

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; color: blue;">WISN Milwaukee</span>	<b>Date:</b> <span style="font-size: 1.2em; color: blue;">10-30-17</span>
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I, Mike Furman Authorized Media Buyer  
do hereby request station time concerning the following issue:

Senate Majority PAC

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: Senate Majority PAC

**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):

Tammy Baldwin

US Senate - WI

Gen Election  
11/6/18

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

Senate Majority PAC

700 15th Street NW, Suite 600  
Washington, DC 20005

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):

JB Poersch, Secretary

Rebecca Lamb, Treasurer

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)**

10/30/17      Phu R      202-338-8700  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected  
[Signature]      MIKE NEALS      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 ordered			

**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:

**Waterfront Strategies**  
**3050 K Street NW**  
**Suite 100**  
**Washington, DC 20007**

<u>Contract / Revision</u> 583215 /		<u>Alt Order #</u> 08848211
<u>Product</u> <b>SENATE MAJORITY PAC</b>		
<u>Contract Dates</u> 10/31/17 - 11/20/17		<u>Estimate #</u> 6095
<u>Advertiser</u> Senate Majority PAC		<u>Original Date / Revision</u> 10/30/17 / 10/30/17
<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> 334.90
<u>Agcy Code</u> 14573	<u>Advertiser Code</u> 163	<u>Product 1/2</u> 173
<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	10/31/17	11/20/17	FOX 6 News @ 10p	10:00 PM-10:35 PM		:30				NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/31/17	11/06/17	M-WTF--				2	\$1,200.00	3.90			
		Week: 11/07/17	11/13/17	MTWTF--				2	\$1,200.00	3.90			
		Week: 11/14/17	11/20/17	MTWTF--				1	\$1,200.00	3.90			
E 2	6	10/31/17	11/13/17	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/31/17	11/06/17	M-WTF--				1	\$200.00	1.00			
		Week: 11/07/17	11/13/17	MTWTF--				1	\$200.00	1.00			
E 3	6	10/31/17	11/13/17	FOX 6 News @ 11a	11:00 AM-11:30 AM		:30				NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/31/17	11/06/17	M-WTF--				1	\$300.00	1.80			
		Week: 11/07/17	11/13/17	MTWTF--				1	\$300.00	1.80			
E 4	6	10/31/17	11/13/17	FOX 6 News @ 11a	11:30 AM-12:00 PM		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/31/17	11/06/17	M-WTF--				1	\$350.00	1.90			
		Week: 11/07/17	11/13/17	MTWTF--				1	\$350.00	1.90			
E 5	6	10/31/17	11/13/17	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	4	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/31/17	11/06/17	M-WTF--				2	\$270.00	1.90			
		Week: 11/07/17	11/13/17	MTWTF--				2	\$270.00	1.90			
E 6	6	10/31/17	11/13/17	M-F 4p-5p	4:00 PM-4:30 PM		:30				NM	4	\$1,340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/31/17	11/06/17	M-WTF--				2	\$335.00	2.20			
		Week: 11/07/17	11/13/17	MTWTF--				2	\$335.00	2.20			
E 7	6	10/31/17	11/13/17	M-F 5a-530a	5:00 AM-5:30 AM		:30				NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/31/17	11/06/17	M-WTF--				1	\$325.00	1.80			
		Week: 11/07/17	11/13/17	MTWTF--				1	\$325.00	1.80			
E 8	6	10/31/17	11/20/17	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/31/17	11/06/17	M-WTF--				2	\$550.00	3.10			
		Week: 11/07/17	11/13/17	MTWTF--				2	\$550.00	3.10			
		Week: 11/14/17	11/20/17	MTWTF--				1	\$550.00	3.10			

