

LOCAL PROGRAMMING AND MARKETING AGREEMENT

THIS LOCAL PROGRAMMING AND MARKETING AGREEMENT (this “**Agreement**”) is made and effective as of June 15, 2018 (the “**Commencement Date**”), between Liberty University Inc., a Virginia non-stock corporation, and Morning Star Broadcasting, LLC, a Virginia limited liability company (collectively, “**Licensee**”) and Gray Television Group, Inc., a Delaware corporation (“**Programmer**”).

Recitals

A. Licensee owns and operates the following television stations (the “**Stations**”) pursuant to licenses issued by the Federal Communications Commission (“**FCC**”):

WFFP-TV, Danville, Virginia (FCC Facility ID #15507) (“**WFFP**”)

WLHG-CD, Lynchburg, Virginia (FCC Facility ID #168095) (“**WLHG**”)

B. Licensee, Programmer and certain affiliates of Programmer are parties to that certain Asset Purchase Agreement, dated as of April 20, 2018, as amended, related to, among other things, the sale and acquisition of the assets of WLHG (collectively, the “**APA**”), under which the parties thereto agreed to, among other things, enter into this Agreement;

C. Licensee desires to obtain certain programming for the Stations, and Programmer desires to provide such programming for broadcast on the Stations on the terms set forth in this Agreement until the consummation of the transactions contemplated by the APA.

Agreement

NOW, THEREFORE, taking the foregoing recitals into account, and in consideration of the mutual covenants and agreements contained herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties, intending to be legally bound, hereby agree as follows:

1. Term. The term of this Agreement (the “**Term**”) will begin on the Commencement Date, and will continue until the date eight (8) years thereafter, unless earlier terminated in accordance with the terms of this Agreement (or extended by mutual written agreement).

2. Programming. During the Term, Licensee shall make available to Programmer all of the airtime on the Stations (including the primary and all secondary program streams and ancillary uses) for programming provided by Programmer (the “**Programs**”) for broadcast on the Stations twenty-four (24) hours per day, seven (7) days per week, excluding, (i) at Licensee’s option, the period from 6:00 a.m. to 8:00 a.m. each Sunday morning and (ii) with respect to WFFP, 85% of the programming airtime, which periods shall be selected by Programmer with approval of Licensee (collectively, the “**Broadcasting Period**”); provided, that Licensee shall run its Cozi programming, as scheduled by Cozi, during the Broadcasting Period. Without limiting the foregoing, but subject to the Broadcasting Period, Programmer is entitled to use all of the Stations’

digital transmission capacity. During the Term, Programmer will transmit the Programs to the Stations' transmitting facilities in a manner that ensures that the Programs meet technical and quality standards at least equal to those of the Stations' broadcast prior to the Commencement Date, and Licensee shall broadcast the Programs on the Stations, subject to the provisions of Section 5 below. Notwithstanding anything herein to the contrary, but subject to the APA and the Letter Agreement (as defined in the APA), the Stations shall continue to broadcast any programming required to be aired under the terms of its existing affiliation, syndication and other contracts.

3. Advertising.

(a) Licensee shall retain all of the Stations' accounts receivable existing as of June 15, 2018. During the Term, Programmer will be responsible for the sale of advertising on the Stations and for the collection of accounts receivable arising therefrom, and Programmer shall be entitled to the revenue from the programming and advertising on the Stations, subject to the Letter Agreement. During the Term, Licensee shall not sell any advertising on the Stations, except as provided by Section 6(b) below.

(b) Programmer shall not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising on the Stations that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed, or otherwise made a part of a particular contract, shall be deemed rejected and void. Programmer shall include on advertising contracts and/or written agreements for the sale of advertising on the Stations a clause stating that it does not discriminate on the basis of race or ethnicity.

