

ORDER



WMLW-TV

Orders
Order / Rev: 383898
Alt Order #: 09810705
Product Desc: BARRETT FOR MAYOR
Estimate: 71
Flight Dates: 04/01/20 - 04/07/20
Original Date / Rev: 04/02/20 / 04/02/20
Order Type: GENERAL

Primary AE: Jay Smith
Sales Office: HDC
Sales Region: NAT

Agency Name: Groundswell Public Strategies
Buying Contact:
Billing Contact:
 100 E. Grand Ave
 Des Moines, IA 50309

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Poli/T Barrett/D/Mayor/WI
Demographic: A35+
Product Codes: PL Candidate
Priority: P-3
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/30/20	04/07/20	49	\$3,000.00	\$2,550.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2020	49	\$3,000.00	\$2,550.00	0.00
Totals	49	\$3,000.00	\$2,550.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jay Smith			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WMLW-TV	3%	\$3,000.00
Market	100%	\$100,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WDJT	17%	\$17,000.00
WISN	29%	\$29,000.00
WITI	29%	\$29,000.00
WPXE	0%	\$0.00
WTMJ	22%	\$22,000.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WMLW	04/01/20	04/07/20	CBS58 Morning News @ 7am	CM	7am-8am	MT--F--	:30	1	\$30.00	P-3	0.00	NM	1	\$30.00
				CBS58 Morning News @ 7am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/20	04/07/20	MTWTF--		1				\$30.00		0.00			
N 2	WMLW	04/01/20	04/07/20	CM		9a-10a	MT--F--	:30	2	\$35.00	P-3	0.00	NM	2	\$70.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				9am-10am Dr. Phil											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/01/20	04/07/20	MT--F--	2	\$35.00	0.00								
N 3	WMLW	04/01/20	04/07/20	10am-11am Protection Court	CM	10a-11a	MT--F--	:30	2	\$35.00	P-3	0.00	NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/01/20	04/07/20	MT--F--	2	\$35.00	0.00								
N 4	WMLW	04/01/20	04/07/20	11am-12pm Judge Hatchett	CM	11a-12p	MT--F--	:30	2	\$35.00	P-3	0.00	NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/01/20	04/07/20	MT--F--	2	\$35.00	0.00								
N 5	WMLW	04/01/20	04/07/20	12pm-1pm Judge Mathis	CM	12p-1p	MT--F--	:30	2	\$35.00	P-3	0.00	NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/01/20	04/07/20	MT--F--	2	\$35.00	0.00								
N 6	WMLW	04/01/20	04/07/20	1pm-2pm People's Court	CM	1p-2p	MT--F--	:30	2	\$35.00	P-3	0.00	NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/01/20	04/07/20	MT--F--	2	\$35.00	0.00								
N 7	WMLW	04/01/20	04/07/20	2pm-3pm People's Court	CM	2p-3p	MT--F--	:30	2	\$35.00	P-3	0.00	NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/01/20	04/07/20	MT--F--	2	\$35.00	0.00								
N 8	WMLW	04/01/20	04/07/20	3pm-4pm Judge Mathis	CM	3p-4p	MT--F--	:30	2	\$45.00	P-3	0.00	NM	2	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/01/20	04/07/20	MT--F--	2	\$45.00	0.00								
N 9	WMLW	04/01/20	04/07/20	4pm-5pm Black-ish / Black-ish	CM	4p-5p	MT--F--	:30	2	\$45.00	P-3	0.00	NM	2	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/01/20	04/07/20	MT--F--	2	\$45.00	0.00								
N 10	WMLW	04/01/20	04/06/20	M-F 5p-6p Mike & Molly/Mike & Molly	CM	5pm-6pm	M---F--	:30	2	\$60.00	P-3	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/01/20	04/07/20	M---F--	2	\$60.00	0.00								
N 11	WMLW	04/01/20	04/06/20	M-F 6p-630p Big Bang Theory	CM	6p-630p	M---F--	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/01/20	04/07/20	M---F--	2	\$175.00	0.00								
N 12	WMLW	04/01/20	04/06/20	M-F 630p-7p Big Bang Theory	CM	630p-7p	M---F--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/01/20	04/07/20	M---F--	2	\$200.00	0.00								
N 13	WMLW	04/01/20	04/06/20	M-F 7p-8p Dateline / 7p-8p	CM	7p-8p	M---F--	:30	2	\$65.00	P-3	0.00	NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/01/20	04/07/20	M---F--	2	\$65.00	0.00								
N 14	WMLW	04/01/20	04/06/20	M-F 8p-9p Dateline / 8p-9p	CM	8p-9p	M---F--	:30	2	\$60.00	P-3	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/01/20	04/07/20	M---F--	2	\$60.00	0.00								
N 15	WMLW	04/01/20	04/06/20	M-F 9pm News M-F 9pm News - 1hr	CM	9p-10P	M---F--	:30	2	\$75.00	P-3	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/01/20	04/07/20	M---F--	2	\$75.00	0.00								
N 16	WMLW	04/04/20	04/05/20	Sat-Sun 9pm News Sat-Sun 9pm News - 1hr	CM	9p-10P	-----SS	:30	2	\$75.00	P-3	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/04/20	04/05/20	-----SS	2	\$75.00	0.00								

