

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WGBW-AM, Denmark, WI and WLAK-AM, New Holstein, WI	Date: 10/30/2018
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I, MARK GRAMS,

being/on behalf of: _____,

a legally qualified candidate of the DEMOCRATIC

political party for the office of: STATE ASSEMBLY, DIST 2

in the GENERAL

election to be held on: NOVEMBER 6, 2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30.	7A to 5P.	5 10/31 to 11/06		22 x	1

Attach proposed schedule with charges (if available): \$220.00

I represent that the payment for the above described broadcast time has been furnished by:

CANDIDATE

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

To Be Signed By Candidate or Authorized Committee

10/30/2018

Date

Mark Heller

Signature

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Mark Heller
Signature

MARK HELLER

Printed Name

PRESIDENT

Title

*ckH Draft
4823701305*

**SCHEDULED AND ESTIMATE BROADCAST TIMES
FOR MARK GRAM FOR ASSEMBLY COMMERCIALS
ON WGBW AND WLAK**

10-31-2018 AT 1015AM, 115PM, 215PM AND 315PM

11-01-2018 AT 915AM, 1115AM, 115PM AND 315PM

11-02-2018 AT 1015AM, 1226PM, 215PM AND 416PM

11-05-2018 AT 815AM, 930AM, 1015AM, 1130AM THEN

1224PM, 115PM AND 215PM

11-06-2018 AT 725AM, 905AM AND 1118AM

TOTAL SPOTS AIRED: 22

*** NOT EXACT TIMES. PLUS OR MINUS FIVE MINUTES**

Buy Detail Report



Client: Friends of Scott Walker
Media: Radio
Product: Scott Walker for Governor
Market: Wisconsin (UNRATED)

Estimate: 232
Description: 2018R SWF WI UNRATED 0911
Flight Start Date: 9/11/2018 05:00 AM
Flight End Date: 9/24/2018 04:59 AM
Vendor: WGBW-AM
 1414 16TH STREET
 Two Rivers, WI 54241

Order #: 232-2374
Revision #:
Date: 9/8/2018
Send Billing To: Nonbox
 5307 S. 92nd Street
 Hales Corners, WI 53130
Phone: 414-425-8800

Separation between spots: 30
Buyer: Cindy Murphy

Daypart Program	Daypart Code	STN Gross	Days	Tue 9/11	Wed 9/12	Thu 9/13	Fri 9/14	Sat 9/15	Sun 9/16	Mon 9/17	Tue 9/18	Wed 9/19	Thu 9/20	Fri 9/21	Sat 9/22	Sun 9/23	Mon 9/24	Total Spots
WGBW-AM																		
MTuWThF 6:00a-7:00p	RT	\$23.53	60	5	5	5	5	0	0	5	5	5	5	5	0	0	5	50
Total Cost:				5	5	5	5	0	0	5	5	5	5	5	0	0	5	50
Market Monthly Summary																		50
SEP 18																		50
Total Cost:																		50



Buy Detail Report

Client: Friends of Scott Walker
 Media: Radio
 Product: Scott Walker for Governor
 Market: Wisconsin (UNRATED)
 Primary Demo: Adults 35+
 Separation between spots: 30

Estimate: 236
 Description: 2018R SWF WI UNRATED 0925-1105
 Flight Start Date: 9/25/2018 05:00 AM
 Flight End Date: 11/5/2018 04:59 AM
 Vendor: WGBW-AM
 1414 16TH STREET
 Two Rivers, WI 54241
 Buyer: Cindy Murphy

Order #: 236-2861

Revision #:

Date: 9/24/2018

Send Billing To: Nonbox
 5307 S. 92nd Street

Hales Corners, WI 53130
 Phone: 414-425-8800

Daypart Program	Daypart Code	STN Gross	Days	Tue 9/25	Wed 9/26	Thu 9/27	Fri 9/28	Sat 9/29	Sun 9/30	Mon 10/1	Tue 10/2	Wed 10/3	Thu 10/4	Fri 10/5	Sat 10/6	Sun 10/7	Mon 10/8	Adults 35+ Rtg/CPP
WGBW-AM	MTuWThF 6:00a-7:00p	RT \$23.53	60	5	5	5	5	0	0	5	5	5	5	5	0	0	5	0.0
Total Spots:				5	5	5	5	0	0	5	5	5	5	5	0	0	5	
Total GRP/GIMP(000):				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	\$0.00

Buy Detail Report



Client: Friends of Scott Walker
 Media: Radio
 Product: Scott Walker for Governor
 Market: Wisconsin (UNRATED)
 Primary Demo: Adults 35+
 Separation between spots: 30

Estimate: 236
 Description: 2018R SWF WI UNRATED 0925-1105
 Flight Start Date: 9/25/2018 05:00 AM
 Flight End Date: 11/5/2018 04:59 AM
 Vendor: WGBW-AM
 1414 16TH STREET
 Two Rivers, WI 54241
 Buyer: Cindy Murphy

Order #: 236-2861

Revision #:

Date: 9/24/2018

Send Billing To: Nonbox

5307 S. 92nd Street

Hales Corners, WI 53130

Phone: 414-425-8800

Daypart Program	Daypart Code	STN Gross	Days	Tue 10/9	Wed 10/10	Thu 10/11	Fri 10/12	Sat 10/13	Sun 10/14	Mon 10/15	Tue 10/16	Wed 10/17	Thu 10/18	Fri 10/19	Sat 10/20	Sun 10/21	Mon 10/22	Adults 35+ Rtg/CPP
WGBW-AM	MTuWThF 6:00a-7:00p	RT \$23.53	60	5	5	5	5	0	0	5	5	5	5	5	0	0	5	0.0
Total Spots:				5	5	5	5	0	0	5	5	5	5	5	0	0	5	\$0.00
Total GRP/GIMP(000):				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	



Buy Detail Report

Client: Friends of Scott Walker
 Media: Radio
 Product: Scott Walker for Governor
 Market: Wisconsin (UNRATED)
 Primary Demo: Adults 35+
 Separation between spots: 30

Estimate: 236
 Description: 2018R SWF WI UNRATED 0925-1105
 Flight Start Date: 9/25/2018 05:00 AM
 Flight End Date: 11/5/2018 04:59 AM
 Buyer: Cindy Murphy

Order #: 236-2861
 Revision #: Date: 9/24/2018
 Vendor: WGBW-AM
 1414 16TH STREET
 Two Rivers, WI 54241
 Send Billing To: Nonbox
 5307 S. 92nd Street
 Hales Corners, WI 53130
 Phone: 414-425-8800

Daypart Program	Daypart Code	STN Gross	Days	Dur	Tue 10/23	Wed 10/24	Thu 10/25	Fri 10/26	Sat 10/27	Sun 10/28	Mon 10/29	Tue 10/30	Wed 10/31	Thu 11/1	Fri 11/2	Sat 11/3	Sun 11/4	Mon 11/5	Total Spots	Adults 35+ Rtg/CPP
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WGBW-AM
 MTuWThF 6:00a-7:00p RT \$23.53 60 5 5 5 5 0 0 5 5 5 5 5 5 0 0 5 150 0.0

Total Spots: 5 5 5 5 0 0 5 5 5 5 0 0 5 150
 Total GRP/GIMP(000): 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
 Total CPP/CPM: \$3,529.50
 Total Cost: \$3,529.50
 Market Monthly Summary

SEP 18 \$470.60 20
 OCT 18 \$2,353.00 100
 NOV 18 \$705.90 30
 Total Cost: \$3,529.50 150



Traffic Instructions

MARKET: **Wisconsin Unrated** STATION: **WGBW-AM**

Friends of Scott Walker (jobSWF-2018R1-Est 232)	DATE: September 10, 2018
DESCRIPTION: 2018r swf wi unrated 0911	ESTIMATE: 232

These instructions do not constitute an order of time. Question regarding time purchase should be addressed to the buyer or station rep.