4. Payments. For the broadcast of the Programs and the other benefits made available to Programmer pursuant to this Agreement, during the Term, Programmer will pay Licensee as set forth on **SCHEDULE A** attached hereto. To the extent reasonably necessary to perform this Agreement, and subject to the APA and the Letter Agreement, during the Term, Licensee shall provide Programmer with the benefits of any of the Stations' contracts and agreements (including without limitation the Stations' affiliation and syndication agreements), and Programmer shall perform the obligations of Licensee thereunder, to the extent of the benefits received.

5. Control.

(a) Notwithstanding anything to the contrary in this Agreement, Licensee shall have full authority, power and control over the operation of the Stations and over all persons working for the Stations during the Term. Licensee shall bear responsibility for the Stations' compliance with the rules, regulations and policies of the FCC and all other applicable laws. Without limiting the generality of the foregoing, Licensee will retain control over the policies, programming and operations of the Stations.

(b) Nothing contained herein shall prevent Licensee from (i) rejecting or refusing programs which Licensee believes to be contrary to the public interest, or (ii) substituting programs which Licensee believes to be of greater local or national importance or which are designed to address the problems, needs and interests of the local communities served by the Stations. Licensee reserves the right to (i) refuse to broadcast any Program containing matter

which violates any right of any third party, which constitutes a personal attack, or which does not meet the requirements of the rules, regulations, and policies of the FCC, (ii) preempt any Program in the event of a local, state, or national emergency, or (iii) delete any commercial announcements that do not comply with the requirements of the FCC's sponsorship identification policy. If Licensee preempts, rejects or otherwise refuses to broadcast any Program, then Licensee shall broadcast substitute programming of equal or greater value to Programmer.

(c) Programmer shall not include in any Program any advertising or underwriting acknowledgments that would be inconsistent with the advertising rules and policies of the National Collegiate Athletic Association.

(d) Programmer shall cooperate with Licensee to ensure that EAS transmissions are properly performed in accordance with Licensee's instructions. Each party shall deliver to the other a copy of any letters of complaint it receives with respect to the Stations.

(e) In the event that any employee is shared by Licensee and Programmer, when performing services for Licensee, such employee will report to and be supervised and directed solely by Licensee, and when performing services for Programmer, such employee will report to and be supervised and directed solely by Programmer, and Licensee and Programmer shall instruct such employee accordingly.

#### 6. Programs.

(a) Licensee acknowledges that it is familiar with the type of programming Programmer currently produces or licenses and has determined that the broadcast of such programming on the Stations would serve the public interest. Programmer shall ensure that the contents of the Programs conform to all FCC rules, regulations and policies in all material respects. Programmer shall consult with Licensee in the selection of the Programs to ensure that the Programs' content contains matters responsive to issues of public concern in the local communities, as those issues are made known to Programmer by Licensee. Licensee acknowledges that its right to broadcast the Programs is non-exclusive and that ownership of or license rights in the Programs shall be and remain vested in Programmer. On or before January 6, April 6, July 6 and October 6 of each year during the Term, Programmer shall provide Licensee with pertinent information regarding Programs which addressed significant community issues during the preceding quarter and the specific Programs which addressed such issues for inclusion in the Stations' quarterly issues-programs reports, and any pertinent information regarding Programs that aired during the preceding quarter that Licensee would reasonably require in order to timely and fully complete quarterly children's television programming reports.

(b) Licensee shall oversee and take ultimate responsibility with respect to the provision of equal opportunities, lowest unit charge, and reasonable access to political candidates, and compliance with the political broadcast rules of the FCC. During the Term, Programmer shall cooperate with Licensee as Licensee complies with its political broadcast responsibilities, and shall supply such information promptly to Licensee as may be necessary to comply with the political broadcasting provisions of the FCC's rules, the Communications Act of 1934, as amended, and federal election laws. Programmer shall release advertising availabilities to Licensee during the Broadcasting Period as necessary to permit Licensee to comply with the political broadcast rules

of the FCC; provided, however, that revenue received by Licensee as a result of any such release of advertising time shall promptly be remitted to Programmer.

(c) During the Term, Licensee and Programmer will maintain music licenses with respect to the Stations and the Programs, as appropriate. All fees for such music licenses during the Term shall be reimbursed by Programmer.

