

Sue Scherer for State Rep
10/28-11/4/14
#1961188

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 10/28/14*
- Check

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



ORDER WORKSHEET

Rep Order# 10451841 Ver# 1 Status New

Traffic Order#

Printed: 10/27/14 10:09 AM
 Last Received: 10/24/14 5:55 PM
 Showing Buylines: All Rep Changes or Last Station Changes

1 of 3

Station WRSP-TV SPRINGFIELD, IL
 Advertiser (NW80) POLITICAL
 Product SUE SCHERER 4 ILHD96
 Estimate# 3954
 Buyer Danny Neckel

Agency (BUYT) BUYING TIME LLC
 650 MASSACHUSETTS AVE NW, SUITE 210
 WASHINGTON, DC 20001
 Agency C/P1/P2/E 584.592/3954
 Flight Dates 10/28/14-11/04/14

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. PLS CHCK AND CNF. TER

| Ln | Day | Time | Program | Len | RTG/TMP | GRPs/ (000) | Rate | Dates | Spots/ Week | Num of Weeks | Total Spots | Total Cost |
|----|-----|---------|---|-----|---------|----------------|----------|-------------|----------------|-----------------|----------------|---------------|
| 2 | Su | 9P-935P | LATE NEWS Buy Comment: BOOKEND 15S v1 Added, Program Name Change | 15 | - | - | \$150.00 | 11/02-11/02 | 1 | 1 | 1 | \$150.00 |
| 3 | Tu | 5P-530P | Family Feud Buy Comment: BOOKEND 15S v1 More than 2 codes changed | 15 | - | - | \$150.00 | 10/28-10/28 | 1 | 1 | 1 | \$150.00 |
| 4 | Th | 5P-530P | Family Feud Buy Comment: BOOKEND 15S v1 More than 2 codes changed | 15 | - | - | \$150.00 | 10/30-10/30 | 1 | 1 | 1 | \$150.00 |
| 5 | M | 5P-530P | Family Feud Buy Comment: BOOKEND 15S v1 More than 2 codes changed | 15 | - | - | \$150.00 | 11/03-11/03 | 1 | 1 | 1 | \$150.00 |
| 5 | Tu | 530P-6P | Family Feud Buy Comment: BOOKEND 15S v1 More than 2 codes changed | 15 | - | - | \$150.00 | 10/28-10/28 | 1 | 1 | 1 | \$150.00 |

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 650 MASSACHUSETTS AVE NW, SUITE 210
 WASHINGTON, DC 20001
 Agency C/P1/P2/E 584/592/3954
 Flight Dates 10/28/14-11/04/14

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/THP | GRPS/ (000) | Rate | Dates | Spots/ Week | Num of Weeks | Total Spots | Total Cost |
|----|-----|---------|-------------------------------|-----|---------|----------------|----------|-------------|----------------|-----------------|----------------|---------------|
| 9 | M | 530P-6P | Family Feud | 15 | - | - | \$150.00 | 11/03-11/03 | 1 | 1 | 1 | \$150.00 |
| | | | Buy Comment: BOOKEND 15S | | | | | | | | | |
| | | | V1 More than 2 codes changed | | | | | | | | | |
| 15 | M | 11A-12P | MAURY | 15 | - | - | \$50.00 | 11/03-11/03 | 1 | 1 | 1 | \$50.00 |
| | | | Buy Comment: BOOKEND 15S | | | | | | | | | |
| | | | V1 Added, Program Name Change | | | | | | | | | |
| 20 | F | 9P-935P | LATE NEWS | 15 | - | - | \$400.00 | 10/31-10/31 | 1 | 1 | 1 | \$400.00 |
| | | | Buy Comment: BOOKEND 15S | | | | | | | | | |
| | | | V1 More than 2 codes changed | | | | | | | | | |
| 21 | M | 9P-935P | LATE NEWS | 15 | - | - | \$400.00 | 11/03-11/03 | 1 | 1 | 1 | \$400.00 |
| | | | Buy Comment: BOOKEND 15S | | | | | | | | | |
| | | | V1 More than 2 codes changed | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 9 / \$1,750.00

---SALES MONTHLY TOTALS---

Nov 2014: 9 / \$1,750.00

Order Totals: 9 / \$1,750.00 Total GRPS: 0.0

---COMPETITIVE---

Market Totals \$38,888.89

CABL .00%
 WDFN .00%
 ERSP .00%
 WICS 30.98%
 WAND 29.57%
 WRSP 4.50%

WBUI .00%
 WCIA 34.94%

Books [null]
 Demos RA35+P



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

Contract # 1961188

Schedule Dates

10/28/14-11/03/14

Advertiser

Scherer for State Representative (73943)

Agency

Buying Time Media (1779)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

SCHERER FOR ST REP. (471564)

Salesperson

Millennium/DC, Washington DC (1108)

