



Programming



# SYNDICATION CONTRACTS

A TUTORIAL

# Syndication Agreements

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- Approval Process
- Contract Terms
- SharePoint Access

# Approval Process

## Negotiating the Deal .. A Review

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- Negotiations
  - All syndicated content agreements are negotiated by Corporate Programming including strips, weeklies and OTO's
  - Local/regional content and local sports are negotiated by the station
  - All negotiations should be conducted in writing outlining terms via email with the content provider
  - Upon mutual agreement by the "licensee" and "licensor" via email a contract is then created for execution
  - Corporate Programming will send the station a confirming email outlining the agreed upon terms.
    - Station should retain these emails for future reference

## Executing the Contract

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- Contracts are the licensors responsibility to draft
- The licensor sends the contract to Corporate legal for execution
- Legal sends the raw agreement to station for review
  - Review the terms outlined in the contract and compare against confirmation email from Corporate Programming
  - Return comments back to legal to apply edits if any
- Edits applied by Corporate Paralegal, internal approvals form completed and routed
- Upon final internal approvals, contract is executed and returned to Syndicator. It will be posted on stations SharePoint site.
- Syndicator returns contract fully executed. This will also be posted to SharePoint

# Contract Terms

## Cutting Through the Legal Jargon

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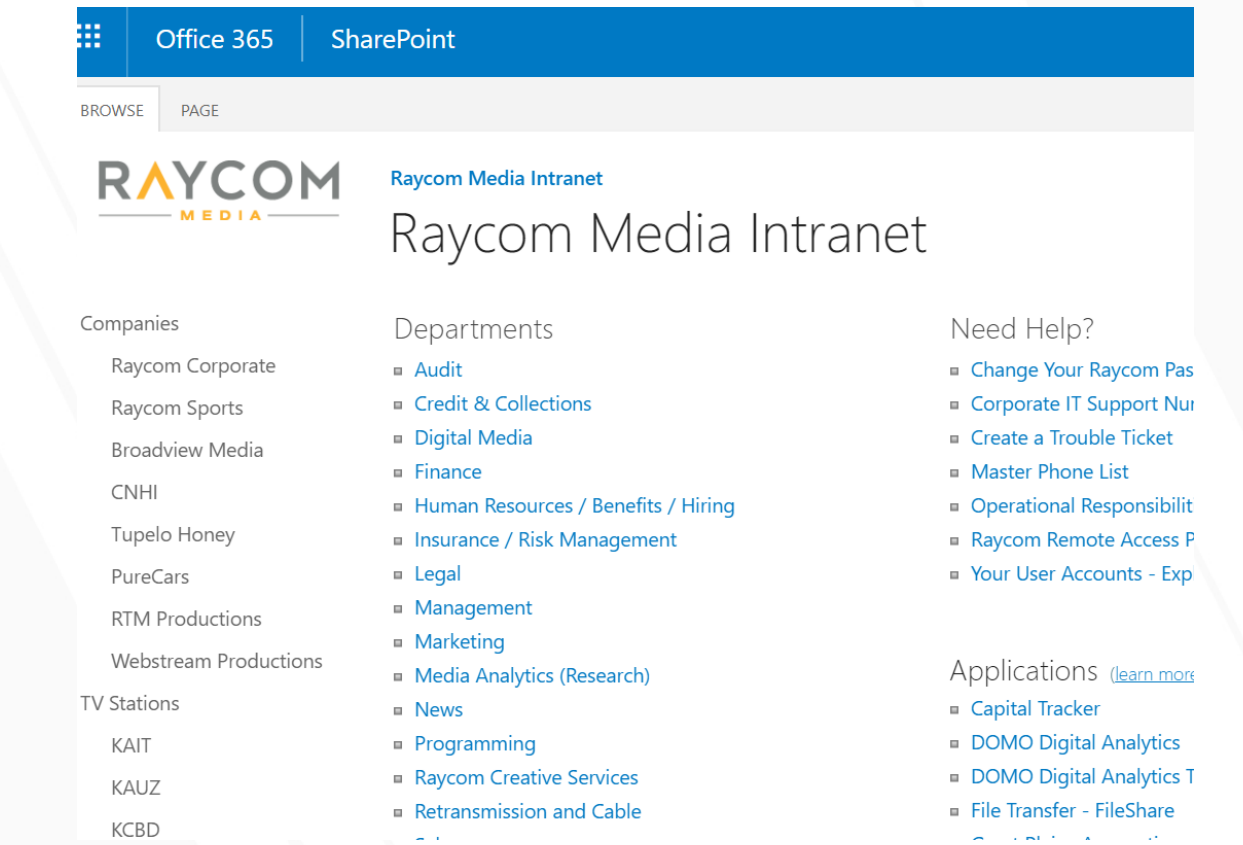
- Executed versus fully executed
- Term of agreement
- Windows/Time Periods
- License fee; payout schedule
- Extended Term
- Promotional Commitments
- Delivery fees
- Additional Key Programming Terms glossary available on Programming's SharePoint main page



# SharePoint Access

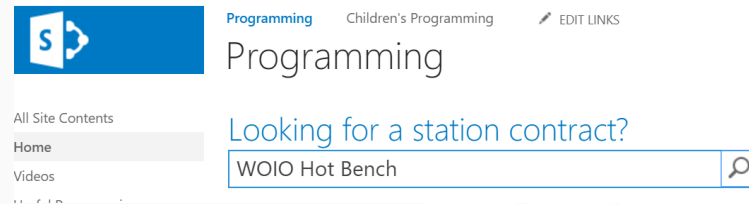
## 365/24/7 Access to Executed & Fully Executed Contracts

- Each station has their own programming agreements database on SharePoint
  - From the Raycom home page, select Programming under Departments

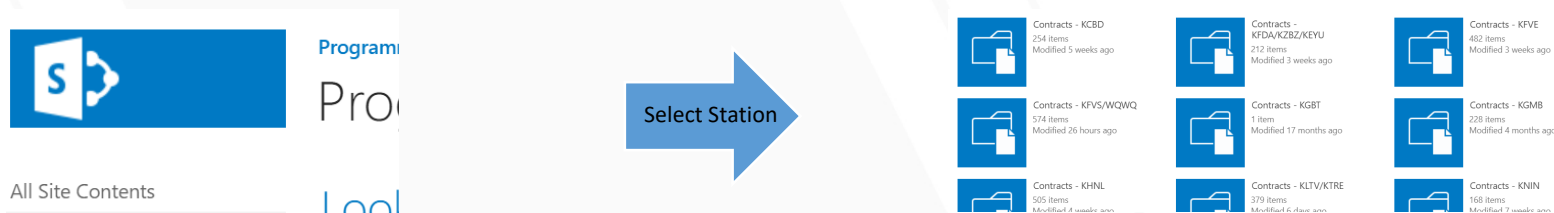


## Two Ways to Find Station Contract

1. Use the search field, “Looking for a station contract?” Hint, use call letters and name of series.



2. If you want to see your entire database select All Site Contents and then select your station folder.



## A Note About Securities

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- Securities for access to your station's contracts database are managed by Corporate Programming
- If you are having problems accessing your database, please reach out to a member on the Corporate Programming team for assistance

Q&A