

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; color: blue;">WITI Milwaukee</span>	<b>Date:</b> <span style="font-size: 1.2em; color: blue;">11-7-17</span>
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I, Brandon Bullock

do hereby request station time concerning the following issue:

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

This broadcast time will be used by: National Taxpayers Union

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ **Yes**

☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

National Taxpayers Union  
25 Massachusetts Ave NW  
Suite 140  
Washington DC 20001

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**National Taxpayers Union  
Board of Directors (16) at November 2, 2017**

**Members of the Board:**

Hon. J. Kenneth Blackwell  
Family Research Council

Ms. Stacey Chamberlin  
DCI Group Public Affairs

Mr. Jon Coupal  
Howard Jarvis Taxpayers Association

Mr. Steve Forbes  
Forbes Media

Mr. Michael D. Fryt  
Center for Strategic Tax Reform

Mr. Chuck Fuller  
The Results Company

Mr. K. R. Kamon  
Secretary, NTU

Mr. David L. Keating  
Senior Counselor, NTU

Mr. Joseph G. Lehman  
Mackinac Center for Public Policy  
Vice Chairman, NTU

Mr. Brandon Peck  
Flywheel Government Solutions

Mr. Richard R. Phillips  
Iowans for Tax Relief  
Treasurer, NTU

Dr. Donald P. Racheter  
Public Interest Institute

Mr. Peter J. Sepp  
National Taxpayers Union  
President, NTU

Mr. Robert H. Solt  
Iowans for Tax Relief  
Chairman, NTU

Dr. Richard Vedder  
Ohio University

Ms. Shari D. Williams  
Shari Williams Consulting

**Officers:**

Mr. Robert H. Solt, Chairman

Mr. Joseph G. Lehman, Vice Chairman

Mr. Richard R. Phillips, Treasurer

Mr. K. R. Kamon, Secretary

Mr. Peter J. Sepp, President

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

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

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least 24 HR before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

11/6/17  703-299-8667  
Date Signature Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted ☐ Accepted in Part ☐ Rejected  
 MIKE NEAVE DIR. OF SALES  
Signature Printed Name Title

## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

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

**Attach proposed schedule with charges (if available):**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

## CONTRACT



**WITI-TV**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414) 355-6666**

And:

**Mentzer Media**  
**210 W Pennsylvania Ave**  
**Ste 250**  
**Towson, MD 21204**

<u>Contract / Revision</u> 589230 /		<u>Alt Order #</u> 08860971
<u>Product</u> NATL TAXPAYERS UNION		
<u>Contract Dates</u> 11/18/17 - 11/22/17		<u>Estimate #</u> 5450
<u>Advertiser</u> National Taxpayers Union		<u>Original Date / Revision</u> 11/14/17 / 11/15/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WITI-TV	<u>Account Executive</u> Nick Welte	<u>Sales Office</u> NSO Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 86.20
<u>Agcy Code</u> 1021	<u>Advertiser Code</u> 402	<u>Product 1/2</u> 488
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
E 1	6	11/20/17	11/20/17	FOX 6 News @ 10p	10:00 PM-10:30 PM		:30				NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/20/17	11/26/17	1-----				1	\$1,450.00	7.20			
E 2	6	11/19/17	11/19/17	Su 8a-9a	8:00 AM-9:00 AM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/13/17	11/19/17	-----1				1	\$350.00	4.50			
E 3	6	11/18/17	11/18/17	Sa 7a-8a	7:00 AM-8:00 AM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/13/17	11/19/17	-----1-				1	\$450.00	5.70			
E 4	6	11/22/17	11/22/17	M-F 5a-530a	5:00 AM-5:30 AM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/20/17	11/26/17	--1----				1	\$400.00	4.10			
E 5	6	11/18/17	11/18/17	Sa 7a-8a	7:00 AM-8:00 AM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/13/17	11/19/17	-----1-				1	\$500.00	6.10			
E 6	6	11/20/17	11/20/17	M-F 4p-5p	4:00 PM-4:30 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/20/17	11/26/17	1-----				1	\$400.00	4.60			
E 7	6	11/21/17	11/21/17	M-F 4p-5p	4:00 PM-4:30 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/20/17	11/26/17	-1-----				1	\$400.00	4.60			
E 8	6	11/20/17	11/20/17	M-F 4p-5p	4:30 PM-5:00 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/20/17	11/26/17	1-----				1	\$400.00	5.20			
E 9	6	11/22/17	11/22/17	FOX 6 Wake Up News	6:30 AM-7:00 AM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/20/17	11/26/17	--1----				1	\$1,000.00	6.70			
E 10	6	11/21/17	11/21/17	M-F 4p-5p	4:30 PM-5:00 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/20/17	11/26/17	-1-----				1	\$400.00	5.20			
E 11	6	11/19/17	11/19/17	FOX 6 Wake Up News	7:00 AM-9:00 AM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/13/17	11/19/17	-----1				1	\$350.00	3.60			
E 12	6	11/18/17	11/18/17	Sa 8a-9a	8:00 AM-9:00 AM		:30				NM	1	\$500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.





**WITI-TV**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414) 355-6666**

<u>Contract / Revision</u>	<u>Alt Order #</u>
589230 /	08860971

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/18/17 - 11/22/17	NATL TAXPAYERS UNI	5450

<u>Advertiser</u>	<u>Original Date / Revision</u>
National Taxpayers Union	11/14/17 / 11/15/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/13/17	11/19/17	-----1-				1	\$500.00	6.10			
E 13	6	11/20/17	11/20/17	FOX 6 News @ 6	6:00 PM-6:30 PM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/20/17	11/26/17	1-----				1	\$700.00	6.60			
E 14	6	11/22/17	11/22/17	M-F 4p-5p	4:30 PM-5:00 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/20/17	11/26/17	--1----				1	\$400.00	5.20			
E 15	6	11/21/17	11/21/17	M-F 530p-6p	5:30 PM-6:00 PM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/20/17	11/26/17	-1-----				1	\$700.00	6.20			
E 16	6	11/22/17	11/22/17	M-F 4p-5p	4:00 PM-4:30 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/20/17	11/26/17	--1----				1	\$400.00	4.60			
Totals								86.20				16	\$8,800.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/30/17 - 11/22/17	16	\$8,800.00	(\$1,320.00)	\$7,480.00
<b>Totals</b>	<b>16</b>	<b>\$8,800.00</b>	<b>(\$1,320.00)</b>	<b>\$7,480.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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