

Rodney Davis for Congress

9/10-9/16/14

**POLITICAL FILE CHECK LIST**

# 1919554

- ☒ 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 9/16/14*
- ☒ Check

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



# ORDER WORKSHEET

Rep Order# 10393865 Ver# 5

Status Revised

Traffic Order# 1919554

Last Received: 09/09/14 2:07 PM

Printed: 09/09/14 3:32 PM Duplicate 1 of 2

Showing Buylines: All Rep Revised Lines

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

Agency (STRM) STRATEGIC MEDIA SERVICES  
1911 NORTH FLYMYER DRIVE, SUITE 400  
ARLINGTON, VA 22209  
Agency C/P1/P2/E  
Flight Dates 09/10/14-09/16/14

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 ---

REVISED LINES 8 & 11. PLS CNF

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/1000	Rate	Dates	Spots/Week	Num of Weeks	Total Spots	Total Cost
8*	Sa	1030P-11P	NEWS	30	-	-	\$100.00	09/13-09/13	1	1	1	\$100.00
Sales remark: V5 TP CHG												
V5 Time Changed, Comment Changed												
11*	Su	935P-1005P	2.5 MEN	30	-	-	\$100.00	09/14-09/14	1	1	1	\$100.00
Sales remark: V5 PRGM CHG												
V5 Program Name Change, Comment Changed												

## ---REPORT TOTALS---

Report Totals: 2 / \$200.00

## ---SALES MONTHLY TOTALS---

Sep2014: 17 / \$3,990.00  
Order Totals: 17 / \$3,990.00  
Total GRPs: 0.0

## --- COMPETITIVE ---

Market Totals \$26,832.55  
CABL .00% ERSP .00% WAND 26.76% WBUT .00% WCIA 32.62%  
WDFN .00% NICS 23.75% WRSP 14.87%

# ORDER WORKSHEET

Rep Order# 10393865 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 09/08/14 4:52 PM  
Last Received: 09/08/14 4:41 PM  
Showing Buylines: All Rep Changes or Last Station Changes

1 of 2

Station WRSP-TV SPRINGFIELD, IL  
Advertiser (NW80) POLITICAL  
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## --- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
1	F	7A-730A	NEWS	30	-	-	\$50.00	09/12-09/12	1	1	1	\$50.00
2	Tu	830A-9A	NEWS	30	-	-	\$50.00	09/16-09/16	1	1	1	\$50.00
3	W, Tu	9A-10A	WENDY	30	-	-	\$20.00	09/10-09/16	2	1	2	\$40.00
4	Tu	5P-6P	PEUD	30	-	-	\$75.00	09/16-09/16	1	1	1	\$75.00
5	F, M	6P-630P	BBT	30	-	-	\$200.00	09/12-09/15	2	1	2	\$400.00
6	F, M	630P-7P	BBT	30	-	-	\$250.00	09/12-09/15	2	1	2	\$500.00
7	W, F, M- Tu	9P-930P	NEWS	30	-	-	\$200.00	09/10-09/16	4	1	4	\$800.00
8	Sa	10P-1030P	NEWS	30	-	-	\$100.00	09/13-09/13	1	1	1	\$100.00
9	Su	9A-10A	NEWS	30	-	-	\$75.00	09/14-09/14	1	1	1	\$75.00
10	Su	12P-330P	NFL	30	-	-	\$1,900.00	09/14-09/14	1	1	1	\$1,900.00

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EC'd Yes

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Estimate#  
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1911 NORTH FT MYER DRIVE, SUITE 400  
ARLINGTON, VA 22209  
Agency C/P1/P2/E  
Flight Dates 09/10-14/09, 16/14

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  
Dates

Ln	Day	Time	Program	Len	RTG/TMP	GRPS/ (000)	Rate	Spots/ Week	Num of Weeks	Total Spots	Total Cost
11	Su	935P-1005P	SPORTS EXTRA	30	-	-	\$100.00	09/14-09/14	1	1	\$100.00

## ---REPORT TOTALS---

Report Totals: 17 / \$3,990.00

## ---SALES MONTHLY TOTALS---

Sep2014: 17 / \$3,990.00

Order Totals: 17 / \$3,990.00

Total GRPS: 0.0

## ---COMPETITIVE---

Market Totals

\$26,832.55

CABL .00%

WDFN .00%

FRSP .00%

WICS 23.75%

WAND 28.76%

WRSP 14.87%

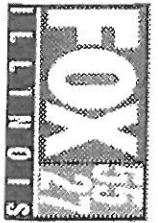
WMTI .00%

WCIA 32.62%

Books [null]  
Demos RA35+P

## ---CREDIT RISK---

STANDARD CREDIT TERMS



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

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

# Contract # 1919554

Schedule Dates 09/10/14-09/16/14  
Agency Rodney Davis for Congress-R (73862)  
Product Strategic Media Services (8287)  
Brand POLITICAL CANDIDATE (ns) (1186)  
Salesperson RODNEY DAVIS FOR CON (470480)  
Sales Office Millennium/DC, Washington DC (1108)  
Buyer Name IRVIN, MICHELLE  
Phone/Fax /  
CPE N/A  
Account Types National/Political Candidate Agency BRD  
Billing Type Weekly/Irregular  
Comments RODNEY DAVIS-SKED A

