

Rodney Davis for Congress
10/22 - 10/28/14
1956590

POLITICAL FILE CHECK LIST

- ☒ Sent Statement of Policy on Political Advertising
- ☒ Original Order and Any revisions to order
- ☒ Station Contract
- ☒ Certification from (Federal only)
- ☒ NAB form including authorized officers, directors, agents
- ☐ Rebate information
- ☒ Copy orders sent to Champaign office *Sent 10/24/14*
- ☒ Check

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



ORDER WORKSHEET

Rep Order# 10448866 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 10/21 14:45 AM
Last Received: 10/20/14 9:20 PM
Showing Buylines: All Rep Changes or Last Station Changes

1 of 2

Station WRSP-TV SPRINGFIELD, IL
Advertiser (NW80) POLITICAL
Product RODNEY DAVIS 4 CONG
Estimate#
Buyer MICHELLE IRVIN

Agency (STRM) STRATEGIC MEDIA SERVICES
1911 NORTH FT MYER DRIVE, SUITE 400
ARLINGTON, VA 22209
Agency C/P1/P2/E
Flight Dates 10/22/14-10/28/14

Rep Firm MILLENNIUM SALES & MARKETING
Sales Office (DC) WASHINGTON
Salesperson (MAB) ALEXANDRA BRADLEY
Sales Assistant
Salesperson Phone# 202-955-5342
Salesperson Fax# 202-955-5348

--- CONTRACT COMMENT ---

*****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 ---

NEW ORDER. NOTE-SPOTS ADDED LINE 14 AS MKGD FROM PREVIOUS SKED. PLUS CNF

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
1	W-F	M-Tu 9A-10A	WENDY	30	-	-	\$40.00	10/22-10/28	5	1	5	\$200.00
2	W-F	M-Tu 5P-6P	FEUD	30	-	-	\$150.00	10/22-10/28	5	1	5	\$750.00
3	W-F	M-Tu 6P-630P	BBT	30	-	-	\$400.00	10/22-10/28	5	1	5	\$2,000.00
4	W-F	M-Tu 630P-7P	BBT	30	-	-	\$500.00	10/22-10/28	3	1	3	\$1,500.00
5	W-F	M-Tu 9P-930P	NEWS	30	-	-	\$400.00	10/22-10/28	5	1	5	\$2,000.00
Buy Comment: OK TO RUN LATE												
6	W-F	M-Tu 930P-10P	NEWS	30	-	-	\$400.00	10/22-10/28	1	1	1	\$400.00
Buy Comment: OK TO RUN LATE												
7	Sa	230P-6P	FTBL	30	-	-	\$300.00	10/25-10/25	1	1	1	\$300.00
8	Sa	9P-930P	NEWS	30	-	-	\$200.00	10/25-10/25	1	1	1	\$200.00
Buy Comment: OK TO RUN LATE												
9	Su	9A-10A	NEWS	30	-	-	\$150.00	10/26-10/26	1	1	1	\$150.00

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Flight Dates 10/22/14-10/28/14

Rep Firm MILLENNIUM SALES & MARKETING
Sales Office (DC) WASHINGTON
Salesperson (MAB) ALEXANDRA BRADLEY
Sales Assistant
Salesperson Phone# 202-955-5342
Salesperson Fax# 202-955-5348

Ln	Day	Time	Program	Len	RTG/IMP	GRPs / (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
10	Su	12P-330P	NFL BEARS	30	-	-	\$3,600.00	10/26-10/26	1	1	1	\$3,600.00
11	Su	930P-10P	SPORTS EXTRA	30	-	-	\$100.00	10/26-10/26	1	1	1	\$100.00
12	W-F, M-Tu	830A-9A	NEWS	30	-	-	\$100.00	10/22-10/28	1	1	1	\$100.00
13	W-F, M-Tu	10P-11P	TMZ/DISH	30	-	-	\$75.00	10/22-10/28	1	1	1	\$75.00
14	M	7P-8P	GOTHAM	30	-	-	\$1,000.00	10/27-10/27	2	1	2	\$2,000.00