Attention Required

IMPORTANT - always be sure to match specific traffic to specific Estimate numbers! (not all traffic and stations and estimate numbers are the same)

As required - please **REPLY** to traffic email, confirming receipt.

IMPORTANT - Everyone listed at the Top Right corner of this traffic sheet has received this traffic. If there is anyone else that you would like me to include to receive future traffic, please provide me with their Name, Email, Phone & Department so I can add them to our traffic database. (i.e. traffic dept, production, or anyone else) If you want me to edit or remove anyone, please let me know that as well.

DATE	ISCI	TITLE	LENGTH	PERCENTAGE
9/11/18 - 9/11/18	SWFG8603R	Spot 18	:60	100%
9/12/18 - 9/17/18	SWFG8603R	Spot 18	:60	50%
9/12/18 - 9/17/18	SWFG8601R	Spot 16	:60	50%

Link to creative files: <http://cdn.mediaspotbox.com/nonbox/ticket/2031/index.html>

Ticket: #2031



Traffic Instructions

Mark Heller - wgbw@isol.net

MARKET: **Wisconsin Unrated** STATION: **WGBW-AM**

9/17

Friends of Scott Walker (jobSWF-2018R1-2Est 232)	DATE: September 17, 2018
DESCRIPTION: 2018r swf wi unrated 0911	ESTIMATE: 232

These instructions do not constitute an order of time. Question regarding time purchase should be addressed to the buyer or station rep.

Attention Required

IMPORTANT - always be sure to match specific traffic to specific Estimate numbers! (not all traffic and stations and estimate numbers are the same)

As required - please **REPLY** to traffic email, confirming receipt.

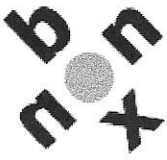
IMPORTANT - Everyone listed at the Top Right corner of this traffic sheet has received this traffic. If there is anyone else that you would like me to include to receive future traffic, please provide me with their Name, Email, Phone & Department so I can add them to our traffic database. (i.e. traffic dept, production, or anyone else) If you want me to edit or remove anyone, please let me know that as well.

DATE	ISCI	TITLE	LENGTH	PERCENTAGE
9/18/18 - 9/20/18	SWFG8603R	Spot 18	:60	50%
9/18/18 - 9/20/18	SWFG8601R	Spot 16	:60	50%

Link to creative files: <http://cdn.mediaspotbox.com/nonbox/ticket/2056/index.html>

Ticket: #2056

If you have any questions, please contact Donna Limon, Traffic Director.
DonnaL@nonbox.com, Direct: (414) 367-2134, Main: (414) 425-8800 x166



REVISED
Traffic Instructions

Mark Heller - wgbw@sol.net

9/19

MARKET: Wisconsin Unrated STATION: WGBW-AM

Friends of Scott Walker (jobSWF-2018R1-3-Est 232)	DATE: September 19, 2018
DESCRIPTION: 2018r swf wi unrated 0911	ESTIMATE: 232

These instructions do not constitute an order of time. Question regarding time purchase should be addressed to the buyer or station rep.

Attention Required

REVISION: starting tomorrow 9/20/18, please run new spot(s).

IMPORTANT - always be sure to match specific traffic to specific Estimate numbers! (not all traffic and stations and estimate numbers are the same)

As required - please **REPLY** to traffic email, confirming receipt.

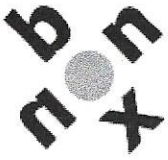
IMPORTANT - Everyone listed at the Top Right corner of this traffic sheet has received this traffic. If there is anyone else that you would like me to include to receive future traffic, please provide me with their Name, Email, Phone & Department so I can add them to our traffic database. (i.e. traffic dept, production, or anyone else) If you want me to edit or remove anyone, please let me know that as well.

