

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, **WATERFRONT STRATEGIES**

do hereby request station time concerning the following issue:

LEAGUE OF CONSERVATION VOTERS VICTORY FUND - WI SENATE
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS ORDERED				

This broadcast time will be used by: LEAGUE OF CONSERVATION VOTERS VICTORY FUND

**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):

Ron Johnson WI Senate 11/8/16

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

LCV-VICTORY FUND 1920 I Street Suite 800 Washington DC 20036

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):

Patrick Collins - Treasurer
Gene Karpinski - President
Carrie Clarke - Secretary

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

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)

7/21/16
Date

[Signature]
Signature

202-338-8700
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted

Accepted in Part

Rejected

[Signature]
Signature

HALIMIA, PR M
Printed Name

ESM
Title



125 West 55th St
New York, NY 10019

Contract # 25251270 Changes as of: 7/22/2016 at 10:49 AM Version: Highlighting Revision 1

CPE: 265/281/5097 Flight: 7/25/16 - 7/31/16 Station: WMSN
Agency: WATERFRONT STRATEGIE Advertiser: LEAGUE OF CONSERVATION VOTERS Market: Madison

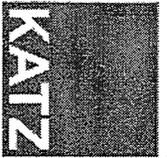
3050 K ST NW #100 Product: LCV Victory Fund Office: WASHINGTON
Washington, DC 20007 Agency Order #: 5227762 Primary Demo: Adults 35+

Comments: Separation: 30

Buyer: Gilroy, Maura
Salesperson: JAMES SCUTARI 202-955-5342
Con Type: POLITICAL/NOTE
Assistant: JAMES SCUTARI 202-955-5342

Total Cpp: \$0.00
Total GRP: \$0.00
Separation:

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	7/25 - 7/25		Total Spots	Total \$	CPP	GRP
							Spots	Cost				
1	M-F 8a-8:30a		Seinfeld	\$40.00	0	30	2	\$80.00	\$0.00	0.0		
2	M-F 8:30a-9a		Seinfeld	\$40.00	0	30	2	\$80.00	\$0.00	0.0		
3	M-F 9a-10a		Jerry Springer	\$75.00	0	30	2	\$150.00	\$0.00	0.0		
4	M-F 10a-11a		Steve Wilkos	\$75.00	0	30	2	\$150.00	\$0.00	0.0		
5	M-F 11a-12n		Maury Povich	\$75.00	0	30	2	\$150.00	\$0.00	0.0		
6	M-F 12n-12:30p		Family Feud	\$55.00	0	30	2	\$110.00	\$0.00	0.0		
7	M-F 12:30p-1p		Family Feud	\$55.00	0	30	4	\$220.00	\$0.00	0.0		
8	M-F 1p-1:30p		Celebrity Name Game	\$75.00	0	30	2	\$150.00	\$0.00	0.0		
9	M-F 1:30p-2p		Celebrity Name Game	\$75.00	0	30	3	\$225.00	\$0.00	0.0		
10	M-F 2p-3p		Judge Mathis	\$75.00	0	30	3	\$225.00	\$0.00	0.0		
11	M-F 3p-4p		The People's Court	\$75.00	0	30	3	\$225.00	\$0.00	0.0		
12	M-F 4p-5p		Judge Judy 2X	\$60.00	0	30	4	\$240.00	\$0.00	0.0		
13	M-F 5p-5:30p		Two & A Half Men	\$75.00	0	30	3	\$225.00	\$0.00	0.0		
14	M-F 5:30p-6p		Big Bang Theory	\$120.00	0	30	3	\$360.00	\$0.00	0.0		
15	M-F 6p-6:30p		Modern Family	\$300.00	0	30	3	\$900.00	\$0.00	0.0		
16	M-F 6:30p-7p		Big Bang Theory	\$350.00	0	30	3	\$1,050.00	\$0.00	0.0		
17	Sa 5p-5:30p		Family Feud	\$100.00	0	30	1	\$100.00	\$0.00	0.0		
18	Sa 5:30p-6p		Family Feud	\$100.00	0	30	1	\$100.00	\$0.00	0.0		
19	M 7p-9p		So You Think You Can Dance-FOX	\$1,500.00	0	30	1	\$1,500.00	\$0.00	0.0		
20	M-F 9p-9:30p		Fox 47 News At 9	\$1,200.00	0	30	1	\$1,200.00	\$0.00	0.0		



125 West 55th St
New York, NY 10019

Contract # 25251270 Changes as of: 7/22/2016 at 10:49 AM Version: Highlighting Revision 1