Date Entered 09/08/14  
Last Modified 09/11/14  
Entered By Kathryn McCutcheon  
CO-OP No  
Headline # ECR10393865  
Demo A35+R  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$598.50  
Net Total \$3,391.50  
Sales Tax

WRSP+WCCU Combo 65/35 (WRSP++)  
By Broadcast Month Spots Rate  
Sep. 2014 17 \$3,990.00  
Grand Total: 17 \$3,990.00

## CONFIRMATION CONTRACT

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)	09/12/14-09/12/14	3	:30	7A- 7:30A (CST)						1			1	\$50.00	\$50.00	WRSP+WCCU Combo 65/35 (WRSP++)		9/8/14
2.0	Normal Line / SPOT (2)	09/16/14-09/16/14	3	:30	8:30A- 9A (CST)			1						1	\$50.00	\$50.00	WRSP+WCCU Combo 65/35 (WRSP++)		9/8/14
3.0	Normal Line / SPOT (3)	09/10/14-09/16/14	3	:30	9A- 10A (CST)			1	1					2	\$20.00	\$40.00	WRSP+WCCU Combo 65/35 (WRSP++)		9/8/14
4.0	Normal Line / SPOT (4)	09/16/14-09/16/14	3	:30	5P- 6P (CST)						1			1	\$75.00	\$75.00	WRSP+WCCU Combo 65/35 (WRSP++)		9/8/14
5.0	Normal Line / SPOT (5)	09/12/14-09/15/14	3	:30	6P- 6:30P (CST)		1				1			2	\$200.00	\$400.00	WRSP+WCCU Combo 65/35 (WRSP++)		9/8/14
6.0	Normal Line / SPOT (6)	09/12/14-09/15/14	3	:30	6:30P- 6:57P (CST)		1				1			2	\$250.00	\$500.00	WRSP+WCCU Combo 65/35 (WRSP++)		9/8/14
7.0	Normal Line / SPOT (7)	09/10/14-09/16/14	3	:30	9P- 9:30P (CST)		1	1	1		1			4	\$230.00	\$800.00	WRSP+WCCU Combo 65/35 (WRSP++)		9/8/14
7.1	Normal Line / SPOT (7)	09/10/14-09/16/14	3	:30	9P- 9:30P (CST)		1	1	1		1			4	\$230.00	\$800.00	WRSP+WCCU Combo 65/35 (WRSP++)		9/8/14
8.0	Normal Line / SPOT (8)	09/13/14-09/13/14	3	:30	10:05P- 10:35P (CST)							1		1	\$100.00	\$100.00	WRSP+WCCU Combo 65/35 (WRSP++)		9/8/14
8.1	Normal Line / SPOT (8)	09/13/14-09/13/14	3	:30	10:30P- 11P (CST)							1		1	\$100.00	\$100.00	WRSP+WCCU Combo 65/35 (WRSP++)		9/8/14
9.0	Normal Line / SPOT (9)	09/14/14-09/14/14	3	:30	9A- 10A (CST)							1		1	\$75.00	\$75.00	WRSP+WCCU Combo 65/35 (WRSP++)		9/8/14
10.0	Revised Line / Football (10)	09/14/14-09/14/14	3	:30	12P- 3:30P (CST)							1		1			WRSP+WCCU Combo 65/35 (WRSP++)		9/8/14
10.1	Normal Line / Football (10)	09/14/14-09/14/14	3	:30	3P- 6P (CST)							1		1	\$1,800.00	\$1,800.00	WRSP+WCCU Combo 65/35 (WRSP++)		9/11/14

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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

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

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Account Types National/Political Candidate Agency BRD  
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By Broadcast Month	Spots	Rate
Sep. 2014	17	\$3,990.00
<b>Grand Total:</b>	<b>17</b>	<b>\$3,990.00</b>

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
11.0	Normal Line / SPOT (11)	09/14/14-09/14/14	3	:30	9:35P-10:05P (CST)								1	1	\$100.00	\$100.00	WRSP+WCCU Combo 65/35 (WRSPP++)		9/8/14

## 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

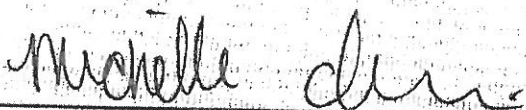
☐ does not

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, CSM

Printed Name

Title