

SEIU Healthcare

7/9-7/18/15

#2176536

## POLITICAL FILE CHECK LIST

- Sent Statement of Policy on Political Advertising
- Original Order and Any revisions to order
- Station Contract
- Certification from (Federal only)
- NAB form including authorized officers, directors, agents
- Rebate information
- Copy orders sent to Champaign office
- Check

*Note: Class of time must be shown on contracts and invoices.  
Retention Period: Two Years*



Rep Order# 10640982 Ver# 1 Status New

Traffic Order#

Printed: 06/26/15 8:48 AM  
 Last Received: 06/25/15 5:43 PM  
 Showing Buylines: All Rep Changes or Last Station Changes

Station WRSP-TV SPRINGFIELD, IL  
 Advertiser (6087) POLITICAL ISSUE GROU  
 Product SEIU HEALTHCARE IL  
 Estimate# BOB DUDLEY  
 Buyer BOB DUDLEY

Agency (DUDL) DUDLEY MEDIA  
 919 CATHARINE ST  
 PHILADELPHIA, PA 19147  
 Agency C/P1/P2/E  
 Flight Dates 07/09/15-07/18/15

Rep Firm MILLENNIUM SALES & MARKETING  
 Sales Office (DC) WASHINGTON  
 Salesperson (MAB) ALEXANDRA BRADLEY  
 Sales Assistant  
 Salesperson Phone# 202-955-5342  
 Salesperson Fax# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 0  
 117 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSE  
 CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING  
 CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHECK AND CNF. T&R

Ln	Day	Time	Program	Len	RTG/IMP	GRPS/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
1	Th-F	7A-9A	NEWS	30	-	-	\$20.00	07/09-07/10	4	1	4	\$80.00
2	Th-F	3P-4P	NAME	30	-	-	\$75.00	07/09-07/10	2	1	2	\$150.00
3	Th-F	4P-5P	JUDY	30	-	-	\$150.00	07/09-07/10	2	1	2	\$300.00
4	Th-F	5P-530P	FEUD	30	-	-	\$150.00	07/09-07/10	2	1	2	\$300.00
5	Th-F	9P-10P	NEWS	30	-	-	\$350.00	07/09-07/10	2	1	2	\$700.00
6	Th-F	11P-1130P	TMZ	30	-	-	\$50.00	07/09-07/10	2	1	2	\$100.00
7	Sa	9P-930P	NEWS	30	-	-	\$200.00	07/11-07/11	1	1	1	\$200.00
8	Su	9P-930P	NEWS	30	-	-	\$250.00	07/12-07/12	1	1	1	\$250.00
9	M-F	7A-9A	NEWS	30	-	-	\$20.00	07/13-07/17	10	1	10	\$200.00
10	M-F	3P-4P	NAME	30	-	-	\$75.00	07/13-07/17	5	1	5	\$375.00
11	M-F	4P-5P	JUDY	30	-	-	\$150.00	07/13-07/17	5	1	5	\$750.00

Rep Order# 10640982  
 EC'd Yes

Station# 1  
 Status New

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 Flight Dates 07/09/15-07/18/15

Rep Firm MILLENNIUM SALES & MARKETING  
 Sales Office (DC) WASHINGTON  
 Salesperson (MAB) ALEXANDRA BRADLEY  
 Sales Assistant  
 Salesperson Phone# 202-955-5342  
 Salesperson Fax# 202-955-5348

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
12	M-F	5P-530P	FEUD	30	-	-	\$150.00	07/13-07/17	5	1	5	\$750.00
13	M-F	9P-10P	NEWS	30	-	-	\$350.00	07/13-07/17	5	1	5	\$1,750.00
14	M-F	11P-1130P	TMZ	30	-	-	\$50.00	07/13-07/17	5	1	5	\$250.00
15	Sa	9P-930P	NEWS	30	-	-	\$200.00	07/18-07/18	1	1	1	\$200.00