7. Expenses. Subject to Section 4, Licensee will pay for maintenance of its studio and transmitter equipment, all of its other operating costs, all utilities supplied to its main studio and transmitter sites, and any Licensee employee costs and expenses as required to permit the Stations' broadcast operations, in accordance with FCC rules and policies and applicable law. Programmer shall be responsible for (i) the salaries, taxes, insurance and related costs for all personnel used in the production of the Programs supplied to Licensee and (ii) the costs of delivering the Programs to Licensee.

8. Call Signs. During the Term, Licensee will retain all rights to the call letters of the Stations or any other call letters that may be assigned by the FCC for use by the Stations, and will ensure that proper station identification announcements are made with such call letters in accordance with FCC rules and regulations. Programmer shall include in the Programs an announcement at the beginning of each hour of such Programs to identify such call letters, as well as any other announcements required by the rules and regulations of the FCC. Programmer is authorized to use such call letters in its Programs and in any promotional material in any media used in connection with the Programs.

9. Maintenance. During the Term, Licensee shall repair and maintain the Stations' towers and transmitter sites and equipment that are owned by Licensee in good operating condition.

10. Facilities. During the Term, Licensee shall provide Programmer access to and use of any of Licensee's equipment, studio and office facilities used by the Stations for purposes of performing this Agreement. When on Licensee's premises, Programmer shall not act contrary to the terms of any lease for such premises or unreasonably interfere with the business and operation of Licensee's use of such premises. If practicable, Programmer shall obtain insurance with respect to the Stations and their assets, and Licensee and its affiliates shall be added as additional insureds to Programmer's policies.

11. Representations. Programmer and Licensee each represent and warrant to the other that (i) it has the power and authority to enter into this Agreement and to consummate the transactions contemplated hereby, (ii) it is in good standing in the jurisdiction of its organization and is qualified to do business in the Commonwealth of Virginia (if such qualification is required), (iii) it has duly authorized this Agreement, and this Agreement is binding upon it, and (iv) the execution, delivery, and performance by it of this Agreement does not conflict with, result in a breach of, or constitute a default or ground for termination under any agreement to which it is a party or by which it is bound.

12. Termination. This Agreement shall terminate automatically upon the consummation of Programmer's acquisition of WFFP in accordance with the Option Agreement

(as defined in the APA); provided that the provisions of this Agreement with respect to WLHG shall terminate automatically upon the occurrence of the Closing (as defined in the APA). For the avoidance of doubt, any reference herein to “Stations” after the occurrence of the Closing (as defined in the APA) shall only refer to WFFP. This Agreement may be terminated by either party by written notice to the other in the event of any expiration or termination of the APA without the occurrence of the Closing (as defined in the APA). This Agreement may be terminated at any time by mutual written consent of the Programmer and the Licensee.

13. Events of Default.

(a) The occurrence of any of the following will be deemed an Event of Default by Programmer under this Agreement: (i) Programmer fails to observe or perform any obligation contained in this Agreement in any material respect; or (ii) Programmer breaches any representation or warranty made by it under this Agreement in any material respect.

(b) The occurrence of the following will be deemed an Event of Default by Licensee under this Agreement: (i) Licensee fails to observe or perform any obligation contained in this Agreement in any material respect; or (ii) Licensee breaches any representation or warranty made by it under this Agreement in any material respect.

(c) Notwithstanding the foregoing, an Event of Default will not be deemed to have occurred until twenty (20) calendar days after the non-defaulting party has provided the defaulting party with written notice specifying the Event of Default and such Event of Default remains uncured. Upon the occurrence of an Event of Default, and in the absence of a timely cure pursuant to this Section, the non-defaulting party may terminate this Agreement, effective immediately upon written notice to the defaulting party.

