

NBCUniversal

ATTN: PROGRAM DIRECTOR

RE: THE STEVE WILKOS SHOW 2015/2016 BROADCAST SEASON

This Series is available for telecasting commencing the week of 9/14/15 and will be telecast over a 52-week period.

Please advise us of your time period(s) by contacting Carl Hoffman, NBC Universal (phone 412-355-0753) or (fax 412-355-0775) e-mail: carl.hoffman@nbcuni.com. Extreme Reach will handle the distribution of this Series. Your contacts for satellite/pitch information or shipping information are Tom Carullo (646-344-3464) or Sean Kennedy, NBC Universal (412-355-0753). Formats, schedule and other important information are available on the internet at www.nbcunity.com. Please be sure to visit this website and register your station.

SHIPPING/PITCH INFORMATION STANDARD AND HIGH DEFINITION

This Series is available in HIGH DEFINITION via PATHFIRE(Extreme Reach) only. Each pitch occurs 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 9/14/15 will be pitched the previous Thursday (9/10/15), and the Program scheduled to be telecast on Tuesday 9/15/15 will be pitched the previous Friday (9/11/15) and so on.

There will be one daily ***PATHFIRE(Extreme Reach)*** pitch for your telecast. These pitches will be sent at 1500 Eastern effective 9/10/15, 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 9/10/15
1500 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.

In the event your station misses a pitch please call (646) 344-3432, the one-hour Program will be shipped to you overnight collect. Within 24 hours after telecast, the tapes must be returned pre-paid to Extreme Reach, 1633 Broadway, New York, NY 10019.

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DOUBLE RUN- STANDARD AND HIGH DEFINITION

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 High and Standard 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 telecast. These pitches will be sent at 1940 Eastern effective 9/10/15; 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.

PATHFIRE DOUBLE RUN PITCH

PATHFIRE PPS FOLDER

WEEKDAYS EFFECTIVE 9/10/15

1940 EASTERN

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.

COMMERCIAL FORMAT

There are four (4) minutes of national commercials in each program. These national sponsor's commercials occupy the first minute of commercial break one, the first two minutes of commercial break two and the first minute of commercial break five.

There are Ten (10) minutes and :30 of local commercial time in each program. These local commercial breaks are black slugged for time and occupy the last minute and :30 of commercial break one, the last :30 of commercial break two, full two minutes of commercial break three, the two minutes and :30 of commercial break four, the last one minute and :30 of commercial break five and the full two minutes and :30 of commercial break six. Please see the attached sample format.

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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.

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 require protection within their commercial breaks and we ask that you refrain from advertising competitive products within the same Program. 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 The Steve Wilkos show.

PROMOTIONAL MATERIAL STANDARD AND HIGH DEFINITION

The episodic promos consisting of a :30, :20, :15 and :10 for each Program will be made available each week. These promos will be available via **PATHFIRE(Extreme Reach)** only. Each pitch occurs Friday's prior to week of air.

There will be one weekly **PATHFIRE(Extreme Reach)** pitch for your telecast. These pitches will be sent 1200 ET effective 9/11/15 and each Friday following, your content will be located in the PPS (Pathfire Program Source) folder. Should you experience any difficulty with your pitch, please call Extreme Reach directly at (646) 344-3432.

FIRST PITCH

PATHFIRE PPS FOLDER

FRIDAY'S EFFECTIVE 9/11/15

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 Carlos Austin, NBC Universal at (203-564-8427), e-mail: carlos.austin@nbcuni.com, or Sean Kennedy, NBC Universal (412-355-0753), e-mail: sean.kennedy@nbcuni.com.

THE STEVE WILKOS SHOW
SAMPLE FORMAT
2015/16 SEASON

OPENING/SEGMENT ONE (INCLUDES :07 DISCLAIMER)	XXXX
COMMERCIAL BREAK ONE	1:00 NATIONAL 1:32 LOCAL (BLACK)
SEGMENT TWO	XXXX
FEE SPOTS	:30
COMMERCIAL BREAK TWO	2:00 NATIONAL :32 LOCAL (BLACK)
SEGMENT THREE (:30 TOMORROW PROMO)	XXXX
COMMERCIAL BREAK THREE	2:02 LOCAL (BLACK)
SEGMENT FOUR	XXXX
BUMPER	:03
FEE SPOTS	:20
COMMERCIAL BREAK FOUR	2:32 LOCAL (BLACK)
SEGMENT FIVE (:10 TOMORROW TEASE)	XXXX
COMMERCIAL BREAK FIVE	1:00 NATIONAL 1:32 LOCAL (BLACK)
SEGMENT SIX (:30 TOMORROW TEASE)	XXXX
COMMERCIAL BREAK SIX	2:32 LOCAL (BLACK)
SEGMENT SEVEN (GOOD-BYES/CLOSE)	XXXX

Program Time (items marked XXXX) 41:33
Commercial Time 14:42
4 minutes national

10 1/2 minutes local

Promo for "Tomorrow's" Program 1:10

Fee Spots :50

Bumper :03

Total Running Time58:18