

## 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**

<b>Station and Location:</b> WGBW-AM, Denmark, WI and WLAK-AM, New Holstein, WI	<b>Date:</b> 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

Order #: 232-2374

Revision #:

Date: 9/8/2018

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

Buyer: Cindy Murphy

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	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Total Spots
WGBW-AM																		
MTuWThF 6:00a-7:00p	RT	\$23.53	Dur	9/11	9/12	9/13	9/14	9/15	9/16	9/17	9/18	9/19	9/20	9/21	9/22	9/23	9/24	60
				5	5	5	5	0	0	5	5	5	5	5	0	0	5	50
				5	5	5	5	0	0	5	5	5	5	5	0	0	5	50
				Total Spots:														50
				Total Cost:														\$1,176.50
				Market Monthly Summary														\$1,176.50
				SEP 18														\$1,176.50
				Total Cost:														\$1,176.50



# Buy Detail Report

Order #: 236-2861

Revision #:

Date: 9/24/2018

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

Send Billing To: Nonbox  
 5307 S. 92nd Street  
 Hales Corners, WI 53130  
 Phone: 414-425-8800

Daypart Program	Daypart Code	STN Gross	Days														Rtg/CPP	
			Dur	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
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

Vendor: WGBW-AM  
 1414 16TH STREET  
 Two Rivers, WI 54241

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	Dur 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	





# Traffic Instructions

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

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

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.

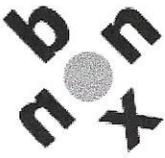
IMPORTANT - Everyone listed at the Top Right corner of this traffic sheet has received this traffic. If there is anyone else that you would like me to include to receive future traffic, please provide me with their Name, Email, Phone & Department so I can add them to our traffic database. (i.e. traffic 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@isol.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**

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

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)

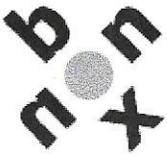
**As required** - please **REPLY** to traffic email, confirming receipt.

**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)

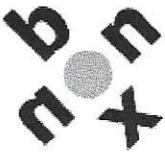
**As required** - please **REPLY** to traffic email, confirming receipt.

**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



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@lsol.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](mailto: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 14<sup>th</sup>.

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 15<sup>th</sup>.

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.