---REPORT TOTALS---

Report Totals: 33 / \$13,375.00

---SALES MONTHLY TOTALS---

Oct2014: 31 / \$11,375.00
Order Totals: 33 / \$13,375.00
--- COMPETITIVE ---
Market Totals \$119,419.64
Total GRPs: 0.0

Nov2014: 2 / \$2,000.00
CABL .00%
WDFN .00%
ERSP .00%
WICS 25.86%
WAND 26.17%
WRSP 11.20%

WBUI .00%
WCIA 36.77%

Books [nu11]
Demos RA35+P

---CREDIT RISK---

STANDARD CREDIT TERMS



WRSP+WCCU Combo 65/35 WRSF
3003 Old Rochester Rd
Springfield, IL 62703

Contract # 1956590

Schedule Dates

10/22/14-10/28/14

Advertiser

Rodney Davis for Congress-R

Agency

Strategic Media Services (8287)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

RODNEY DAVIS FOR CON (470480)

Salesperson

Millennium/DC, Washington DC (1108)

Sales Office

Millennium Washington DC

Buyer Name

IRVIN, MICHELLE

Phone/Fax

/

CPE

N/A

Account Types

National/Political Candidate Agency BRD

Billing Type

Weekly/Irregular

Comments

RODNEY DAVIS 4 CONG

Date Entered

10/21/14

Last Modified

10/22/14

Entered By

Kathryn McCutcheon

CO-OP

No

Headline

ECR10448866

Demo

A35+R

Order Type

Normal

Package Deal

Normal

Commission %

15.00

Commission

\$2,006.25

Net Total

\$11,368.75

Sales Tax

WRSP+WCCU Combo 65/35 (WRSF++)

By Broadcast Month	Spots	Rate
Oct. 2014	21	\$8,795.00
Nov. 2014	12	\$4,580.00
Grand Total:	33	\$13,375.00

Rodney Davis for Congress-R
3299 K St NW
Ste 200
Washington, DC 20007

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)	10/22/14-10/28/14	2	:30	9A-10A (CST)	1	1	1	1	1	1			5	\$40.00	\$200.00	WRSP+WCCU Combo 65/35 (WRSF) WENDY		10/21/14
2.0	Normal Line / SPOT (2)	10/22/14-10/28/14	2	:30	5P-6P (CST)	1	1	1	1	1	1			5	\$150.00	\$750.00	WRSP+WCCU Combo 65/35 (WRSF) FEUD		10/21/14
3.0	Normal Line / SPOT (3)	10/22/14-10/28/14	2	:30	6P-6:30P (CST)	1	1	1	1	1	1			5	\$400.00	\$2,000.00	WRSP+WCCU Combo 65/35 (WRSF) 8BT		10/21/14
4.0	Normal Line / SPOT (4)	10/23/14-10/27/14	2	:30	6:30P-6:57P (CST)	1			2					3	\$500.00	\$1,500.00	WRSP+WCCU Combo 65/35 (WRSF) 8BT		10/21/14
5.0	Normal Line / SPOT (5)	10/23/14-10/27/14	2	:30	9P-9:30P (CST)	1			1					2	\$400.00	\$800.00	WRSP+WCCU Combo 65/35 (WRSF) NEWS		10/21/14
6.0	Normal Line / SPOT (6)	10/23/14-10/27/14	2	:30	9:30P-10P (CST)				1					1	\$400.00	\$400.00	WRSP+WCCU Combo 65/35 (WRSF) NEWS		10/21/14
7.0	Normal Line / SPOT (7)	10/25/14-10/25/14	2	:30	2:30P-6P (CST)						1			1	\$300.00	\$300.00	WRSP+WCCU Combo 65/35 (WRSF) FTBL		10/21/14
8.0	Normal Line / SPOT (8)	10/25/14-10/25/14	2	:30	10P-10:30P (CST)							1		1	\$200.00	\$200.00	WRSP+WCCU Combo 65/35 (WRSF) NEWS		10/21/14
9.0	Normal Line / SPOT (9)	10/26/14-10/26/14	2	:30	7A-8A (CST)								1	1	\$150.00	\$150.00	WRSP+WCCU Combo 65/35 (WRSF) NEWS		10/21/14
10.0	Normal Line / SPOT (10)	10/26/14-10/26/14	2	:30	12P-3:30P (CST)								1	1	\$3,600.00	\$3,600.00	WRSP+WCCU Combo 65/35 (WRSF) NFL BEARS		10/21/14
11.0	Revised Line / SPOT (11)	10/26/14-10/26/14	3	:30	9:35P-10:05P (CST)								1	1	\$100.00	\$100.00	WRSP+WCCU Combo 65/35 (WRSF) 2.5 MEN		10/21/14
11.1	Normal Line / SPOT (11)	10/26/14-10/26/14	3	:30	11:05P-12:05A (CST)								1	1	\$100.00	\$100.00	WRSP+WCCU Combo 65/35 (WRSF) 2.5 MEN		10/21/14
12.0	Normal Line / SPOT (12)	10/27/14-10/27/14	2	:30	8:30A-9A (CST)	1	1							1	\$100.00	\$100.00	WRSP+WCCU Combo 65/35 (WRSF) NEWS		10/21/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WRSP+WCCU Combo 65/35 (WRSP++)
3003 Old Rochester Rd
Springfield, IL 62703

