

WYFF4.COM



MOVIES  
CAROLINA

RECEIVED  
10/20/17

TO: Kevin Bryant  
FROM: Anna Dobbins, Assignment Manager, WYFF News 4  
RE: Commitment 2018

WYFF News 4 is committed to political coverage, as part of the Hearst Television continuing project *Commitment 2018*. We're looking for you to schedule time with us. We ask that when you are in the Upstate, please alert us in advance, please be accessible, please be open to one on one interviews, and please allow us to feature you in settings with the voters.

WYFF News 4 would also like to offer you four minutes of free air time as part of a segment called, *In Their Own Words*.

Your segment may be live or taped, in the field, or at our WYFF News 4 studios at 505 Rutherford Street, Greenville. Your segment will air in one of our evening newscasts from now through Primary Day on June 12<sup>th</sup> (Runoff June 26<sup>th</sup>). We will then offer the same to the nominees from June through Election Day on November 6<sup>th</sup>.

**Here are the ground rules for the *In Their Own Words* segment:**

- You will have four unedited, unscripted minutes of air time to use any way you choose.
- Your segment cannot be longer than four minutes. You will be given time cues. If taped, you may have as many takes as you like. This segment will run "as is" without any editing.
- Your presentation will be made without the use of a script, notes or teleprompter.
- You cannot use endorsements, pre-produced elements (including commercials) or any outside video or audio.
- Once the segment is aired, WYFF News 4 will retain exclusive ownership and copyright of the segment and will not authorize any portion of the segment to be used by any person or group for political advertising.
- We will also offer time for *In Their Own Words* segments to be posted on the website.
- This offer is being extended to the Democratic and Republican candidates in the race for Governor.
- **We will air all free segments that are recorded, even if some candidates choose not to participate.**

We'd like to schedule your time as soon as possible. Please contact Anna Dobbins at 864-240-5258 or [adobbins@hearst.com](mailto:adobbins@hearst.com)

Our *Commitment 2018* coverage carries the promise of 12 minutes of candidate centered coverage each day 30 days out from election day in November. Your participation in our *In Their Own Words* segment will help ensure voters know each candidate before heading to the polls.

We appreciate your participation in this project and look forward to working with you.

HEARST television inc