



WMSN Madison
7847 Big Sky Dr
Madison, WI 53719

Canal Partners Media
900 Circle 75 Parkway
Suite 1650
Atlanta, GA 30339

Contract # 3727383

Schedule Dates: 03/19/19-03/25/19
Advertiser: Greater Wisconsin Political Fund (59941)
Agency: Canal Partners Media (15500)
Product: POLITICAL ISSUE (ns) (1187)
Brand: 660/767/6659 (1160250)
Salesperson: Millennium/DC, Washington DC (1108)
Sales Office: Millennium Washington DC
Buyer Name: Je, Scattergood,
Phone/Fax: /
CPE: 660/767/6659
Account Types: National/Political Issue Agency BRD
Billing Type: Weekly/Irregular
Comments: ISSUE BRAD PHILPPS Separation: 30

Date Entered: 03/18/19
Last Modified: 03/18/19
Entered By: Kelli Witzgreuter
CO-OP: No
External #: ECR26369260
Demo:
Order Type: Normal
Package Deal:
Commission %: 15.00
Commission: \$686.25
Net Total: \$3,888.75
Sales Tax:

| Madison (WMSN) | Spots | Rate |
|---------------------|-----------|-------------------|
| By Broadcast Month | 24 | \$4,575.00 |
| Mar. 2019 | 24 | \$4,575.00 |
| Grand Total: | 24 | \$4,575.00 |

| 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 / SPOT (2) | 03/19/19-03/22/19 | 1 | :30 | 1p- Funny You Should Ask | 1 | | 1 | 1 | 1 | 1 | | | 4 | \$45.00 | \$180.00 | Madison (WMSN) | Funny You Should Ask | 3/18/19 |
| 2.0 | Normal Line / SPOT (3) | 03/19/19-03/22/19 | 1 | :30 | 3p- Peoples Court | 1 | | 1 | 1 | 1 | 1 | | | 4 | \$45.00 | \$180.00 | Madison (WMSN) | The People's Court | 3/18/19 |
| 3.0 | Normal Line / SPOT (4) | 03/19/19-03/22/19 | 1 | :30 | 4p- 4:58P (CST) | 1 | | 1 | 1 | 1 | 1 | | | 4 | \$150.00 | \$600.00 | Madison (WMSN) | Judge Judy 2X | 3/18/19 |
| 4.0 | Normal Line / News (6) | 03/19/19-03/21/19 | 1 | :30 | 9p- News-FOX 47 News At 9 | 1 | | 1 | 1 | 1 | | | | 3 | \$500.00 | \$1,500.00 | Madison (WMSN) | Fox 47 News At 9 | 3/18/19 |
| 5.0 | Normal Line / News (7) | 03/19/19-03/21/19 | 1 | :30 | 9:30p- News-FOX 47 News At 9 | 1 | | 1 | 1 | 1 | | | | 3 | \$400.00 | \$1,200.00 | Madison (WMSN) | Fox 47 News At 9 | 3/18/19 |
| 6.0 | Normal Line / SPOT (1 -) | 03/25/19-03/25/19 | 1 | :30 | 11A- Maury Povich | 1 | | | | | | | 1 | 1 | \$45.00 | \$45.00 | Madison (WMSN) | MAURY | 3/18/19 |
| 7.0 | Normal Line / SPOT (2) | 03/25/19-03/25/19 | 1 | :30 | 3p- Peoples Court | 1 | | | | | | | 1 | 1 | \$45.00 | \$45.00 | Madison (WMSN) | The People's Court | 3/18/19 |
| 8.0 | Normal Line / SPOT (4) | 03/25/19-03/25/19 | 1 | :30 | 4p- 4:58P (CST) | 1 | | | | | | | 1 | 1 | \$150.00 | \$150.00 | Madison (WMSN) | Judge Judy 2X | 3/18/19 |
| 9.0 | Normal Line / SPOT (5) | 03/21/19-03/21/19 | 1 | :30 | 5:28p- Modern Family | 1 | | | | | | 1 | | 1 | \$225.00 | \$225.00 | Madison (WMSN) | Modern Family | 3/18/19 |
| 10.0 | Normal Line / SPOT (5) | 03/22/19-03/22/19 | 1 | :30 | 5:28p- Modern Family | 1 | | | | | | 1 | | 1 | \$225.00 | \$225.00 | Madison (WMSN) | Modern Family | 3/18/19 |
| 11.0 | Normal Line / SPOT (5) | 03/25/19-03/25/19 | 1 | :30 | 5:28p- Modern Family | 1 | | | | | | 1 | | 1 | \$225.00 | \$225.00 | Madison (WMSN) | Modern Family | 3/18/19 |

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____
 Accepted-Station: _____ Date: _____
 Comments: _____

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbainet/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 26369260

Changes as of: 3/18/2019 at 9:29 AM

Version: Original Order

CPE: 660/767/6659

Flight: 3/19/19 - 3/25/19

Station: WMSN

Con Type: POLITICAL/VOTE

Agency: Canal Partners Media

Advertiser: Greater WI Political Fund

Market: Madison

Total \$: \$4,575.00

900 Circle 75 Parkway,
SE
Atlanta, GA 30339

Product: ISSUE

Office: WASHINGTON

Total Spots: 24

Agency Order #: 8360632

Buyer: Scattergood, Jeff

Service: Nielsen

Total CPM: \$0.00

Salesperson: BRADLEY PHILIPPS
202-965-5342

Primary Demo: BRADLEY PHILIPPS2
Assistant: 202-965-5342

Total GRP:

Comments: Separation: 30

Separation:

| # | Day/Time | DP | Program | Rate | Len | 3/19 - 3/25 | | | | | | | | | | Total Spots | Total \$ | CPP* | GRP* |
|----------------|---------------------|----|----------------------|----------|-----|-------------|------|------|------|------|------|------|--|----|------------|-------------|----------|------|------|
| | | | | | | 3/19 | 3/20 | 3/21 | 3/22 | 3/23 | 3/24 | 3/25 | | | | | | | |
| 1 | Tu-F M 11a-12n | | Maury Povich | \$45.00 | 30 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | | 1 | \$45.00 | \$0.00 | 0.0 | | |
| 2 | Tu-F M 1p-1:30p | | Funny You Should Ask | \$45.00 | 30 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | | 4 | \$180.00 | \$0.00 | 0.0 | | |
| 3 | Tu-F M 3p-4p | | The People's Court | \$45.00 | 30 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | | 5 | \$225.00 | \$0.00 | 0.0 | | |
| 4 | Tu-F M 4p-5p | | Judge Judy 2X | \$150.00 | 30 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | | 5 | \$750.00 | \$0.00 | 0.0 | | |
| 5 | Tu-F M 5:30p-6p | | Modern Family | \$225.00 | 30 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | | 3 | \$675.00 | \$0.00 | 0.0 | | |
| 6 | Tu-F M 9p-9:30p | | Fox 47 News At 9 | \$500.00 | 30 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | | 3 | \$1,500.00 | \$0.00 | 0.0 | | |
| 7 | Tu-F M 9:30p-10p | | Fox 47 News At 9 | \$400.00 | 30 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | | 3 | \$1,200.00 | \$0.00 | 0.0 | | |
| TOTALS: | | | | | | 5 | 5 | 6 | 4 | 0 | 0 | 4 | | 24 | \$4,575.00 | \$0.00 | 0.0 | | |



KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 26369260 Changes as of: 3/18/2019 at 9:29 AM Version: Original Order

CPE: 660767/6659 Flight: 3/19/19 - 3/25/19 Station: WMSN Con Type: POLITICAL/VOTE
Agency: Canal Partners Media Advertiser: Greater WI Political Fund Market: Madison Total \$: \$4,575.00

900 Circle 75 Parkway, SE Product: ISSUE Office: WASHINGTON Total Spots: 24
Atlanta, GA 30339 Agency Order #: 8360632 Buyer: Scattergood, Jeff Service: Nielsen Total CPP: \$0.00
Salesperson: BRADLEY PHILIPPS Primary Demo: Assistant: BRADLEY PHILIPPS2 Total GRP:

Separation: Separation: Separation:

Special Instructions

Order Level Comments

| Date/Time | Added by | Comment |
|------------------|---------------|----------------|
| 03/18/19 9:31 AM | TREVOR HEATON | Separation: 30 |

Competitive Information

| | |
|----------------|-----------|
| Market Budget: | \$152,500 |
| WMSN Share: | 3% |
| Comment: | |
| WISC: | 35% |
| WKOW: | 17% |
| WMTV: | 145% |

| Day/Time | % Distrib | Spots | Dollars | CPP | GRP |
|----------|-----------|-------|------------|-----|-----|
| Total | 100% | 24 | \$4,575.00 | N/A | 0.0 |

| Month | Spots | Dollars |
|----------|-------|------------|
| 2019-Mar | 24 | \$4,575.00 |
| Total | 24 | \$4,575.00 |

Transaction History

| Trans | Created/Received | Created by | Status | Spot+ | Spot- | \$ Chg | Contract \$ | Comment |
|-----------------------------------|------------------|---------------|--------|-------|-------|------------|-------------|---------|
| Queued for Electronic Contracting | 3/18/19 9:32 AM | | | | | \$0 | \$0 | |
| New | 3/18/19 9:29 AM | TREVOR HEATON | New | 24 | | \$4,575.00 | \$4,575.00 | |

Non-Discrimination Policy

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (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.

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| | |
|---|----------------------------|
| Station and Location: WMSN - TV Madison, WI | Date: 03/15/2019 |
|---|----------------------------|

I, Jeff Scattergood
do hereby request station time concerning the following issue:

| |
|--|
| SUPREME COURT RACE - 4/2/2019 Election |
|--|

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| SEE ATTACHED | | | | | |

Date of First Broadcast: 03/16/2019

Date of Last Broadcast: 03/18/2019

Total Charges: \$*****1,508.75 NET

This broadcast time will be used by: Greater WI Political Fund - 2019



**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):

[Empty box for candidate and issue information]

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

[Empty box for sponsor 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):

[Empty box for listing executives or board members]

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 WI Political Fund
PO Box 861, Madison, WI 53701
608-257-2335

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):

Christopher, Michael
Treasurer



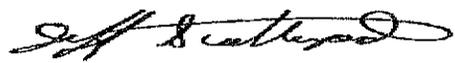
TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

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)

03/15/2019



(770) 427-0735

Date

Signature

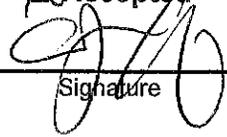
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted

Accepted in Part

Rejected



Eric J. Knecht

GM

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 |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | | | | | |

Attach proposed schedule with charges (if available):

Date of First Broadcast: 03/16/2019

Date of Last Broadcast: 03/18/2019

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.

