

# POLITICAL CHECK LIST

				Yes	No
Candidate / Issue	Curtis Loftis				
Agency	Adams Group Inc, The				
Flight Dates	10/26/18 - 11/11/18				
Amount	GROSS \$4600.00	Net \$3910.00			
PB 18					
HRP Headline #					
Wide Orbit#	1042389				
Class of Time	LUC	SELL	FIXED	In POL Window Yes or No	
Sales Person	House - Myrtle Beach				
Office / Region	LMYBE / LOC				
Spot Approved					
Check Sent to SRC	38765				

ADVERTISER: Curtis Loftis Campaign  
 MARKET: MYRTLE BEACH, SC  
 STATION: WPDE  
 CONTACT: Leigh Waters

10/26/2018-11/6/2018

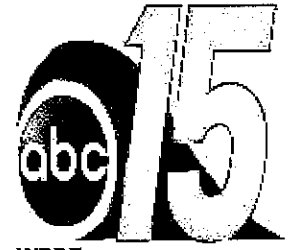
THE ADAMS GROUP  
 P.O. BOX 221  
 COLUMBIA, S.C. 29202  
 P: 803-785-1223  
 F: 803-254-4222

DAY/TIME	PROGRAM	GRPS 35+	REACH 1,000s	GROSS P3	NET P3	OCTOBER							:30 UNITS	TTL REACH	TGRP 35+	TOTAL GROSS	TOTAL NET	CPP				
						1	8	15	22	29	5	12							19	26		
M-F 7A-9A	GOOD MORNING AMERICA	4.7	8.0	\$150	\$127	(H)	(H)	(H)	1	5	2	(H)	(H)	(H)	8	64.0	37.8	\$ 1,200	\$ 1,020	\$ 32		
M-F 6P-6:30P	ABC 15 NEWS AT 6P	3.6	6.0	\$275	\$234	(H)	(H)	(H)	1	5	2	(H)	(H)	(H)	8	48.0	28.8	\$ 2,200	\$ 1,870	\$ 76		
SUN 8P-9P	DANCING W/ THE STARS: JUNIORS	7.2	12.0	\$600	\$510	(H)	(H)	(H)	1	1	(H)	(H)	(H)	(H)	2	24.0	14.4	\$ 1,200	\$ 1,020	\$ 83		
																	18	136.0	80.8	\$ 4,600	\$ 3,910	\$ 57

ADAMS

WEEK OF:	NET	SPOTS	GRPS
22-Oct	\$ 871	3	13.5
29-Oct	\$ 2,316	11	49.4
5-Nov	\$ 722	4	18.0
TOTAL	\$ 3,809	18	80.9

Agency Authorization: Deirdre L. Callanan 10.18.2018

**ORDER**

WPDE

**Orders**  
**Order / Rev:** 1042389  
**Alt Order #:**  
**Product Desc:** 2018 Election  
**Estimate:**  
**Flight Dates:** 10/26/18 - 11/11/18  
**Original Date / Rev:** 10/25/18 / 10/25/18  
**Order Type:** GENERAL

**Primary AE:** House House-Myrtle Beach  
**Sales Office:** LMYBE  
**Sales Region:** LOC

**Agency Name:** Adams Group Inc, The  
**Buying Contact:**  
**Billing Contact:**  
 PO Box 221  
 Columbia, SC 29201

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

**Advertiser Name:** Curtis Loftis for Treasurer-R  
**Demographic:** A25-54  
**Product Codes:** Political Candidate  
**Revenue Code 1:** AGY  
**Revenue Code 2:** Political  
**Revenue Code 3:** Political Candidate  
**Priority:** Pol3

**New Business Thru:**  
**Advertiser External ID:** 2918000  
**Agency External ID:** 87909  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/18	10/28/18	3	\$1,025.00	\$871.25
10/29/18	11/25/18	15	\$3,575.00	\$3,038.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	3	\$1,025.00	\$871.25	0.00
November 2018	15	\$3,575.00	\$3,038.75	0.00
<b>Totals</b>	<b>18</b>	<b>\$4,600.00</b>	<b>\$3,910.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House House-Myrtle Beach			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WPDE	10/26/18	11/11/18	M-F 6p-630p News M-F 6p-630p News	CM	6p-630p	MTWTF--	:30	5	\$275.00	Pol3	0.00	NM	8	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/18	10/28/18	----F--		1				\$275.00		0.00			
		Week: 10/29/18	11/04/18	MTWTF--		5				\$275.00		0.00			
		Week: 11/05/18	11/11/18	MTWTF--		2				\$275.00		0.00			
N 2	WPDE	10/26/18	11/11/18	GMA M-F GMA 7a-9a	CM	7a-9a	MTWTF--	:30	5	\$150.00	Pol3	0.00	NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/18	10/28/18	----F--		1				\$150.00		0.00			
		Week: 10/29/18	11/04/18	MTWTF--		5				\$150.00		0.00			
		Week: 11/05/18	11/11/18	MTWTF--		2				\$150.00		0.00			
N 3	WPDE	10/26/18	11/11/18	SUNDAY PRIME B Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$600.00	Pol3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/18	10/28/18	-----S		1				\$600.00		0.00			
		Week: 10/29/18	11/04/18	-----S		1				\$600.00		0.00			
		Week: 11/05/18	11/11/18	-----S		0				\$0.00		0.00			

Totals 18 \$4,600.00

10/25/18

## 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**

<b>Station and Location:</b>	<b>Date:</b>
WPDE - Myrtle Beach	October 15, 2018

I, Deirdre Callanan

being/on behalf of: Curtis M. Loftis, Jr.

a legally qualified candidate of the Republican

political party for the office of: South Carolina State Treasurer

in the General

election to be held on: November 6, 2018

do hereby request station time as follows: Flight will run from 10/26-11/6/18. Insertion orders will be sent out the week of 10/22, along with traffic instructions.

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:

Curtis Loftis for Treasurer

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:

John Cattano

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***

10.15.2018

Date \_\_\_\_\_

Deirdre L. Callanan

**Signature**

**To Be Signed By Station Representative**

**Accepted**

**□ Accepted in Part**

☐ Rejected

**Signature**

Printed Name

## Title

## FEDERAL CANDIDATE CERTIFICATION

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

I, Deirdre Callanan

(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.

Deirdre L. Callanan

signature of candidate or authorized committee

Deirdre Callanan

printed name

10.15.2018

date

## AGREED UPON SCHEDULE

**(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)**

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 times the spots air and the rates charged, 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 specific spots aired and the rates charged. 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.**