--REPORT TOTALS--  
 Report Totals: 52 / \$6,355.00

--SALES MONTHLY TOTALS--

Jul2015: 52 / \$6,355.00  
 Order Totals: 52 / \$6,355.00  
 Total GRPs: 0.0

--COMPETITIVE--  
 Market Totals \$114,918.63  
 CABL .00%  
 WDFN .00%  
 ERSP .00%  
 WICS 35.12%  
 WAND 28.85%  
 WRSP 5.53%  
 WBTU .00%  
 WCIA 30.49%

Books [null]  
 Demos RA35+P

-- CREDIT RISK --  
 STANDARD CREDIT TERMS



WRSP+WCCU Combo 100/0 (WRSP+)  
 2680 E Cook St  
 Springfield, IL 62703

Dudley Media  
 919 Catharine St  
 Philadelphia, PA 19147

**Contract # 2176536**

Schedule Dates 07/09/15-07/18/15

Advertiser SEU Healthcare (35701)

Agency Dudley Media (7265)

Product POLITICAL ISSUE (ns) (1187)

Brand SEU HEALTHCARE IL (741094)

Salesperson Millennium/DC, Washington DC (1108)

Sales Office Millennium Washington DC

Buyer Name DUDLEY, BOB

Phone/Fax /

CPE N/A

Account Types National/Political Issue Agency BRD

Billing Type Weekly/Irregular

Comments

Date Entered 06/26/15

Last Modified 07/02/15

Entered By Kathryn McCutcheon

CO-OP No

Headline # ECR10640982

Demo A35+R

Order Type Normal

Package Deal

Commission % 15.00

Commission \$953.25

Net Total \$5,401.75

Sales Tax

WRSP+WCCU Combo 100/0 (WRSP+)

By Broadcast Month

Jul. 2015

Grand Total:

Spots 52

Rate \$6,355.00

\$6,355.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News (1)	07/09/15-07/10/15	4	:30	7A-9A (CST)	2				2	2			4	\$20.00	\$80.00	WRSP+WCCU Combo 100/0 (WRSP+)	GOOD DAY IL	6/26/15
2.0	Normal Line / SPOT (2)	07/09/15-07/10/15	3	:30	3P-4P (CST)	2				1	1			2	\$75.00	\$150.00	WRSP+WCCU Combo 100/0 (WRSP+)	CELEB NAME	6/26/15
3.0	Normal Line / SPOT (3)	07/09/15-07/10/15	2	:30	4P-5P (CST)	2				1	1			2	\$150.00	\$300.00	WRSP+WCCU Combo 100/0 (WRSP+)	JUDGE JUDY	6/26/15
4.0	Normal Line / SPOT (4)	07/09/15-07/10/15	2	:30	5P-5:30P (CST)	2				1	1			2	\$300.00	\$700.00	WRSP+WCCU Combo 100/0 (WRSP+)	NEWS	6/26/15
5.0	Normal Line / SPOT (5)	07/09/15-07/10/15	3	:30	11P-11:30P (CST)	2				1	1			2	\$50.00	\$100.00	WRSP+WCCU Combo 100/0 (WRSP+)	NEWS	6/26/15
6.0	Normal Line / SPOT (6)	07/09/15-07/10/15	2	:30	9P-9:30P (CST)	1					1			1	\$200.00	\$200.00	WRSP+WCCU Combo 100/0 (WRSP+)	NEWS	6/26/15
7.0	Normal Line / SPOT (7)	07/11/15-07/11/15	3	:30	9P-9:30P (CST)	2								2	\$200.00	\$400.00	WRSP+WCCU Combo 100/0 (WRSP+)	GOOD DAY IL	6/26/15
8.0	Normal Line / SPOT (8)	07/12/15-07/12/15	3	:30	7A-9A (CST)	2								2	\$200.00	\$400.00	WRSP+WCCU Combo 100/0 (WRSP+)	CELEB NAME	6/26/15
9.0	Normal Line / SPOT (9)	07/13/15-07/17/15	4	:30	7A-9A (CST)	2								10	\$75.00	\$750.00	WRSP+WCCU Combo 100/0 (WRSP+)	JUDY	6/26/15
10.0	Normal Line / SPOT (10)	07/13/15-07/17/15	3	:30	4P-5P (CST)	2								5	\$150.00	\$750.00	WRSP+WCCU Combo 100/0 (WRSP+)	JUDY	6/26/15
11.0	Normal Line / SPOT (11)	07/13/15-07/17/15	2	:30	5P-5:30P (CST)	2								5	\$150.00	\$750.00	WRSP+WCCU Combo 100/0 (WRSP+)	JUDY	6/26/15
12.0	Normal Line / SPOT (12)	07/13/15-07/17/15	3	:30	9P-10P (CST)	2								4	\$350.00	\$1,400.00	WRSP+WCCU Combo 100/0 (WRSP+)	NEWS	6/26/15