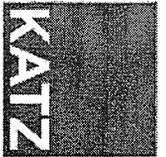
CPE: 265/281/5097 Flight: 7/25/16 - 7/31/16 Station: WMSN Total \$: \$10,215.00
 Agency: WATERFRONT STRATEGIE Advertiser: LEAGUE OF CONSERVATION VOTERS Market: Madison Total Spots: 55

3050 K ST NW #100 Product: LCV Victory Fund Office: WASHINGTON
 Washington, DC 20007 Agency Order #: 5227762 Buyer: Gilroy, Maura Primary Demo: Adults 35+

Salesperson: JAMES SCUTARI Salesperson: JAMES SCUTARI Con Type: POLITICAL/VOTE Assistant: JAMES SCUTARI

Total CPP: \$0.00
 Total GRP: \$0.00
 Separation:

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	7/25 - 7/25		Total Spots	Total \$	CPP	GRP
							Spots	Cost				
21	Su 9p-9:30p		Fox News At 9pm	\$1,200.00	0	30	1	1	\$1,200.00	\$0.00	0.0	
22	M-F 10p-10:30p		Modern Family	\$375.00	0	30	2	2	\$750.00	\$0.00	0.0	
23	M-F 12m-12:30a		Mike & Molly	\$150.00	0	30	2	2	\$300.00	\$0.00	0.0	
24	Su 10p-10:30p		Full Measure	\$200.00	0	30	1	1	\$200.00	\$0.00	0.0	
25	Su 11p-11:30p		Big Bang Theory	\$200.00	0	30	1	1	\$200.00	\$0.00	0.0	
26	Su 11:30p-12m		Mike & Molly	\$125.00	0	30	1	1	\$125.00	\$0.00	0.0	
TOTALS:							55		\$10,215.00	\$0.00	0.0	



125 West 55th St
New York, NY 10019

Contract # 25251270 Changes as of: 7/22/2016 at 10:49 AM Version: Highlighting Revision 1 Total \$: \$10,215.00

CPE: 265/281/5097 Flight: 7/25/16 - 7/31/16 Station: WMSN Total Spots: 55

Agency: WATERFRONT STRATEGIE Advertiser: LEAGUE OF CONSERVATION VOTERS Market: Madison Office: WASHINGTON Total CPP: \$0.00

3050 K ST NW #100 Product: LCV Victory Fund Buyer: Gilroy, Maura Primary Demo: Adults 35+ Total GRP: \$10,215.00

Washington, DC 20007 Agency Order #: 5227762 Salesperson: JAMES SCUTARI Con Type: POLITICAL/NOTE Assistant: JAMES SCUTARI Separation: \$10,215.00

Special Instructions

Date/Time	Added by	Comment
07/22/16 10:50 AM	JAMES SCUTARI	Separation: 30
07/22/16 10:49 AM	JAMES SCUTARI	Separation: 30

Competitive Information

Market Budget:	\$102,150
WMSN Share:	10%
Comment:	
WBUW:	1%
WISC:	27%
WKOW:	19%
WMTV:	43%

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
Total	100%	55	\$10,215.00	N/A	0.0

Month	Spots	Dollars
2016-Jul	55	\$10,215.00
Total	55	\$10,215.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	7/22/16 10:51 AM					\$0	\$0	
Revision	7/22/16 10:49 AM	JAMES SCUTARI	Revised			\$0	\$10,215.00	Changes: Product from issue to LCV Victory Fund, Demo Meta to [R16], User Entered
New	7/22/16 10:48 AM	JAMES SCUTARI	New	55		\$10,215.00	\$10,215.00	

Non-Discrimination Policy: PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S 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.

Sandy Reynolds

From: Kelli Witzigreuter
Sent: Tuesday, August 02, 2016 11:25 AM
To: Mike Halminiak; John DeSimone; Tina Moore; Sandy Reynolds
Cc: Tracy Koers
Subject: REVISION**** WMSN LCV VICTORY MOVING MONEY FROM CONTRACT 2581396 TO 2581459
Attachments: 8-2 WMSN LCV REVISION ADD 2581459 FLIGHT 8.1-8.7.pdf; 8-2 WMSN LCV REVISION CANCEL 2581396 FLIGHT 7.25-7.31.pdf

Hi,

Please see attached for WMSN LCV Victory Fund revision. Moving money from contract 2581396 to 2581459 (1x preempted from 7/31, moving to on air contract)

WMSN 2581396

Previous: \$10,215

CANCEL: \$200

Revised: \$10,015



WMSN 2581459

Previous: \$7,355

ADD: \$200

Revised: \$7,555

We have already received payment for these so it can be released from credit hold.