14. Indemnification. Programmer shall indemnify and hold Licensee harmless against any and all liability arising from the broadcast of the Programs on the Stations, including without limitation all liability for indecency, libel, slander, illegal competition or trade practice, infringement of trademarks, trade names, or program titles, violation of rights of privacy, and infringement of copyrights and proprietary rights or any other violation of third-party rights or FCC rules or other applicable law. Licensee shall indemnify and hold Programmer harmless against any and all liability arising from the broadcast of Licensee’s programming on the Stations, including without limitation all liability for indecency, libel, slander, illegal competition or trade practice, infringement of trademarks, trade names, or program titles, violation of rights of privacy, and infringement of copyrights and proprietary rights or any other violation of third-party rights or FCC rules or other applicable law. The obligations under this Section shall survive any termination of this Agreement.

15. Assignment. Neither party may assign this Agreement without the prior written consent of the other party hereto; provided, that Programmer, after giving prior written notice to Licensee, may collaterally assign this Agreement to its lenders. The terms of this Agreement shall bind and inure to the benefit of the parties’ respective successors and any permitted assigns, and no assignment shall relieve any party of any obligation or liability under this Agreement. Nothing in this Agreement expressed or implied is intended or shall be construed to give any rights to any person or entity other than the parties hereto and their successors and permitted assigns.

16. Severability. If any court or governmental authority holds any provision in this Agreement invalid, illegal, or unenforceable under any applicable law, then so long as no party is deprived of the benefits of this Agreement in any material respect, this Agreement shall be construed with the invalid, illegal or unenforceable provision deleted and the validity, legality and enforceability of the remaining provisions contained herein shall not be affected or impaired thereby. The obligations of the parties under this Agreement are subject to the rules, regulations and policies of the FCC and all other applicable laws. The parties agree that Licensee may file a copy of this Agreement with the FCC, and that Licensee shall place a copy of this Agreement in the Stations' public inspection files.

17. Notices. Any notice pursuant to this Agreement shall be in writing and shall be deemed delivered on the date of personal delivery or confirmed facsimile transmission or confirmed delivery by a nationally recognized overnight courier service, or on the third day after prepaid mailing by certified U.S. mail, return receipt requested, and shall be addressed as follows (or to such other address as any party may request by written notice):

if to Licensee, then to:

Liberty University  
1971 University Blvd  
Lynchburg, VA 24515  
Attn: David M. Corry  
Email: dcorry@liberty.edu

with a copy (which shall not constitute notice) to:

Brooks Pierce  
1700 Wells Fargo Capitol Center  
150 Fayetteville Street  
Raleigh, NC 27601  
P.O. Box 1800 (27602)  
Attn: Mark Prak & Tim Nelson  
Telephone: (919) 573-6205  
Fax: (336) 232-9105  
Email: mprak@brookspierce.com  
tnelson@brookspiece.com

if to Programmer, then to:

Gray Television Group, Inc.  
4370 Peachtree Rd NE  
Atlanta, GA, 30319  
Attn: General Counsel  
Telephone: (404) 504-9828  
Facsimile: (202) 747-7791

with a copy (which shall not constitute notice) to:

Cooley LLP  
1299 Pennsylvania Avenue, NW Suite 700  
Washington, DC 20004  
Attn: John R. Feore  
Telephone: (202) 776-2045  
Fax: (202) 842-7899  
Email: jfeore@cooley.com

18. Miscellaneous. This Agreement may be executed in separate counterparts, each of which will be deemed an original and all of which together will constitute one and the same agreement. No amendment or waiver of compliance with any provision hereof or consent pursuant to this Agreement shall be effective unless evidenced by an instrument in writing signed by the party against whom enforcement of such amendment, waiver, or consent is sought. This Agreement is not intended to be, and shall not be construed as, an agreement to form a partnership, agency relationship, or joint venture between the parties. Neither party shall be authorized to act as an agent of or otherwise to represent the other party. The construction and performance of this Agreement shall be governed by the laws of the State of Delaware without giving effect to the choice of law provisions thereof. This Agreement (including the Schedule hereto) constitutes the entire agreement and understanding among the parties hereto with respect to the subject matter hereof, and supersedes all prior agreements and understandings with respect to the subject matter hereof.

