

# ORDER



**Orders**  
**Order / Rev:** 291799  
**Alt Order #:** 08330836  
**Product Desc:** Anti-Ron Johnson/LCV VICTORY FUND  
**Estimate:** 5098  
**Flight Dates:** 07/31/16 - 08/07/16  
**Original Date / Rev:** 07/22/16 / 07/22/16  
**Order Type:** GENERAL

**WDJT-TV-LP CBS58**  
**Primary AE:** Mica Hansen  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency Name:** Waterfront Strategies  
**Buying Contact:** Maura Gilroy  
**Billing Contact:**  
 3050 K Street NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Issue/League of Conservation Voters  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Priority:** P-2  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 08/01/16   | 08/07/16 | 36      | \$16,360.00  | \$13,906.00 |

**Totals**

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| August 2016   | 36        | \$16,360.00        | \$13,906.00        | 0.00        |
| <b>Totals</b> | <b>36</b> | <b>\$16,360.00</b> | <b>\$13,906.00</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Mica Hansen       |              |              | Start Of Order - End Of Order | 100%    |

| Order Share      | Share | Total        |
|------------------|-------|--------------|
| WDJT-TV-LP CBS58 | 16%   | \$16,360.00  |
| Market           | 100%  | \$102,250.00 |

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| WBME              | 0%    | \$0.00      |
| WCGV              | 0%    | \$0.00      |
| WISN              | 24%   | \$24,540.00 |
| WITI              | 28%   | \$28,630.00 |
| WMLW-             | 2%    | \$2,045.00  |
| WPXE              | 0%    | \$0.00      |
| WTMJ              | 28%   | \$28,630.00 |
| WVTV              | 2%    | \$2,045.00  |
| WYTU              | 0%    | \$0.00      |

| Ln  | Ch   | Start             | End             | Inventory Code                                | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|-----|------|-------------------|-----------------|---|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| E 1 | WDJT | 08/01/16          | 08/05/16        | M-F Late News<br>M-F Late News                | CM    | 10p-1035p         | MTWTF-- | :30 | 1     | \$1,000.00  | P-2 | 0.00          | NM   | 1     | \$1,000.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|     |      | Week: 08/01/16    | 08/07/16        | MTWTF--                                       |       | 1                 |         |     |       | \$1,000.00  |     | 0.00          |      |       |            |
| E 2 | WDJT | 08/01/16          | 08/05/16        | LF 1035p-1135p<br>Late Show w/Stephen Colbert | CM    | 1035p-1137p       | MTWTF-- | :30 | 1     | \$500.00    | P-2 | 0.00          | NM   | 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: 08/01/16    | 08/07/16        | MTWTF--                                       |       | 1                 |         |     |       | \$500.00    |     | 0.00          |      |       |            |

Order / Rev: 291799  
 Alt Order #: 08330836  
 Flight Dates: 07/31/16 - 08/07/16

Advertiser: Issue/League of Conservation Voters  
 Product Desc: Anti-Ron Johnson/LCV VICTORY FUND  
 Estimate: 5098  
 WDJT-TV-LP CBS58

