

*Citizens for Rauner for Governor*  
11/3-11/4/14  
# 1964100

## POLITICAL FILE CHECK LIST

- ☒ Sent Statement of Policy on Political Advertising
- ☒ Original Order and Any revisions to order
- ☒ Station Contract
- ☒ Certification from (Federal only) *N/A*
- ☒ NAB form including authorized officers, directors, agents
- ☐ Rebate information
- ☒ Copy orders sent to Champaign office *Sent 11/4/14*
- ☐ Check

*Note: Class of time must be shown on contracts and invoices.  
Retention Period: Two Years*



# ORDER WORKSHEET

Rep Order# 10454063 Ver# 3

Status Revised

Traffic Order# 1964400

Last Received:  
10/31/14 12:31 PM

Showing Buylines:

1 of 2

Station WRSP-TV SPRINGFIELD, IL  
Advertiser (NW80) POLITICAL  
Product CITIZENS FOR RAUNER  
Estimate#  
Buyer DEDE JEFFERY

Agency (TARE) TARGET ENTERPRISES  
15260 VENTURA BLVD, SUITE 1240  
SHERMAN OAKS, CA 91403  
Agency C/P1/P2/E  
Flight Dates 11/03/14-11/04/14

Rep Firm MILLENNIUM SALES & MARKETING  
Sales Office (LA) LOS ANGELES  
Salesperson (JAV) JENNA AVISHAY  
Sales Assistant RONNIE  
Salesperson Phone# 323-966-5205  
Salesperson Fax# 917-206-9005

## --- CONTRACT COMMENT ---

CITIZENS FOR RAUNER

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

## --- REMARKS ---

\*\*\*URGENT REVISION\*\*\* ADDED LNS 3,4 REV TTL=\$1500 PLS CONFIRM THANKS JENNA

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/	Rate	Dates	Spots/	Num of	Total	Total Cost
						(000)			Week	Weeks	Spots	
3*	M	9P-930P	NEWS	30	2.5	2.5	\$400.00	11/03-11/03	1	1	1	\$400.00
Sales remark: V3 MOVED MONEY FROM W/O 10/27 - HL # 10439493												
V3 Added												
4*	M	930P-10P	NEWS	30	2.5	2.5	\$400.00	11/03-11/03	1	1	1	\$400.00
Sales remark: V3 MOVED MONEY FROM W/O 10/27 - HL # 10439493												
V3 Added												

## ---REPORT TOTALS---

Report Totals: 2 / \$800.00

## ---SALES MONTHLY TOTALS---

Nov2014: 5 / \$1,500.00

Order Totals: 5 / \$1,500.00

## ---COMPETITIVE---

Market Totals \$39,577.84 CABL .00% ERSP .00% WAND 35.23% WBUI .00% WCIA 33.60%  
WDFN .00% WICS 27.37% WRSP 3.79%

# ORDER WORKSHEET

Rep Order# 10454063 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 10/30/14 1:56 PM  
Last Received: 10/30/14 12:19 PM  
Showing Buylines: All Rep Changes or Last Station Changes

1 of 2

Station WRSP-TV SPRINGFIELD, IL  
Advertiser (NW80) POLITICAL  
Product CITIZENS FOR RAUNER  
Estimate#  
Buyer DEDE JEFFERY

Agency (TARE) TARGET ENTERPRISES  
15260 VENTURA BLVD., SUITE 1240  
SHERMAN OAKS, CA 91403  
Agency C/P1/P2/E  
Flight Dates 11/03/14-11/04/14

Rep Firm MILLENNIUM SALES & MARKETING  
Sales Office (LA) LOS ANGELES  
Salesperson (JAV) JENNA AVISHAY  
Sales Assistant RONNIE  
Salesperson Phone# 323-966-5205  
Salesperson Fax# 917-206-9005

## --- CONTRACT COMMENT ---

CITIZENS FOR RAUNER

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

## --- REMARKS ---

\*\*\*URGENT NEW ORDER\*\*\* - BEGINS MON 11/3 ORD TTL-\$700.3X PLS CONFIRM THANKS JENNA

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
1	M-Tu	6A-830a	GOOD DAY ILLINOIS	30	2.5	5.0	\$150.00	11/03-11/04	2	1	2	\$300.00
2	M	9P-930P	FOX LATE NEWS	30	2.5	2.5	\$400.00	11/03-11/03	1	1	1	\$400.00