Thank you,

Kelli Witzigreuter
Regional Sales Assistant
KGAN (CBS 2), WMSN (FOX 47)
Sinclair Broadcast Group
kjwitzigreuter@sbgstv.com
O: 312-832-6624



WMSN Madison
7847 Big Sky Dr
Madison, WI 53719

Waterfront Strategies
3050 K St NW
#100
Washington, DC 20007

Contract # 2581396

Schedule Dates: 07/25/16-07/31/16
Advertiser: League of Conservation Voters (24442)
Agency: Waterfront Strategies (7591)
Product: POLITICAL ISSUE (ns) (1187)
Brand: 265/281/5097 (849597)
Salesperson: Millennium/Dc, Washington DC (1108)
Sales Office: Millennium Washington DC
Buyer Name: Maura Gilroy
Phone/Fax: /
CPE: 265/281/5097
Account Types: National/Political Issue Agency BRD
Billing Type: Weekly/Irregular
Comments: LCV Victory Fund
JAMES SCUTTART

Date Entered: 07/22/16
Last Modified: 07/22/16
Entered By: Kelli Witzigreuter
CO-OP: No
Headline #: ECR25251270
Demo: A35+R
Order Type: Normal
Package Deal:
Commission %: 15.00
Commission: \$1,502.25
Net Total: \$8,512.75
Sales Tax:

Madison (WMSN)		
By Broadcast Month	Spots	Rate
Jul 2016	54	\$10,015.00
Grand Total:	54	\$10,015.00

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 (1)	07/25/16-07/29/16	1	:30	8A- Seinfeld	2	X	X	X	X	X			2	\$40.00	\$80.00	Madison (WMSN)	Seinfeld	7/22/16
2.0	Normal Line / SPOT (2)	07/25/16-07/29/16	1	:30	8:30A- Seinfeld 2	2	X	X	X	X	X			2	\$40.00	\$80.00	Madison (WMSN)	Seinfeld	7/22/16
3.0	Normal Line / SPOT (3)	07/25/16-07/29/16	1	:30	9A- Jerry Springer	2	X	X	X	X	X			2	\$75.00	\$150.00	Madison (WMSN)	Jerry Springer	7/22/16
4.0	Normal Line / SPOT (4)	07/25/16-07/29/16	1	:30	10A- Steve Wilkos	2	X	X	X	X	X			2	\$75.00	\$150.00	Madison (WMSN)	Steve Wilkos	7/22/16
5.0	Normal Line / SPOT (5)	07/25/16-07/29/16	1	:30	11A- Maury Povich	2	X	X	X	X	X			2	\$75.00	\$150.00	Madison (WMSN)	Maury Povich	7/22/16
6.0	Normal Line / SPOT (6)	07/25/16-07/29/16	1	:30	12P- Family Feud	2	X	X	X	X	X			2	\$55.00	\$110.00	Madison (WMSN)	Family Feud	7/22/16
7.0	Normal Line / SPOT (7)	07/25/16-07/29/16	1	:30	12:30P- Family Feud 2	4	X	X	X	X	X			4	\$55.00	\$220.00	Madison (WMSN)	Family Feud	7/22/16
8.0	Normal Line / SPOT (8)	07/25/16-07/29/16	1	:30	1P- Celebrity Name Game	2	X	X	X	X	X			2	\$75.00	\$150.00	Madison (WMSN)	Celebrity Name Game	7/22/16
9.0	Normal Line / SPOT (9)	07/25/16-07/29/16	1	:30	1:30P- Celebrity Name Game 2	3	X	X	X	X	X			3	\$75.00	\$225.00	Madison (WMSN)	Celebrity Name Game	7/22/16
10.0	Normal Line / SPOT (10)	07/25/16-07/29/16	1	:30	2P- Judge Greg Mathis	3	X	X	X	X	X			3	\$75.00	\$225.00	Madison (WMSN)	Judge Mathis	7/22/16
11.0	Normal Line / SPOT (11)	07/25/16-07/29/16	1	:30	3P- Peoples Court	3	X	X	X	X	X			3	\$75.00	\$225.00	Madison (WMSN)	The People's Court	7/22/16
12.0	Normal Line / SPOT (12)	07/25/16-07/29/16	1	:30	4P- 5P (CST)	4	X	X	X	X	X			4	\$60.00	\$240.00	Madison (WMSN)	Judge Judy ZX	7/22/16
13.0	Normal Line / SPOT (13)	07/25/16-07/29/16	1	:30	4:58P- Two And A Half Men	3	X	X	X	X	X			3	\$75.00	\$225.00	Madison (WMSN)	Two & A Half Men	7/22/16