| Ln   | Ch   | Start             | End             | Inventory Code                                      | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|------|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 3  | WDJT | 08/01/16          | 08/05/16        | Y&R 11a-12p<br>The Young & the Restless 11a-1       | CM    | 11a - 12p      | MTWTF-- | :30 | 1                 | \$400.00    | P-2 | 0.00          | NM   | 1     | \$400.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 08/01/16    | 08/07/16        | MTWTF--   |       |                |         |     | 1                 | \$400.00    |     | 0.00          |      |       |            |
| E 4  | WDJT | 08/01/16          | 08/05/16        | CBS Block 1230p-2p<br>CBS Block 1230p-2p            | CM    | 1230p-2p       | MTWTF-- | :30 | 2                 | \$300.00    | P-2 | 0.00          | 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: 08/01/16    | 08/07/16        | MTWTF--   |       |                |         |     | 2                 | \$300.00    |     | 0.00          |      |       |            |
| E 5  | WDJT | 08/01/16          | 08/05/16        | News at Noon<br>News at Noon                        | CM    | 12p-1230p      | MTWTF-- | :30 | 2                 | \$300.00    | P-2 | 0.00          | 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: 08/01/16    | 08/07/16        | MTWTF--   |       |                |         |     | 2                 | \$300.00    |     | 0.00          |      |       |            |
| E 6  | WDJT | 08/01/16          | 08/05/16        | 2p-3p<br>Rachael Ray                                | CM    | 2p-3p          | MTWTF-- | :30 | 1                 | \$150.00    | P-2 | 0.00          | NM   | 1     | \$150.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 08/01/16    | 08/07/16        | MTWTF--   |       |                |         |     | 1                 | \$150.00    |     | 0.00          |      |       |            |
| E 7  | WDJT | 08/01/16          | 08/05/16        | 3p-4p<br>Dr Phil                                    | CM    | 3p-4p          | MTWTF-- | :30 | 2                 | \$200.00    | P-2 | 0.00          | 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: 08/01/16    | 08/07/16        | MTWTF--   |       |                |         |     | 2                 | \$200.00    |     | 0.00          |      |       |            |
| E 8  | WDJT | 08/01/16          | 08/05/16        | M-F 4p-5p News<br>M-F 4p-5p News                    | CM    | 4p-5p          | MTWTF-- | :30 | 2                 | \$200.00    | P-2 | 0.00          | 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: 08/01/16    | 08/07/16        | MTWTF--   |       |                |         |     | 2                 | \$200.00    |     | 0.00          |      |       |            |
| E 9  | WDJT | 07/31/16          | 08/04/16        | Morn News Sun-TH 430-5M<br>Mrgg News Sun-Th 430x-5x | CM    | 430x-5x        | MTWT--S | :30 | 1                 | \$30.00     | P-3 | 0.00          | NM   | 1     | \$30.00    |
| E 10 | WDJT | 08/01/16          | 08/05/16        | M-F 5pm News<br>M-F 5pm News                        | CM    | 5p-530p        | MTWTF-- | :30 | 2                 | \$500.00    | P-2 | 0.00          | NM   | 2     | \$1,000.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 08/01/16    | 08/07/16        | MTWTF--   |       |                |         |     | 2                 | \$500.00    |     | 0.00          |      |       |            |
| E 11 | WDJT | 08/01/16          | 08/05/16        | Morning News M-F 5a - 6M<br>M-F 5a - 6a             | CM    | 5a - 6a        | MTWTF-- | :30 | 2                 | \$60.00     | P-2 | 0.00          | NM   | 2     | \$120.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 08/01/16    | 08/07/16        | MTWTF--   |       |                |         |     | 2                 | \$60.00     |     | 0.00          |      |       |            |
| E 12 | WDJT | 08/01/16          | 08/05/16        | Jeopardy 6p-630p<br>6p-630p/Jeopardy                | CM    | M-F 6p-630p    | MTWTF-- | :30 | 1                 | \$1,400.00  | P-2 | 0.00          | NM   | 1     | \$1,400.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 08/01/16    | 08/07/16        | MTWTF--   |       |                |         |     | 1                 | \$1,400.00  |     | 0.00          |      |       |            |
| E 13 | WDJT | 08/01/16          | 08/05/16        | Morning News M-F 6a - 7M<br>M-F 6a - 7a             | CM    | 6a-7a          | MTWTF-- | :30 | 3                 | \$100.00    | P-2 | 0.00          | NM   | 3     | \$300.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 08/01/16    | 08/07/16        | MTWTF--   |       |                |         |     | 3                 | \$100.00    |     | 0.00          |      |       |            |
| E 14 | WDJT | 08/01/16          | 08/05/16        | CBS Mrgg Nws M-F 7-9M<br>CBS This Morning M-F 7a-9a | CM    | 7a-9a          | MTWTF-- | :30 | 4                 | \$100.00    | P-2 | 0.00          | NM   | 4     | \$400.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 08/01/16    | 08/07/16        | MTWTF--   |       |                |         |     | 4                 | \$100.00    |     | 0.00          |      |       |            |
| E 15 | WDJT | 08/06/16          | 08/06/16        | Sat Late News<br>Sat Late News                      | CM    | 10p-1035p      | -----1- | :30 | 1                 | \$600.00    | P-2 | 0.00          | NM   | 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: 08/01/16    | 08/07/16        | -----1-   |       |                |         |     | 1                 | \$600.00    |     | 0.00          |      |       |            |
| E 16 | WDJT | 08/06/16          | 08/06/16        | Sat 1035p-1135p<br>The Closer                       | CM    | 1035p-1135p    | -----1- | :30 | 1                 | \$200.00    | P-2 | 0.00          | NM   | 1     | \$200.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 08/01/16    | 08/07/16        | -----1-   |       |                |         |     | 1                 | \$200.00    |     | 0.00          |      |       |            |
| E 17 | WDJT | 08/06/16          | 08/06/16        | CBS Sat Morn Nws 6a-8M<br>CBS Sat Morn Nws 6a-8a    | CM    | 6a-8a          | -----2- | :30 | 2                 | \$80.00     | P-2 | 0.00          | NM   | 2     | \$160.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 08/01/16    | 08/07/16        | -----2-   |       |                |         |     | 2                 | \$80.00     |     | 0.00          |      |       |            |