## ---REPORT TOTALS---

Report Totals: 3 / \$700.00

## ---SALES MONTHLY TOTALS---

Nov2014: 3 / \$700.00  
Order Totals: 3 / \$700.00  
Total GRPs: 7.5

## --- COMPETITIVE ---

Market Totals \$18,469.66  
CABL .00% ERSP .00% WAND 35.23% WBUI .00% WCIA 33.60%  
WDFN .00% WICS 27.37% WRSP 3.79%

Books [nu11]  
Demos RA55+P



WRSP-TV, WCCU Combo 65/35 WRS  
3003 Old Rochester Rd  
Springfield, IL 62703

Target Enterprises  
15260 Ventura Blvd  
Ste 1240  
Sherman Oaks, CA 91403

**Contract # 1964400**

**Schedule Dates**

11/03/14-11/04/14

**Advertiser**

Citizens for Rauner (4373)

**Agency**

Target Enterprises (2076)

**Product**

POLITICAL CANDIDATE (ns) (1186)

**Brand**

CITIZENS FOR RAUNER (540920)

**Salesperson**

Millennium/LA, Los Angeles (1101)

**Sales Office**

Millennium Los Angeles

**Buyer Name**

JEFFERY, DEDE

**Phone/Fax**

/

**CPE**

N/A

**Account Types**

National/Political Candidate Agency BRD

**Billing Type**

Standard

**Comments**

CITIZENS FOR RAUNER

Date Entered 10/30/14

Last Modified 10/31/14

Entered By Kathryn McCutcheon

CO-OP No

Headline # ECR10454063

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$225.00

Net Total \$1,275.00

Sales Tax

WRSP+WCCU Combo 65/35 (WRSP++)			
By Broadcast Month	Spots	Rate	
Nov. 2014	5	\$1,500.00	
Grand Total:	5	\$1,500.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	11/03/14-11/04/14	2	:30	8A- 8:30A (CST)	1	1							2	\$150.00	\$300.00	WRSP+WCCU Combo 65/35 (WRSP GOOD DAY ILLINOIS)		10/30/14
2.0	Normal Line / SPOT (2)	11/03/14-11/03/14	2	:30	9P- 9:30P (CST)	1		1						1	\$400.00	\$400.00	WRSP+WCCU Combo 65/35 (WRSP FOX LATE NEWS)		10/30/14
3.0	Normal Line / SPOT (3)	11/03/14-11/03/14	2	:30	9P- 9:30P (CST)	1		1						1	\$400.00	\$400.00	WRSP+WCCU Combo 65/35 (WRSP FOX LATE NEWS)		10/31/14
4.0	Normal Line / SPOT (4)	11/03/14-11/03/14	2	:30	9:30P- 10P (CST)	1		1						1	\$400.00	\$400.00	WRSP+WCCU Combo 65/35 (WRSP FOX LATE NEWS)		10/31/14

**CONFIRMATION CONTRACT**

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

## CANDIDATE CERTIFICATION

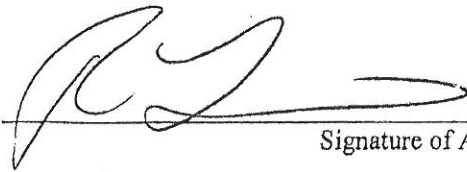
Client: Citizens for Ravner



The **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and the candidate has approved the broadcast.



The **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



Signature of Authorized Representative

Rande Levine

Printed Name

1/16/14

Date





Target Enterprises  
15260 Ventura Boulevard, Suite 1240  
Sherman Oaks, CA 91403  
(818) 905-0005

**AGREEMENT FORM FOR  
POLITICAL CANDIDATE ADVERTISING**

☐ FEDERAL CANDIDATE ☒ STATE/LOCAL CANDIDATE

Station and Location:	Date:
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I, Adam Stoll

being/on behalf of: Citizens for Rauner

a legally qualified candidate of the Republican

political party for the office of: Governor

in the General

election to be held on: Nov. 4

do hereby request station time as follows: **SEE ATTACHED SCHEDULES**


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

Citizens for Rauner

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:

David R. Casper

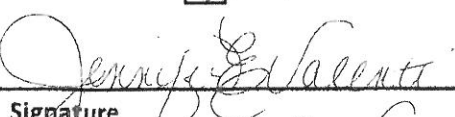
 8/21  
Signature of Candidate or Authorized Representative Date

To be Signed by Station Representative

☒ Accepted

☐ Accepted In Part

☐ Rejected

  
Signature Date

Jennifer E. Valenti, CSM  
Printed Name Title