

NBCUniversal

ATTN: PROGRAM DIRECTOR

RE: STEVE HARVEY 2015/2016 BROADCAST SEASON

This Series is available for telecasting commencing on 9/7/15 and will be telecast over a 52-week period.

Please advise us of your time period(s) by contacting Carl Hoffman, NBC Universal Television (phone 412-355-0753) or (fax 412-355-0775) or e-mail: carl.hoffman@nbcuni.com. Extreme Reach will handle the distribution of this Series. Your contacts for satellite/pitch and shipping information are Jay Hedblade (312) 624-7519 or Sean Kennedy, NBC Universal (412) 355-0753. Formats and schedules are available on the internet at www.nbcunitv.com, (schedules come out on a weekly basis). If you have any questions, contact Janet DeLorenzo (312) 836-4817 or Sean Kennedy, NBC Universal (412) 355-0753.

SHIPPING/PITCH INFORMATION STANDARD AND HIGH DEFINITION

This Series in Standard and High Definition is available via **PATHFIRE** only. Each Pitch will occur two working days prior to your scheduled telecast date. These Pitches occur only on weekdays, Thursday through Wednesday. For example the Program scheduled to be telecast on Monday 9/7/15 will be Pitched the previous Thursday (9/3/15), and the Program scheduled to be telecast on Tuesday 9/8/15 will be Pitched the previous Friday (9/4/15) and so on.

There will be one daily **PATHFIRE** pitch for your telecast. These pitches will be sent by 1800 Eastern effective 9/3/15; your content will be located in the PPS (Pathfire Program Source) folder. Should you experience any difficulty with your pitch, please call Pathfire directly at (888) 345-0489.

DAILY PRIMARY RUN PITCH
PATHFIRE PPS FOLDER
WEEKDAYS EFFECTIVE 9/3/15
1800 (ET)

BOTH HD AND SD VERSIONS CAN BE FOUND IN THIS FOLDER, IF YOU DOWN CONVERT THIS 16 X 9 HIGH DEFINITION PITCH TO A 4 X 3 STANDARD DEFINITION IT CAN BE FULL SCREEN, THIS SERIES IS CENTER CUT EXTRACTABLE.

In the event your station misses a pitch please call (312) 624-7500, ext. 27500.

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DOUBLE RUN

If, pursuant to the terms of your License Agreement, you have the obligation or the right to telecast a double run of the Programs, then we require that you follow our double run schedule when telecasting a double run. Our double run schedule with show titles and production numbers will be supplied to you separately. To accommodate this double run schedule we have made available Pathfire Pitches in Standard and High Definition of these Programs with the national commercials integrated. These pitches will also occur two working days in advance as outlined for the first run pitches.

There will be one daily **PATHFIRE** pitch for your Double Run telecast. These pitches will be delivered by 1600 Eastern effective Thursday 9/3/15; your content will be located in the PPS (Pathfire Program Source) folder. Should you experience any difficulty with your pitch, please call Production Masters Inc. directly at (412) 281-5900.

PITCH

PATHFIRE PPS FOLDER

DAILY EFFECTIVE 9/3/15

1600 ET

BOTH HD AND SD VERSIONS CAN BE FOUND IN THIS FOLDER, IF YOU DOWN CONVERT THIS 16 X 9 HIGH DEFINITION PITCH TO A 4 X 3 STANDARD DEFINITION IT CAN BE FULL SCREEN, THIS SERIES IS CENTER CUT EXTRACTABLE.

PREEMPTIONS/MAKE-GOODS

In the event of an Allowed Preemption, Station shall notify NBC Universal immediately following Licensee's decision to preempt, and within the same broadcast week of the original telecast date of the preempted Program Station shall broadcast the preempted Program including NBC Universal's commercials in the same or upgraded daypart, or in such other daypart as is approved in writing by NBC Universal.

If it is not possible to make-good the preempted Program as set forth above, then Station shall notify NBC Universal by email, carl.hoffman@nbcuni.com or go to the nbcunitv.com website, under Distribution fill out the pre-emption online form and submit information of the preempted Program, and designate a subsequent Program of the Series, scheduled for broadcast within the same broadcast week of the original telecast date of the preemption, in which it agrees to make-good NBC Universal's commercials by broadcasting them in place of Station's commercials. Upon receipt of such notification, NBC Universal will notify Station as to whether this type of make-good on said requested day is acceptable, please see your License Agreement for specific terms.

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TIME PERIOD RESTRICTIONS

In no event will licensee telecast the Programs opposite any telecast of "Family Feud". Licensee will immediately notify NBCU of its intended telecast time (s), whether initial or rescheduled, (no later than one (1) week prior to any such telecast time (s)). Prior to Licensee's telecast at such time (s), NBCU must confirm with Licensee that such telecast time (s) will not compete with any telecast of "Family Feud". Notwithstanding anything to the contrary set forth in this Paragraph, Licensee will not telecast the Programs between 5:00 p.m. and 8:00 p.m. (EST/PST) or between 5:00 p.m. and 7:00 p.m. (CST/MST).

TV RATINGS/V-CHIP INFORMATION

All episodes are available with a ratings icon found at the top left side of the picture during the first 15 seconds of the program. All Standard Definition episodes will be encoded with this same rating on line 21, field two, all High Definition episodes will be encoded on line 9 for viewers with V-Chip television capabilities. This rating information can be found on each corresponding commercial format.