Sales Office

Millennium Washington DC

Buyer Name

Neckel, Danny

Phone/Fax

/

CPE

584/592/3954

Account Types

National/Political Candidate Agency BRD

Billing Type

Weekly/Irregular

Comments

SUE SCHERER 4 ILHD96

Date Entered 10/27/14

Last Modified 10/27/14

Entered By Kathryn McCutcheon

CO-OP No

Headline # ECR10451841

Demo A35+

Order Type Normal

Package Deal

Commission % 15.00

Commission \$262.50

Net Total \$1,487.50

Sales Tax

By Broadcast Month Spots Rate
 Nov. 2014 9 \$1,750.00
 Grand Total: 9 \$1,750.00

Buying Time Media
 650 Massachusetts Ave NW
 Ste 210
 Washington, DC 20001

| 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(B/E) (2) | 11/02/14-11/02/14 | 3 | :15 | 9P-9:35P (CST) | | | | | | | | 1 | 1 | \$150.00 | \$150.00 | WRSP+WCCU Combo 65/35 (WRR) LATE NEWS | | 10/27/14 |
| 2.0 | Normal Line / SPOT(B/E) (3) | 10/28/14-10/28/14 | 2 | :15 | 5P-5:30P (CST) | | | 1 | | | | | | 1 | \$150.00 | \$150.00 | WRSP+WCCU Combo 65/35 (WRR) Family Feud | | 10/27/14 |
| 3.0 | Normal Line / SPOT(B/E) (4) | 10/30/14-10/30/14 | 2 | :15 | 5P-5:30P (CST) | | | | 1 | | | | | 1 | \$150.00 | \$150.00 | WRSP+WCCU Combo 65/35 (WRR) Family Feud | | 10/27/14 |
| 4.0 | Normal Line / SPOT(B/E) (5) | 11/03/14-11/03/14 | 2 | :15 | 5P-5:30P (CST) | | 1 | | | | | | | 1 | \$150.00 | \$150.00 | WRSP+WCCU Combo 65/35 (WRR) Family Feud | | 10/27/14 |
| 5.0 | Normal Line / SPOT(B/E) (6) | 10/28/14-10/28/14 | 2 | :15 | 5:30P-6P (CST) | | | | | | | | 1 | 1 | \$150.00 | \$150.00 | WRSP+WCCU Combo 65/35 (WRR) Family Feud | | 10/27/14 |
| 6.0 | Normal Line / SPOT(B/E) (9) | 11/03/14-11/03/14 | 2 | :15 | 5:30P-6P (CST) | | 1 | | | | | | | 1 | \$150.00 | \$150.00 | WRSP+WCCU Combo 65/35 (WRR) Family Feud | | 10/27/14 |
| 7.0 | Normal Line / SPOT(B/E) (15) | 11/03/14-11/03/14 | 3 | :15 | 11A-12P (CST) | | | | | | | | 1 | 1 | \$50.00 | \$50.00 | WRSP+WCCU Combo 65/35 (WRR) MAURY | | 10/27/14 |
| 8.0 | Normal Line / SPOT(B/E) (20) | 10/31/14-10/31/14 | 2 | :15 | 9P-9:35P (CST) | | | | | | | 1 | | 1 | \$400.00 | \$400.00 | WRSP+WCCU Combo 65/35 (WRR) LATE NEWS | | 10/27/14 |
| 9.0 | Normal Line / SPOT(B/E) (21) | 11/03/14-11/03/14 | 2 | :15 | 9P-9:35P (CST) | | 1 | | | | | | | 1 | \$400.00 | \$400.00 | WRSP+WCCU Combo 65/35 (WRR) LATE NEWS | | 10/27/14 |

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____

Accepted-Station: _____

Date: _____

Comments: _____



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

Buying Time Media
 650 Massachusetts Ave NW
 Ste 210
 Washington, DC 20001

Contract # 1961188

Schedule Dates 10/28/14-11/03/14

Advertiser Scherer for State Representative (73943)

Agency Buying Time Media (1779)

Product POLITICAL CANDIDATE (ns) (1186)

Brand SCHERER FOR ST REP. (471564)

Salesperson Millennium/DC, Washington DC (1108)

Sales Office Millennium Washington DC

Buyer Name Neckel, Danny

Phone/Fax /

CPE 584/592/3954

Account Types National/Political Candidate Agency BRD

Billing Type Weekly/Irregular

Comments SUE SCHERER 4 1LHD96

Date Entered 10/27/14

Last Modified 10/27/14

Entered By Kathryn McCutcheon

CO-OP No

Headline # ECR10451841

Demo A35+

Order Type Normal

Package Deal

Commission % 15.00

Commission \$262.50

Net Total \$1,487.50

Sales Tax

WRSP+WCCU Combo 65/35 (WRSP++)
 By Broadcast Month Spots Rate
 Nov. 2014 9 \$1,750.00
 Grand Total: 9 \$1,750.00

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|------|--------------------------------|-------------------|-----|--------|-------------------|-----|----|----|----|----|----|----|----|-------|----------|----------|--|----------|---------|
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CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____

Accepted-Station: _____ Date: _____

Comments: _____

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: 9/4/2014 |
|------------------------------|-----------------------|

I, Buying Time, LLC.

being/on behalf of: Friends of Sue Scherer

a legally qualified candidate of the Democratic

political party for the office of: State Representative (IL-96)

In the General

election to be held on: November 4, 2014

do hereby request station time as follows:

| Broadcast Length | Time of Day Rotation or Preempt | Days | Class | Time per Week | Number of Weeks |
|------------------|---------------------------------|------|-------|---------------|-----------------|
| AS ORDERED | | | | | |

After proposed schedule with charges (if available): **NET** \$

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

Friends of Sue Byrne

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:

Doug Scobino

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

9/4/2014

Date

[Handwritten Signature]

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

[Handwritten Signature]

Signature

Jennifer E. Valenti

Printed Name

LSM

Title