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N17	WMLW	04/01/20	04/06/20	M-F 10p-11 Chicago PD	CM	10p-11p	M---F--	:30	2	\$30.00	P-3	0.00	NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	03/30/20	04/05/20	-----SS					2	\$75.00		0.00			
N18	WMLW	04/01/20	04/06/20	M-F 11p-12xm 2 Broke Girls	CM	11p-12a	M---F--	:30	2	\$25.00	P-3	0.00	NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	04/01/20	04/07/20	M---F--					2	\$30.00		0.00			
N19	WMLW	04/01/20	04/06/20	M-F 12m-1am Modern Family	CM	12m-1am	M---F--	:30	1	\$20.00	P-3	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	04/01/20	04/07/20	M---F--					1	\$20.00		0.00			
N20	WMLW	04/04/20	04/04/20	CBS 58 Wknd News 5p/5M Sat News	CM	Sat 5p-530p	-----1-	:30	1	\$65.00	P-3	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	03/30/20	04/05/20	-----1-					1	\$65.00		0.00			
N21	WMLW	04/04/20	04/04/20	Sat 530p-6p Mike & Molly	CM	530p-6p	-----1-	:30	1	\$30.00	P-3	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	03/30/20	04/05/20	-----1-					1	\$30.00		0.00			
N22	WMLW	04/04/20	04/05/20	Sat/Sun 6p-630p Big Bang Theory	CM	6p-630p	-----SS	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	03/30/20	04/05/20	-----SS					1	\$125.00		0.00			
N23	WMLW	04/04/20	04/05/20	Sat/Sun 630p-7p Big Bang	CM	630p-7p	-----SS	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	03/30/20	04/05/20	-----SS					1	\$125.00		0.00			
N24	WMLW	04/04/20	04/04/20	Sat 7p-8p Mike & Molly / Friends	CM	Sat 7p-8p	-----1-	:30	1	\$45.00	P-3	0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	03/30/20	04/05/20	-----1-					1	\$45.00		0.00			
N25	WMLW	04/04/20	04/04/20	Sat 8p-9p Friends / Friends	CM	Sat 8p-9p	-----1-	:30	1	\$45.00	P-3	0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	03/30/20	04/05/20	-----1-					1	\$45.00		0.00			
N26	WMLW	04/04/20	04/04/20	Sat 10p-11p 2 Broke Girls/ 2 Broke Girls	CM	Sat 10p-11p	-----1-	:30	1	\$45.00	P-3	0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	03/30/20	04/05/20	-----1-					1	\$45.00		0.00			
N27	WMLW	04/04/20	04/04/20	Sat 11p-12m MOM	CM	Sat 11p-12m	-----1-	:30	1	\$30.00	P-3	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	03/30/20	04/05/20	-----1-					1	\$30.00		0.00			
N28	WMLW	04/05/20	04/05/20	CBS 58 Wknd News 5p/5M Sun News	CM	Sun 530p-6p	-----1	:30	1	\$65.00	P-3	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	03/30/20	04/05/20	-----1					1	\$65.00		0.00			
N29	WMLW	04/05/20	04/05/20	Sun 7p-8p Modern Family / Modern Family	CM	7p-8p	-----1	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	03/30/20	04/05/20	-----1					1	\$90.00		0.00			
N30	WMLW	04/05/20	04/05/20	Sun 8p-9p NCIS New Orleans	CM	8p-9p	-----1	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	03/30/20	04/05/20	-----1					1	\$75.00		0.00			
N31	WMLW	04/05/20	04/05/20		CM	10pm-11pm		:30	1	\$35.00	P-3	0.00	NM	1	\$35.00

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				Sun 10-11p			-----1								
				2 Broke Girls / Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/30/20	04/05/20	-----1					1	\$35.00		0.00			
N32	WMLW	04/05/20	04/05/20	Sun 11p-12m	CM	Sun 11pm-12m	-----1	:30	1	\$45.00	P-3	0.00	NM	1	\$45.00
				Modern Family/Modern Family											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/30/20	04/05/20	-----1					1	\$45.00		0.00			
													Totals	49	\$3,000.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: AS ORDERED	Date: 2/6/2020
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I, GPS IMPACT - Authorized Buyer
 being/on behalf of: Friends of Tom Barrett
 a legally qualified candidate of the Democratic
 political party for the office of: Milwaukee Mayor
 in the Democratic Primary
 election to be held on: February 18th, 2020

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS	ORDERED			

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Tom Barrett

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Thomas J. Beamish

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

02/06/2020

Date

Thomas Pino

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title