Rodney Davis for Congress-R
3299 K St NW
Ste 200
Washington, DC 20007

Contract # 1956590

Schedule Dates

10/22/14-10/28/14

Advertiser

Rodney Davis for Congress-R (73862)

Agency

Strategic Media Services (8287)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

RODNEY DAVIS FOR CON (470480)

Salesperson

Millennium/DC, Washington DC (1108)

Sales Office

Millennium Washington DC

Buyer Name

IRVIN, MICHELLE

Phone/Fax

/

CPE

N/A

Account Types

National/Political Candidate Agency BRD

Billing Type

Weekly/Irregular

Comments

RODNEY DAVIS 4 CONG

Date Entered 10/21/14

Last Modified 10/22/14

Entered By Kathryn McCutcheon

CO-OP No

Headline # ECR1044866

Demo A35+R

Order Type Normal

Package Deal

Commission % 15.00

Commission \$2,006.25

Net Total \$11,368.75

Sales Tax

WRSP+WCCU Combo 65/35 (WRSP++)			
By Broadcast Month	Spots	Rate	
Oct. 2014	21	\$8,795.00	
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Grand Total:	33	\$13,375.00	

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
13.0	Revised Line / SPOT (13)	10/24/14-10/24/14	3	:30	10P- 11P (CST)						1			1	\$75.00	\$75.00	WRSP+WCCU Combo 65/35 (WRSP+)	10/23/14	
13.1	Normal Line / SPOT (13)	10/24/14-10/24/14	3	:30	11P- 12A (CST)						1			1	\$75.00	\$75.00	WRSP+WCCU Combo 65/35 (WRSP+)	10/23/14	
14.0	Normal Line / Prime (14)	10/27/14-10/27/14	2	:30	6:58P- 8P (CST)		2							2	\$1,000.00	\$2,000.00	WRSP+WCCU Combo 65/35 (WRSP+)	10/21/14	
15.0	Normal Line / SPOT (5)	10/22/14-10/28/14	2	:30	10P- 10:30P (CST)			1	1		1			3	\$400.00	\$1,200.00	WRSP+WCCU Combo 65/35 (WRSP+)	10/21/14	
CONFIRMATION CONTRACT																			
Accepted-Agency/Advertiser:		Date:				Accepted-Station:				Date:				Comments:					

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Rodney Davis for Congress

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

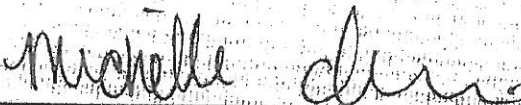
☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that 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 candidate or authorized committee

Michelle Irvin

printed name

2/14/14

date

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:	Date:
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I, Michelle Irvin

being/on behalf of: Rodney Davis for Congress

a legally qualified candidate of the Republican

political party for the office of: Congress (IL-13)

in the Primary

election to be held on: March 18th, 2014

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

Rodney Davis for Congress

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:

Maria Madonia-Maxwell

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

2/14/14

Date

Michelle

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Jennifer E. Valenti

Signature

Jennifer E. Valenti

Printed Name

LSM

Title