

ORDER



Orders
Order / Rev: 292422
Alt Order #: 08339952
Product Desc: Anti-DA John Chisholm
Estimate: 92
Flight Dates: 08/01/16 - 08/14/16
Original Date / Rev: 08/03/16 / 08/03/16
Order Type: GENERAL

WDJT-TV-LP CBS58

Primary AE: Mica Hansen
Sales Office: HDC
Sales Region: NAT

Agency
Name: Brabender Cox
Buying Contact:
Billing Contact:
 1218 Grandview Ave.
 Pittsburgh, PA 15211

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

Advertiser
Name: Issue/Milwaukeeans for Self Governar
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	08/08/16	19	\$10,280.00	\$8,738.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	19	\$10,280.00	\$8,738.00	0.00
Totals	19	\$10,280.00	\$8,738.00	0.00

Account Executives

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

Order Share

Order Share	Share	Total
WDJT-TV-LP CBS58	14%	\$10,280.00
Market	100%	\$73,428.57

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	34%	\$24,965.71
WITI	29%	\$21,294.29
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	23%	\$16,888.57
WVTV	0%	\$0.00
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	08/05/16	08/05/16	M-F Late News	CM	10p-1035p	----1--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
M-F Late News															
		<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			\$1,000.00		0.00			
E 2	WDJT	08/05/16	08/05/16	M-F 5pm News	CM	5p-530p	----1--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
M-F 5pm News															
		<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			

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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	08/05/16	08/05/16	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	----1--	:30	1	\$100.00	P-2	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 4	WDJT	08/05/16	08/05/16	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	----1--	:30	1	\$100.00	P-2	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 5	WDJT	08/08/16	08/08/16	M-F Late News M-F Late News	CM	10p-1035p	1-----	: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: 08/08/16	08/14/16	1-----					1	\$1,000.00		0.00			
E 6	WDJT	08/08/16	08/08/16	M-F 5pm News M-F 5pm News	CM	5p-530p	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: 08/08/16	08/14/16	1-----					1	\$500.00		0.00			
E 7	WDJT	08/08/16	08/08/16	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	1-----	:30	1	\$100.00	P-2	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: 08/08/16	08/14/16	1-----					1	\$100.00		0.00			
E 8	WDJT	08/08/16	08/08/16	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	1-----	:30	1	\$100.00	P-2	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: 08/08/16	08/14/16	1-----					1	\$100.00		0.00			
E 9	WDJT	08/06/16	08/06/16	Sat Late News 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 10	WDJT	08/06/16	08/06/16	Sat 5pm News Sat 5pm News	CM	5p-530p	-----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 11	WDJT	08/06/16	08/06/16	CBS Sat Morn Nws 6a-8a CBS Sat Morn Nws 6a-8a	CM	6a-8a	-----1-	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
		<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	\$80.00		0.00			
E 12	WDJT	08/07/16	08/07/16	Sun Late News Sun Late News	CM	10p-1035p	-----1	: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	-----1					1	\$1,000.00		0.00			
E 13	WDJT	08/07/16	08/07/16	Sun 530pm News Sun 530pm News	CM	530p-6p	-----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 14	WDJT	08/07/16	08/07/16	CBS Sunday Morn 758a-9a 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 15	WDJT	08/04/16	08/04/16	M-F Late News M-F Late News	CM	10p-1035p	---1---	: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	---1---					1	\$1,000.00		0.00			
E 16	WDJT	08/04/16	08/04/16	M-F 5pm News M-F 5pm News	CM	5p-530p	---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 17	WDJT	08/04/16	08/04/16	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	---1---	:30	1	\$100.00	P-2	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			

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E 17	WDJT	08/04/16	08/04/16	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	---1---	:30	1	\$100.00	P-2	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 18	WDJT	08/04/16	08/04/16	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	---1---	:30	1	\$100.00	P-2	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	08/04/16	08/05/16	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	---TF--	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
		<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	---TF--		1			\$1,700.00			0.00			
													Totals	19	\$10,280.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date: 8/2/106
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I, **BRABENDERCox LLC**

do hereby request station time concerning the following issue:

MILWAUKEEANS FOR SELF GOVERNANCE

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

This broadcast time will be used by: MILWAUKEEANS FOR SELF GOVERNANCE

**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):

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

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):

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

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

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

MILWAUKEEANS FOR SELF GOVERNANCE

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):

Craig Peterson

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)

8/3/2016	Liz Brabender Kundu	703-896-5300
<small>Date</small>	<small>Digitally signed by Liz Brabender Kundu Date: 2016.08.03 07:57:49 -04'00'</small> <small>Signature</small>	<small>Contact Phone Number</small>

TO BE SIGNED BY STATION REPRESENTATIVE

☐ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

_____	_____	_____
<small>Signature</small>	<small>Printed Name</small>	<small>Title</small>

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

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.