(\* 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> 583215 /		<u>Alt Order #</u> 08848211
<u>Contract Dates</u> 10/31/17 - 11/20/17	<u>Product</u> SENATE MAJORITY PAC	<u>Estimate #</u> 6095
<u>Advertiser</u> Senate Majority PAC		<u>Original Date / Revision</u> 10/30/17 / 10/30/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
E 9	6	10/31/17	11/20/17	M-F 530a-6a	5:30 AM-6:00 AM		:30				NM	3	\$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: 10/31/17	11/06/17	M-WTF--				1	\$450.00	2.50			
		Week: 11/07/17	11/13/17	MTWTF--				1	\$450.00	2.50			
		Week: 11/14/17	11/20/17	MTWTF--				1	\$450.00	2.50			
E 10	6	10/31/17	11/20/17	M-F 530p-6p	5:30 PM-6:00 PM		:30				NM	3	\$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: 10/31/17	11/06/17	M-WTF--				1	\$500.00	2.90			
		Week: 11/07/17	11/13/17	MTWTF--				1	\$500.00	2.90			
		Week: 11/14/17	11/20/17	MTWTF--				1	\$500.00	2.90			
E 11	6	10/31/17	11/20/17	FOX 6 Wake Up News	6:00 AM-6:30 AM		:30				NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/31/17	11/06/17	M-WTF--				2	\$750.00	3.10			
		Week: 11/07/17	11/13/17	MTWTF--				2	\$750.00	3.10			
		Week: 11/14/17	11/20/17	MTWTF--				1	\$750.00	3.10			
E 12	6	10/31/17	11/20/17	FOX 6 News @ 6	6:00 PM-6:30 PM		:30				NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/31/17	11/06/17	M-WTF--				2	\$550.00	3.00			
		Week: 11/07/17	11/13/17	MTWTF--				2	\$550.00	3.00			
		Week: 11/14/17	11/20/17	MTWTF--				1	\$550.00	3.00			
E 13	6	10/31/17	11/20/17	FOX 6 Wake Up News	6:30 AM-7:00 AM		:30				NM	5	\$4,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/31/17	11/06/17	M-WTF--				2	\$815.00	3.60			
		Week: 11/07/17	11/13/17	MTWTF--				2	\$815.00	3.60			
		Week: 11/14/17	11/20/17	MTWTF--				1	\$815.00	3.60			
E 14	6	10/31/17	11/20/17	FOX 6 Wake Up News	7:00 AM-7:30 AM		:30				NM	5	\$4,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/31/17	11/06/17	M-WTF--				2	\$935.00	4.00			
		Week: 11/07/17	11/13/17	MTWTF--				2	\$935.00	4.00			
		Week: 11/14/17	11/20/17	MTWTF--				1	\$935.00	4.00			
E 15	6	10/31/17	11/20/17	FOX 6 Wake Up News	7:30 AM-8:00 AM		:30				NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/31/17	11/06/17	M-WTF--				2	\$900.00	4.00			
		Week: 11/07/17	11/13/17	MTWTF--				2	\$900.00	4.00			
		Week: 11/14/17	11/20/17	MTWTF--				1	\$900.00	4.00			
E 16	6	10/31/17	11/20/17	FOX 6 Wake Up News	8:00 AM-8:30 AM		:30				NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/31/17	11/06/17	M-WTF--				2	\$800.00	3.80			
		Week: 11/07/17	11/13/17	MTWTF--				2	\$800.00	3.80			
		Week: 11/14/17	11/20/17	MTWTF--				1	\$800.00	3.80			
E 17	6	10/31/17	11/20/17	FOX 6 Wake Up News	8:30 AM-9:00 AM		:30				NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/31/17	11/06/17	M-WTF--				1	\$800.00	3.40			
		Week: 11/07/17	11/13/17	MTWTF--				1	\$800.00	3.40			
		Week: 11/14/17	11/20/17	MTWTF--				1	\$800.00	3.40			
E 18	6	10/31/17	11/13/17	Real Milwaukee	9:00 AM-10:00 AM		:30				NM	4	\$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: 10/31/17	11/06/17	M-WTF--				2	\$400.00	2.40			
		Week: 11/07/17	11/13/17	MTWTF--				2	\$400.00	2.40			
E 19	6	10/31/17	11/20/17	FOX 6 News @ 9p	9:00 PM-9:30 PM		:30				NM	7	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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