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser: \_\_\_\_\_

Date: \_\_\_\_\_

Accepted-Station: \_\_\_\_\_

Date: \_\_\_\_\_

Comments: \_\_\_\_\_



WRSP+WCCU Combo 100/0  
2680 E Cook St  
Springfield, IL 62703

Dudley Media  
919 Catharine St  
Philadelphia, PA 19147

**Contract # 21/6536**  
 Schedule Dates: 07/09/15-07/18/15  
 Advertiser: SEIU Healthcare (35701)  
 Agency: Dudley Media (7265)  
 Product: POLITICAL ISSUE (ns) (1187)  
 Brand: SEIU HEALTHCARE IL (741094)  
 Salesperson: Millennium/DC, Washington DC (1108)  
 Sales Office: Millennium Washington DC  
 Buyer Name: DUDLEY,BOB  
 Phone/Fax: /  
 CPE: N/A  
 Account Types: National/Political Issue Agency BRD  
 Billing Type: Weekly/Irregular  
 Comments:

Date Entered: 06/26/15  
 Last Modified: 07/02/15  
 Entered By: Kathryn McCutcheon  
 CO-OP: No  
 Headline #: ECR10640982  
 Demo: A35+R  
 Order Type: Normal  
 Package Deal:  
 Commission %: 15.00  
 Commission: \$953.25  
 Net Total: \$5,401.75  
 Sales Tax:

WRSP+WCCU Combo 100/0 (WRSP+)		By Broadcast Month		Spots		Rate	
Jul. 2015			52		\$6,355.00		
<b>Grand Total:</b>			<b>52</b>		<b>\$6,355.00</b>		

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered	
13.0.1	Closed Preempt (13)	07/14/15																WRSP+WCCU Combo 100/0 (WRSP+)	Program Change/Exception - baseball	
14.0	Normal Line / SPOT (14)	07/13/15-07/17/15	3	:30	11P-11:30P (CST)	1	1	1	1	1				5	\$50.00	\$250.00	WRSP+WCCU Combo 100/0 (WRSP+)		6/26/15	
15.0	Normal Line / SPOT (15)	07/18/15-07/18/15	2	:30	9P-9:30P (CST)							1		1	\$200.00	\$200.00	WRSP+WCCU Combo 100/0 (WRSP+)		6/26/15	
16.0	M/G For 13.0.1 / SPOT (13)	07/13/15-07/13/15	3	:30	9P-10P (CST)	1								1	\$350.00	\$350.00	WRSP+WCCU Combo 100/0 (WRSP+)		7/2/15	

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

NAB Form PB-18 Issues

### AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WRSR-TV Springfield, IL	<b>Date:</b> 6-25-15
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I, Dudley Media  
do hereby request station time concerning the following issue:

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

This broadcast time will be used by: SEIU Healthcare Illinois

NAB Form PB-18 Issues

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL IMPORTANCE"**

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

SFEI Health Group Illinois  
2229 South Halsted Street  
Chicago, IL 60608

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):

Amyra Glassman, Treasurer

NAB Form PB-18 Issues

**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 \_\_\_\_\_ before the time of the scheduled broadcasts.

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

6/25/15	<i>[Handwritten Signature]</i>	258238814
Date	Signature	Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted
  Accepted in Part
  Rejected

<i>[Handwritten Signature]</i>	Jennifer E. Valenzuela	CSM
Signature	Printed Name	Title