9/24/20
Est. #: 2463	Station Location: Wichita, KS	Run Start and End Dates: 9/29 – 10/8/20

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.