

**ORDER**

WDJT-TV-LP

**Orders**  
**Order / Rev:** 250245  
**Alt Order #:** 07716476  
**Product Desc:** GREATER WI COMM.  
**Estimate:** 1092  
**Flight Dates:** 03/31/15 - 04/06/15  
**Original Date / Rev:** 03/30/15 / 03/30/15  
**Order Type:** GENERAL  
**Primary AE:** Matthew Norton  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency**  
**Name:** Canal Partners Media  
**Buying Contact:** Jeff Scattergood  
**Billing Contact:**  
 1027 33rd St. NW  
 Washington, DC 20007  
**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Issue/Greater Wisconsin Committee  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Priority:** P-2  
**Revenue Codes:** AGY, POL, ISS  
**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/30/15	04/06/15	29	\$17,775.00	\$15,108.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2015	29	\$17,775.00	\$15,108.75	0.00
<b>Totals</b>	<b>29</b>	<b>\$17,775.00</b>	<b>\$15,108.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norton			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WDJT-TV-LP	18%	\$17,775.00
Market	100%	\$98,750.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$987.50
WCGV	0%	\$0.00
WISN	21%	\$20,737.50
WITI	21%	\$20,737.50
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	39%	\$38,512.50
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
E 1	WDJT	04/03/15	04/03/15	Price Is Right 10a-11a	CM	10a - 11a	----1--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
Price is Right 10a-11a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/30/15	04/05/15	----1--					1	\$400.00		0.00			
E 2	WDJT	04/03/15	04/03/15	Y&R 11a-12p	CM	11a - 12p	----1--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
The Young & the Restless 11a-															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/30/15	04/05/15	----1--					1	\$400.00		0.00			

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 Alt Order #: 07716476  
 Flight Dates: 03/31/15 - 04/06/15

Advertiser: Issue/Greater Wisconsin Committee  
 Product Desc: GREATER WI COMM.  
 Estimate: 1092

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	04/03/15	04/03/15	News at Noon News at Noon	CM	12p-1230p	----1--	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/30/15	04/05/15	----1--		1				\$300.00		0.00			
E 4	WDJT	04/03/15	04/03/15	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	----1--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/30/15	04/05/15	----1--		1				\$1,200.00		0.00			
E 5	WDJT	04/03/15	04/03/15	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	----1--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/30/15	04/05/15	----1--		1				\$1,200.00		0.00			
E 6	WDJT	04/03/15	04/03/15	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	----1--	:30	1	\$125.00	P-1	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: 03/30/15	04/05/15	----1--		1				\$125.00		0.00			
E 7	WDJT	04/06/15	04/06/15	Price Is Right 10a-11a Price Is Right 10a-11a	CM	10a - 11a	1-----	:30	1	\$400.00	P-2	0.00	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: 04/06/15	04/12/15	1-----		1				\$400.00		0.00			
E 8	WDJT	04/06/15	04/06/15	M-F 4p-5p News eff 3/30 M-F 4p-5p News eff 3/30	CM	4p-5p	1-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/06/15	04/12/15	1-----		1				\$300.00		0.00			
E 9	WDJT	04/06/15	04/06/15	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/06/15	04/12/15	1-----		1				\$1,200.00		0.00			
E 10	WDJT	04/06/15	04/06/15	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/06/15	04/12/15	1-----		1				\$1,200.00		0.00			
E 11	WDJT	04/06/15	04/06/15	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	1-----	:30	1	\$125.00	P-1	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: 04/06/15	04/12/15	1-----		1				\$125.00		0.00			
E 12	WDJT	04/05/15	04/05/15	CBS Sunday Morn 758a CBS Sunday Morning	CM	8a-930a	-----1	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/30/15	04/05/15	-----1		1				\$600.00		0.00			
E 13	WDJT	04/05/15	04/05/15	Face the Nation Face the Nation	CM	930a-1030a	-----1	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/30/15	04/05/15	-----1		1				\$200.00		0.00			
E 14	WDJT	04/02/15	04/02/15	M-F Late News M-F Late News	CM	10p-1035p	---1---	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/30/15	04/05/15	---1---		1				\$800.00		0.00			
E 15	WDJT	04/02/15	04/02/15	Price Is Right 10a-11a Price Is Right 10a-11a	CM	10a - 11a	---1---	:30	1	\$400.00	P-2	0.00	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: 03/30/15	04/05/15	---1---		1				\$400.00		0.00			
E 16	WDJT	04/02/15	04/02/15	2p-3p Rachael Ray	CM	2p-3p	---1---	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/30/15	04/05/15	---1---		1				\$300.00		0.00			
E 17	WDJT	04/02/15	04/02/15	M-F 4p-5p News eff 3/30 M-F 4p-5p News eff 3/30	CM	4p-5p	---1---	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/30/15	04/05/15	---1---		1				\$300.00		0.00			