CLOSED CAPTIONS

All episodes are available with closed captioning. All videotapes and satellite feeds will have the closed captioning encoded on line 21 of the video for Standard Definition and line 9 for High Definition.

COMMERCIAL FORMAT

There are four (4) minutes of national commercials in each Program. These national sponsor's commercials occupy the first minute of commercial breaks one and two, the first 1:30 of commercial break three and the first :30 of commercial break four.

There are eleven minutes (11) of local commercial time in each Program. These local commercial breaks are black slugged for time and will occupy the last 1:30 of commercial break one and two, the last 1:00 of commercial break three, the last 2:00 of commercial break four and the full 2:30 of commercial break five and six.

DOCUMENTATION/PRODUCT PROTECTION

Affidavits of performance of the national commercials are required upon specific request from NBC Universal only; **you do not need to supply these affidavits on a regular basis.** The national sponsors request protection within their commercial breaks and we ask that you refrain from advertising competitive products within the same commercial breaks. Please advise NBC Universal of any station policy issues that prevents your station from airing a particular barter commercial due to content. You can contact Sean Kennedy NBC Universal at (412) 355-0753 or e-mail sean.kennedy@nbcuni.com. If a particular commercial is not aired we request that you roll over with a promo for Steve Harvey.

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PROMOTIONAL MATERIAL

The episodic promos consisting of a :30, :20 :15, :10 & :05 for each Program will be made available each day Monday through Friday. These promos will be available via **PATHFIRE (Extreme Reach)** and will be located on your Extreme Reach commercial server Platform. These promos will follow the show pitch schedule, Thursday's pitch will contain the episodic promos for the shows scheduled to air the following Monday, the Friday's pitch will contain the promos for the show scheduled to air Tuesday and so on (Effective 9/3/15).

These promo pitches as outlined above will be available in Standard and High Definition. These pitches will occur at 1200 Eastern each weekday, your content will be located in the PPS (Pathfire Program Source) folder and in your ER server. Should you experience any difficulty with your pitch, please call DG directly at (646) 344-3432.

PROMO PITCH (Monday Through Friday)

PATHFIRE PPS FOLDER /ER COMMERCIAL PLATFORM

EFFECTIVE 9/3/15

1200 EASTERN

BOTH HD AND SD VERSIONS CAN BE FOUND IN THIS FOLDER, IF YOU DOWN CONVERT THIS 16 X 9 HIGH DEFINITION PITCH TO A 4 X 3 STANDARD DEFINITION IT CAN BE FULL SCREEN, THIS SERIES IS CENTER CUT EXTRACTABLE

If you should require additional promotional material, or if you should have any questions please contact Janet DeLorenzo (312)-836-4817, e-mail: janet.delorenzo@steveharveytv.com or Sean Kennedy, NBC Universal (412) 355-0753, e-mail: sean.kennedy@nbcuni.com.

NBCUniversal

STEVE HARVEY

2015/16 SEASON

SAMPLE FORMAT

<i>OPENING/SEGMENT ONE</i>	<i>(INCLUDES PRE-SHOW TEASE)</i>	<i>XXXX</i>
<i>COMMERCIAL BREAK ONE</i>		<i>1:00 NATIONAL</i>
<i>LOCAL(BLACK)</i>		<i>1:32</i>
<i>SEGMENT TWO</i>		<i>XXXX</i>
<i>COMMERCIAL BREAK TWO</i>		<i>1:00 NATIONAL</i>
<i>LOCAL (BLACK)</i>		<i>1:32</i>
<i>SEGMENT THREE</i>		<i>XXXX</i>
<i>(Includes :15 "next on" promo at the head of segment)</i>		
<i>FEE SPOT</i>		<i>:15</i>
<i>FEE SPOT</i>		<i>:15</i>
<i>COMMERCIAL BREAK THREE</i>		<i>1:30 NATIONAL</i>
<i>LOCAL (BLACK)</i>		<i>1:02</i>
<i>SEGMENT FOUR</i>		<i>XXXX</i>
<i>FEE SPOTS</i>		<i>:15</i>
<i>COMMERCIAL BREAK FOUR</i>		<i>:30 NATIONAL</i>
		<i>2:02 LOCAL (BLACK)</i>
<i>SEGMENT FIVE</i>		<i>XXXX</i>
<i>COMMERCIAL BREAK FIVE</i>		<i>2:31 LOCAL (BLACK)</i>
<i>SEGMENT SIX</i>		<i>XXXX</i>
<i>COMMERCIAL BREAK SIX</i>		
		<i>2:32 LOCAL (BLACK)</i>
<i>BUMPER "CLOSED CAPTIONS PROVIDED BY"</i>		<i>:03</i>
<i>FEE SPOT</i>		<i>:10</i>

SEGMENT SEVEN/GOOD-BYES/CLOSE
(Includes :15 "next on" promo at the head of segment)

XXXX

Program Time (items marked XXXX)	41:51	
Commercial Time		15:11
4 minutes national		
11 minutes local		
Fee Spots		:55
Bumper	:03	
Promos for "Tomorrow's" Program	:30	

Total Running Time58:30 (Runtime has changed from last season)