Rep Order# 9797760 **Ver#** 3 **Status** Revised **Traffic Order#** 31476 **Printed:** 08/22/2012 2:12 PM
EC'd Yes **Last Received:** 08/22/2012 11:58 AM
Showing Buylines: All Rep & Sta Revised Lines

Station WWSB-TV SARASOTA,FL
Advertiser ( ) POLITICAL ISSUE GROU
Product P-USA ACTION
Estimate# 1566
Buyer CASEY BESSETTE
Phone#
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1566
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) WASHINGTON
Salesperson ( ) BRAD PHILIPPS

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

— CONTRACT COMMENT —

PRIORITIES USA ACTION **********NONDISCRIMINATION********** 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 COMMUNICATIONS, INC. (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.

— REMARKS —

REVISED PGM ON LN 16
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*16	SA	7P-730P	NEWS	:30	$450.00	10/27-10/27	1	1	1	$450.00	
		Sales Remark:		V3 REVISED PGM								
		V3 Program Name Change, Comment Changed										

—REPORT TOTALS—

Report Totals: 1 / $450.00

—SALES MONTHLY TOTALS—

Oct 12: 35 / $15,550.00 Nov 12: 8 / $3,600.00
Sales Totals: 43 / $19,150.00
Station Totals: 43 / $19,150.00
Lines not sent/rcld/rtrn: 0 / $0.00

—COMPETITIVE—

Market Totals	$383,000	CABL	0%	UNKN	0%	WBSV	0%	WFLA	29%	WFTS	29%		
		WTOG	1%	WTSP	14%	WTTA	4%	WTVT	18%	WWSB	5%		

Books null
Demos RA35+

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