Order / Rev: 291799  
 Alt Order #: 08330836  
 Flight Dates: 07/31/16 - 08/07/16

Advertiser: Issue/League of Conservation Voters  
 Product Desc: Anti-Ron Johnson/LCV VICTORY FUND  
 Estimate: 5098  
 WDJT-TV-LP CBS58

| Ln   | Ch   | Start             | End             | Inventory Code                                     | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type   | Spots | Amount      |
|------|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|--------|-------|-------------|
| E 18 | WDJT | 08/07/16          | 08/07/16        | Sun 1135p-1235a<br>Blue Bloods                     | CM    | 1135p-1235a       | -----1  | :30 | 1     | \$100.00    | P-3 | 0.00          | NM     | 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: 08/01/16    | 08/07/16        | -----1   |       | 1                 |         |     |       | \$100.00    |     | 0.00          |        |       |             |
| E 19 | WDJT | 08/07/16          | 08/07/16        | Sun 530pm News<br>Sun 530pm News                   | CM    | 530p-8p           | -----1  | :30 | 1     | \$500.00    | P-2 | 0.00          | NM     | 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: 08/01/16    | 08/07/16        | -----1   |       | 1                 |         |     |       | \$500.00    |     | 0.00          |        |       |             |
| E 20 | WDJT | 08/07/16          | 08/07/16        | CBS58 Sun Morning 7a-8a<br>CBS58 Sun Morning 7a-8a | CM    | 7a-8a             | -----1  | :30 | 1     | \$200.00    | P-2 | 0.00          | NM     | 1     | \$200.00    |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
|      |      | Week: 08/01/16    | 08/07/16        | -----1   |       | 1                 |         |     |       | \$200.00    |     | 0.00          |        |       |             |
| E 21 | WDJT | 08/07/16          | 08/07/16        | CBS Sunday Morn 758a-8a<br>CBS Sunday Morning      | CM    | 8a-930a           | -----1  | :30 | 1     | \$800.00    | P-2 | 0.00          | NM     | 1     | \$800.00    |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
|      |      | Week: 08/01/16    | 08/07/16        | -----1   |       | 1                 |         |     |       | \$800.00    |     | 0.00          |        |       |             |
| E 22 | WDJT | 08/04/16          | 08/04/16        | Jeopardy 6p-630p<br>6p-630p/Jeopardy               | CM    | M-F 6p-630p       | ---1--- | :30 | 1     | \$1,500.00  | P-2 | 0.00          | NM     | 1     | \$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: 08/01/16    | 08/07/16        | ---1---  |       | 1                 |         |     |       | \$1,500.00  |     | 0.00          |        |       |             |
| E 23 | WDJT | 08/04/16          | 08/04/16        | Favre HOF Special<br>Favre HOF Special             | CM    | 7-730pm           | ---1--- | :30 | 1     | \$2,500.00  | P-2 | 0.00          | NM     | 1     | \$2,500.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
|      |      | Week: 08/01/16    | 08/07/16        | ---1---  |       | 1                 |         |     |       | \$2,500.00  |     | 0.00          |        |       |             |
| E 24 | WDJT | 08/02/16          | 08/02/16        | Tu 8p - 9p<br>Tu 8p - 9p                           | CM    | Tu 8p - 9p        | -1----- | :30 | 1     | \$2,500.00  | P-2 | 0.00          | NM     | 1     | \$2,500.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
|      |      | Week: 08/01/16    | 08/07/16        | -1-----  |       | 1                 |         |     |       | \$2,500.00  |     | 0.00          |        |       |             |
|      |      |                   |                 |  |       |                   |         |     |       |             |     |               | Totals | 36    | \$16,360.00 |

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

|                              |              |
|------------------------------|--------------|
| <b>Station and Location:</b> | <b>Date:</b> |
|------------------------------|--------------|

I, **WATERFRONT STRATEGIES**

do hereby request station time concerning the following issue:

|   |
|---|
| <b>LEAGUE OF CONSERVATION VOTERS VICTORY FUND - WI SENATE</b> |
|---|

| 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  
Gone Karpinski - President  
Came Clark - 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

202-338-8700

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title