DATE	ISCI	TITLE	LENGTH	PERCENTAGE
9/20/18 - 9/27/18	SWFG8607R	Spot 22	:60	50%
9/20/18 - 9/27/18	SWFG8611R	Spot 26	:60	50%

Link to creative files: <http://cdn.mediaspotbox.com/nonbox/ticket/2078/index.html>

Ticket: #2078

If you have any questions, please contact Donna Limon, Traffic Director.
DonnaL@nonbox.com, Direct: (414) 367-2134, Main: (414) 425-8800 x166



Traffic Instructions

MARKET: **Wisconsin Unrated** STATION: **WGBW-AM**

Friends of Scott Walker (jobSWF-2018R2-Est 236)	DATE: September 24, 2018
DESCRIPTION: 2018R SWF WI UNRATED 0925-1105	ESTIMATE: 236

These instructions do not constitute an order of time. Question regarding time purchase should be addressed to the buyer or station rep.

Attention Required

FYI - on Sept 19 I had sent you traffic with end date of 9/27/18 but then realized that Estimate 232 actually ends on 9/24/18 so this traffic is now for your new Estimate 236.

IMPORTANT - always be sure to match specific traffic to specific Estimate numbers! (not all traffic and stations and estimate numbers are the same)

As required - please **REPLY** to traffic email, confirming receipt.

IMPORTANT - Everyone listed at the Top Right corner of this traffic sheet has received this traffic. If there is anyone else that you would like me to include to receive future traffic, please provide me with their Name, Email, Phone & Department so I can add them to our traffic database. (i.e. traffic dept, production, or anyone else) If you want me to edit or remove anyone, please let me know that as well.

DATE	ISCI	TITLE	LENGTH	PERCENTAGE
9/25/18 - 9/27/18	SWFG8607R	Spot 22	:60	50%
9/25/18 - 9/27/18	SWFG8611R	Spot 26	:60	50%

Link to creative files: <http://cdn.mediaspotbox.com/nonbox/ticket/2088/index.html>

Ticket #2088



Traffic Instructions

9/27

Mark Heller - wgbw@isol.net

MARKET: **Wisconsin Unrated** STATION: **WGBW-AM**

Friends of Scott Walker (jobSWF-2018R2-2-Est 236)	DATE: September 27, 2018
DESCRIPTION: 2018R SWF WI UNRATED 0925-1105	ESTIMATE: 236

These instructions do not constitute an order of time. Question regarding time purchase should be addressed to the buyer or station rep.

Attention Required

IMPORTANT - always be sure to match specific traffic to specific Estimate numbers! (not all traffic and stations and estimate numbers are the same)

As required - please **REPLY** to traffic email, confirming receipt.

IMPORTANT - Everyone listed at the Top Right corner of this traffic sheet has received this traffic. If there is anyone else that you would like me to include to receive future traffic, please provide me with their Name, Email, Phone & Department so I can add them to our traffic database. (i.e. traffic dept, production, or anyone else) If you want me to edit or remove anyone, please let me know that as well.

DATE	ISCI	TITLE	LENGTH	PERCENTAGE
9/28/18 - 10/4/18	SWFG8607R	Spot 22	:60	50%
9/28/18 - 10/4/18	SWFG8606R	Spot 21	:60	50%

Link to creative files: <http://cdn.mediaspotbox.com/nonbox/ticket/2100/index.html>

Ticket #2100

If you have any questions, please contact Donna Limon, Traffic Director.
DonnaL@nonbox.com, Direct: (414) 367-2134, Main: (414) 425-8800 x166



Traffic Instructions

Mark Heller - wgbw@isol.net

MARKET: **Wisconsin Unrated** STATION: **WGBW-AM**

10/4-1

Friends of Scott Walker (jobSWF-2018R2-3-Est 236)	DATE: October 4, 2018
DESCRIPTION: 2018R SWF WI UNRATED 0925-1105	ESTIMATE: 236

These instructions do not constitute an order of time. Question regarding time purchase should be addressed to the buyer or station rep.