Order / Rev: 250245  
Alt Order #: 07716476  
Flight Dates: 03/31/15 - 04/06/15

Advertiser:	Issue/Greater Wisconsin Committee
Product Desc:	GREATER WI COMM.
Estimate:	1092

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WDJT	04/02/15	04/02/15	M-F 4p-5p News eff 3/30 M-F 4p-5p News eff 3/30	CM	4p-5p	---1---	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	03/30/15	04/05/15	---1---		1				\$300.00		0.00			
E 18	WDJT	04/02/15	04/02/15	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a	---1---	:30	1	\$400.00	P-1	0.00	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:	03/30/15	04/05/15	---1---		1				\$400.00		0.00			
E 19	WDJT	03/31/15	03/31/15	M-F Late News M-F Late News	CM	10p-1035p	-1-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	03/30/15	04/05/15	-1-----		1				\$800.00		0.00			
E 20	WDJT	03/31/15	03/31/15	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p	-1-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	03/30/15	04/05/15	-1-----		1				\$300.00		0.00			
E 21	WDJT	03/31/15	03/31/15	2p-3p Rachael Ray	CM	2p-3p	-1-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	03/30/15	04/05/15	-1-----		1				\$300.00		0.00			
E 22	WDJT	03/31/15	03/31/15	M-F 4p-5p News eff 3/30 M-F 4p-5p News eff 3/30	CM	4p-5p	-1-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	03/30/15	04/05/15	-1-----		1				\$300.00		0.00			
E 23	WDJT	03/31/15	03/31/15	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	-1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	03/30/15	04/05/15	-1-----		1				\$1,200.00		0.00			
E 24	WDJT	03/31/15	03/31/15	Tu 7p - 8p NCIS	CM	Tu 7p - 8p	-1-----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	03/30/15	04/05/15	-1-----		1				\$3,000.00		0.00			
E 25	WDJT	04/01/15	04/01/15	M-F Late News M-F Late News	CM	10p-1035p	--1----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	03/30/15	04/05/15	--1----		1				\$800.00		0.00			
E 26	WDJT	04/01/15	04/01/15	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p	--1----	:30	1	\$400.00	P-2	0.00	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:	03/30/15	04/05/15	--1----		1				\$400.00		0.00			
E 27	WDJT	04/01/15	04/01/15	News at Noon News at Noon	CM	12p-1230p	--1----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	03/30/15	04/05/15	--1----		1				\$300.00		0.00			
E 28	WDJT	04/01/15	04/01/15	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	--1----	:30	1	\$125.00	P-1	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:	03/30/15	04/05/15	--1----		1				\$125.00		0.00			
E 29	WDJT	04/01/15	04/01/15	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a	--1----	:30	1	\$400.00	P-1	0.00	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:	03/30/15	04/05/15	--1----		1				\$400.00		0.00			
Totals														29	\$17,775.00

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WDJT - TV Milwaukee, WI	<b>Date:</b> 03/30/2015
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I, Jeff Scattergood  
 do hereby request station time concerning the following issue:

4/7/15 Judge Election
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED					

Date of First Broadcast: 03/31/2015      Date of Last Broadcast: 04/06/2015

Total Charges: \$\*\*\*\*\*15,108.75 NET

This broadcast time will be used by: Greater Wisconsin Committee 2015



**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):

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)



**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):

Greater Wisconsin Committee  
P O Box 861  
Madison WI 53701-0861

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):

Jane Gellman - Treasurer



**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

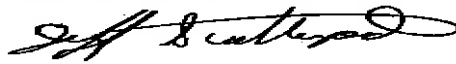
**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

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)**

03/30/2015

Date



Signature

(770) 427-0735

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title



**AGREED UPON SCHEDULE**

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

<b>Broadcast Length</b>	<b>Time of Day, Rotation or Package</b>	<b>Days</b>	<b>Class</b>	<b>Times per Week</b>	<b>Number of Weeks</b>

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

Date of First Broadcast: 03/31/2015

Date of Last Broadcast: 04/06/2015

**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.