19. Certifications. Licensee certifies that it maintains ultimate control over the Stations' facilities including, specifically, control over the Stations' finances, personnel and programming. Programmer certifies that this Agreement complies with the provisions of 47 C.F.R. Sections 73.3555(b) and (c).

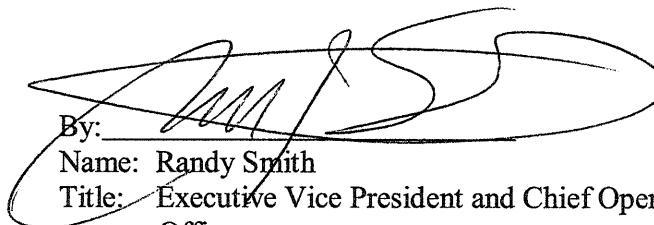
[SIGNATURE PAGE FOLLOWS]

SIGNATURE PAGE TO LOCAL MARKETING AND PROGRAMMING AGREEMENT

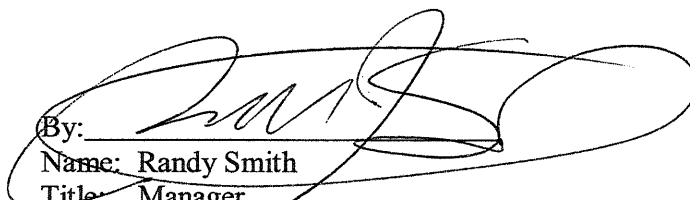
IN WITNESS WHEREOF, the parties have duly executed this Agreement as of the date first set forth above.

LICENSEE:

**LIBERTY UNIVERSITY, INC.**

By:   
Name: Randy Smith  
Title: Executive Vice President and Chief Operating Officer

**MORNING STAR BROADCASTING, LLC**

By:   
Name: Randy Smith  
Title: Manager

PROGRAMMER:

**GRAY TELEVISION GROUP, INC.**

By: \_\_\_\_\_  
Name: Kevin P. Latek  
Title: Secretary



SIGNATURE PAGE TO LOCAL MARKETING AND PROGRAMMING AGREEMENT

IN WITNESS WHEREOF, the parties have duly executed this Agreement as of the date first set forth above.

LICENSEE:

**LIBERTY UNIVERSITY, INC.**

By: \_\_\_\_\_

Name: Randy Smith

Title: Executive Vice President and Chief Operating  
Officer

**MORNING STAR BROADCASTING, LLC**

By: \_\_\_\_\_

Name: Randy Smith

Title: Manager

PROGRAMMER:

**GRAY TELEVISION GROUP, INC.**

By:  \_\_\_\_\_

Name: Robert J. Folliard, III

Title: Vice President and Deputy General  
Counsel

## SCHEDULE A TO LOCAL PROGRAMMING AND MARKETING AGREEMENT

During the Term, subject to the Letter Agreement, Programmer shall reimburse Licensee on a monthly basis, within ten (10) business days after invoice, for the Station Expenses (defined below) less any Station Income (defined below). In the event that Station Income exceeds Station Expenses, Licensee shall pay such excess to Programmer within ten (10) business days after the end of each month or at consummation of the transactions contemplated by the APA. Except as set forth in the first sentence hereof, and subject to the Letter Agreement, Programmer shall be entitled to retain any advertising revenue received by Programmer from the operation of the Stations between the Commencement Date and the termination of this Agreement. As used herein, (i) the term “Station Income” means any advertising revenue received by Licensee from the operation of the Stations between the Commencement Date and the termination of this Agreement (if any) (except any such revenue and income with respect to the Broadcasting Periods), and (ii) “Station Expenses” means the reasonable operating expenses of the Stations incurred by Licensee in the ordinary course of business and consistent with industry custom (taking into account this Agreement, the services provided hereunder, and the Stations’ expenses paid directly by Programmer in performing this Agreement) between the Commencement Date and the termination of this Agreement (except any expenses with respect to the Broadcasting Periods).