Attention Required

Please continue rotating these spots through Sunday 10/7/18.

IMPORTANT - always be sure to match specific traffic to specific Estimate numbers! (not all traffic and stations and estimate numbers are the same)

As required - please **REPLY** to traffic email, confirming receipt.

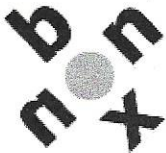
IMPORTANT - Everyone listed at the Top Right corner of this traffic sheet has received this traffic. If there is anyone else that you would like me to include to receive future traffic, please provide me with their Name, Email, Phone & Department so I can add them to our traffic database. (i.e. traffic dept, production, or anyone else) If you want me to edit or remove anyone, please let me know that as well.

DATE	ISCI	TITLE	LENGTH	PERCENTAGE
10/5/18 - 10/7/18	SWFG8607R	Spot 22	:60	50%
10/5/18 - 10/7/18	SWFG8606R	Spot 21	:60	50%

Link to creative files: <http://cdn.mediaspotbox.com/nonbox/ticket/2138/index.html>

Ticket: #2138

If you have any questions, please contact Donna Limon, Traffic Director.
DonnaL@nonbox.com, Direct (414) 367-2134, Main: (414) 425-8800 x166



Traffic Instructions

10/4 #2

Mark Heller - wgbw@sol.net

MARKET: **Wisconsin Unrated** STATION: **WGBW-AM**

Friends of Scott Walker (jobSWF-2018R2-4-Est 236)	DATE: October 4, 2018
DESCRIPTION: 2018R SWF WI UNRATED 0925-1105	ESTIMATE: 236

These instructions do not constitute an order of time. Question regarding time purchase should be addressed to the buyer or station rep.

Attention Required

Starting **Monday 10/8/18** please run new spot **SWFG8608R** "Spot 23" @ 100%.

IMPORTANT - always be sure to match specific traffic to specific Estimate numbers! (not all traffic and stations and estimate numbers are the same)

As required - please **REPLY** to traffic email, confirming receipt.

IMPORTANT - Everyone listed at the Top Right corner of this traffic sheet has received this traffic. If there is anyone else that you would like me to include to receive future traffic, please provide me with their Name, Email, Phone & Department so I can add them to our traffic database. (i.e. traffic dept, production, or anyone else) If you want me to edit or remove anyone, please let me know that as well.

DATE	ISCI	TITLE	LENGTH	PERCENTAGE
10/8/18 - 10/15/18	SWFG8608R	Spot 23	:60	100%

Link to creative files: <http://cdn.mediaspotbox.com/nonbox/ticket/2142/index.html>

Ticket: #2142

If you have any questions, please contact Donna Limon, Traffic Director.
Donnal@nonbox.com, Direct: (414) 367-2134, Main: (414) 425-8800 x166

November 15, 2018

Memo to: Political Files WGBW-AM and WLAK-AM

From: Mark Heller

Due to Unforeseen Circumstances, the computer, printer and scanner for our radio stations was completely destroyed in an accident.

In our attempt to salvage the equipment, and seeking repairs, it was deemed to be impossible, so all new equipment was purchased, updated and installed on November 14, 2018. It was tested late on November 14th.

The FCC Help Desk was closed on November 15, 2018, and unable to provide us with the necessary Pass Codes to access our Public Files.

We were able to get this information, via another source late on November 15th.

It should be noted, in the General Election of November 6, 2018, we did not receive ANY direct advertising buys from either of the State Senate candidates, nor the Attorney General candidates.

Any and all copies of checks have had the account numbers and routing numbers intentionally deleted, prior to scanning

Mark Heller
11/15/18.