CONFIRMATION CONTRACT

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

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



WMSN Madison
7847 Big Sky Dr
Madison, WI 53719

Waterfront Strategies
3050 K St NW
#100
Washington, DC 20007

Contract # 2581396
 Schedule Dates: 07/25/16-07/31/16
 Advertiser: League of Conservation Voters (24442)
 Agency: Waterfront Strategies (7591)
 Product: POLITICAL ISSUE (ns) (1187)
 Brand: 255/281/5097 (849597)
 Salesperson: Millennium/DC, Washington DC (1108)
 Sales Office: Millennium Washington DC
 Buyer Name: Maurz, Gilroy,
 Phone/Fax: /
 CPE: 255/281/5097
 Account Types: National/Political Issue Agency BRD
 Billing Type: Weekly/Irregular
 Comments: LCV Victory Fund
 JAMES SCUITART

Date Entered: 07/22/16
 Last Modified: 07/22/16
 Entered By: Kelli Witzgreuter
 CO-OP: No
 Demo: ECR25251270
 Demo: A35+R
 Order Type: Normal
 Package Deal:
 Commission %: 15.00
 Commission: \$1,502.25
 Net Total: \$8,512.75
 Sales Tax:

Madison (WMSN)		
By Broadcast Month	Spots	Rate
Jul. 2016	54	\$10,015.00
Grand Total:	54	\$10,015.00

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
14.0	Normal Line / SPOT (14)	07/25/16-07/29/16	1	:30	5:28p- Big Bang Theory 2	3	X	X	X	X	X			3	\$120.00	\$360.00	Madison (WMSN)	Big Bang Theory	7/22/16
15.0	Normal Line / Access (15)	07/25/16-07/29/16	1	:30	5:58p- Modern Family	3	X	X	X	X	X			3	\$300.00	\$900.00	Madison (WMSN)	Modern Family	7/22/16
16.0	Normal Line / Access (16)	07/25/16-07/29/16	1	:30	6:28p- Big Bang Theory	3	X	X	X	X	X			3	\$350.00	\$1,050.00	Madison (WMSN)	Big Bang Theory	7/22/16
17.0	Normal Line / SPOT (17)	07/30/16-07/30/16	1	:30	4p- Big Bang Theory Saturday							1		1	\$100.00	\$100.00	Madison (WMSN)	Family Feud	7/22/16
18.0	Normal Line / SPOT (18)	07/30/16-07/30/16	1	:30	4:30p- Big Bang Theory 2 Saturday							1		1	\$100.00	\$100.00	Madison (WMSN)	Family Feud	7/22/16
19.0	Normal Line / Phone (19)	07/25/16-07/25/16	1	:30	6:58p- FOX-50 You Think You Can Dance (Monday)	1								1	\$1,500.00	\$1,500.00	Madison (WMSN)	So You Think You Can Dance-FOX	7/22/16
20.0	Normal Line / News (20)	07/25/16-07/29/16	1	:30	9p- News-FOX 47 News At 9	1	X	X	X	X	X			1	\$1,200.00	\$1,200.00	Madison (WMSN)	Fox 47 News At 9pm	7/22/16
21.0	Normal Line / News (21)	07/31/16-07/31/16	1	:30	9:30p- News-FOX 47 News At 9							1		1	\$1,200.00	\$1,200.00	Madison (WMSN)	Fox News At 9pm	7/22/16
22.0	Normal Line / SPOT (22)	07/25/16-07/29/16	1	:30	10p- Modern Family 2	2	X	X	X	X	X			2	\$375.00	\$750.00	Madison (WMSN)	Modern Family	7/22/16
23.0	Normal Line / SPOT (23)	07/25/16-07/29/16	1	:30	12a- Mike and Molly 2	2	X	X	X	X	X			2	\$150.00	\$300.00	Madison (WMSN)	Mike & Molly	7/22/16
24.0	Normal Line / News (24)	07/31/16-07/31/16	1	:30	9a- News-Full Measure with Shary Attkisson							1		1	\$200.00	\$200.00	Madison (WMSN)	Full Measure	7/22/16

CONFIRMATION CONTRACT

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

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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
25.0	Normal Line / SPOT (25)	07/31/16-07/31/16	1	:30	12A- Modern Family Sunday	2							1	1	\$200.00		Madison (WMSN)	Big Bang Theory	7/22/16
25.0.1	Closed Preempt (25)	07/31/16															Madison (WMSN)	Live Program Overrun/Spot	
26.0	Normal Line / SPOT (26)	07/31/16-07/31/16	1	:30	12:30A- 2 Broke Girls Sunday								1	1	\$125.00	\$125.00	Madison (WMSN)	Mike & Molly	7/22/16

CONFIRMATION CONTRACT

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

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