<u>Contract / Revision</u>	<u>Alt Order #</u>
583215 /	08848211

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/31/17 - 11/20/17	SENATE MAJORITY PAC	6095

<u>Advertiser</u>	<u>Original Date / Revision</u>
Senate Majority PAC	10/30/17 / 10/30/17

*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:		10/31/17	11/06/17	M-WTF--				3	\$1,200.00	4.50			
Week:		11/07/17	11/13/17	MTWTF--				3	\$1,200.00	4.50			
Week:		11/14/17	11/20/17	MTWTF--				1	\$1,200.00	4.50			
E 20	6	11/03/17	11/17/17	Friday Prime	7:00 PM-8:00 PM		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/17	11/05/17	----1--				1	\$1,000.00	2.40			
Week:		11/06/17	11/12/17	-----				0	\$0.00	0.00			
Week:		11/13/17	11/19/17	----1--				1	\$1,000.00	2.40			
E 21	6	11/04/17	11/11/17	FOX Late Fringe	10:35 PM-11:35 PM		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/17	11/05/17	-----1-				1	\$200.00	1.30			
Week:		11/06/17	11/12/17	-----1-				1	\$200.00	1.30			
E 22	6	11/04/17	11/11/17	Sa 6p-630p	6:00 PM-6:30 PM		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/17	11/05/17	-----1-				1	\$350.00	1.30			
Week:		11/06/17	11/12/17	-----1-				1	\$350.00	1.30			
E 23	6	11/05/17	11/19/17	FOX 6 News @ 10p	10:00 PM-10:35 PM		:30				NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/17	11/05/17	-----1				1	\$1,200.00	3.80			
Week:		11/06/17	11/12/17	-----1				1	\$1,200.00	3.80			
Week:		11/13/17	11/19/17	-----1				1	\$1,200.00	3.80			
E 24	6	11/05/17	11/12/17	Su 1105p-1135p	11:05 PM-11:35 PM		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/17	11/05/17	-----1				1	\$200.00	1.40			
Week:		11/06/17	11/12/17	-----1				1	\$200.00	1.40			
E 25	6	11/05/17	11/19/17	FOX 6 News @ 5	5:00 PM-6:00 PM		:30				NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/17	11/05/17	-----1				1	\$350.00	16.80			
Week:		11/06/17	11/12/17	-----1				1	\$350.00	16.80			
Week:		11/13/17	11/19/17	-----1				1	\$350.00	16.80			
E 26	6	11/05/17	11/19/17	Su 7a-8a	7:00 AM-8:00 AM		:30				NM	3	\$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:		10/30/17	11/05/17	-----1				1	\$450.00	2.30			
Week:		11/06/17	11/12/17	-----1				1	\$450.00	2.30			
Week:		11/13/17	11/19/17	-----1				1	\$450.00	2.30			
E 27	6	11/05/17	11/12/17	FOX News Sunday 9a-10a	9:00 AM-10:00 AM		:30				NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/17	11/05/17	-----1				1	\$550.00	1.30			
Week:		11/06/17	11/12/17	-----1				1	\$550.00	1.30			
E 28	6	11/05/17	11/19/17	M-Su 9p-10p	9:00 PM-9:30 PM		:30				NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/17	11/05/17	-----1				1	\$1,200.00	3.80			
Week:		11/06/17	11/12/17	-----1				1	\$1,200.00	3.80			
Week:		11/13/17	11/19/17	-----1				1	\$1,200.00	3.80			
<b>Totals</b>								<b>334.90</b>				<b>98</b>	<b>\$66,720.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/30/17 - 11/20/17	98	\$66,720.00	(\$10,008.00)	\$56,712.00
<b>Totals</b>	<b>98</b>	<b>\$66,720.00</b>	<b>(\$10,008.00)</b>	<b>\$56,712.00</b>

(\* 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>
583215 /	08848211

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/31/17 - 11/20/17	SENATE MAJORITY PA	6095

<u>Advertiser</u>	<u>Original Date / Revision</u>
Senate Majority PAC	10/30/17 / 10/30/17

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

(\* 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.