

Marsip Law  
10/22-11/3/14  
#1957003

## 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 10/25/14*
- Check

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



ORDER WORKSHEET

Rep Order# 10449169 Ver# 5 Status Revised Traffic Order# 1957063 Printed: 10/24/14 8:42 AM 1 of 2  
 EC'd Yes Last Received: 10/23/14 5:05 PM  
 Showing Buylines: All Rep Revised Lines

Station WRSP-TV SPRINGFIELD, IL Agency (SMPL) STRATEGIC MEDIA PLACEMENT Rep Firm MILLENNIUM SALES & MARKETING  
 Advertiser (6087) POLITICAL ISSUE GROU 7669 STAGERS LOOP Sales Office (DC) WASHINGTON  
 Product MARSY'S LAW DELAWARE, OH 43015 Salesperson (MAB) ALEXANDRA BRADLEY  
 Estimate# 4219 Agency C/P1/P2/E /4219 Sales Assistant  
 Buyer ERIC LEACH Flight Dates 10/22/14-11/04/14 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 5-7. PLS CNF

Ln	Day	Time	Program	Len	RTG/IMP	GRPs / (000)	Rate	Dates	Spots / week	Num of weeks	Total Spots	Total Cost
5*	Sa	10P-1030P	NEWS	30	-	-	\$400.00	10/25-10/25	1	1	1	\$400.00
Buy Comment: OK TO RUN LATE												
Sales remark: V5 TP CHG												
V5 Time Changed, Comment Changed												
6*	Sa	10P-1030P	NEWS	30	-	-	\$400.00	11/01-11/01	1	1	1	\$400.00
Sales remark: V5 TP CHG												
V5 Time Changed, Comment Changed												
7*	Su	10P-1030P	NEWS	30	-	-	\$600.00	10/26-10/26	1	1	1	\$600.00
Buy Comment: OK TO RUN LATE												
Sales remark: V5 TP CHG												
V5 Time Changed, Comment Changed												

---REPORT TOTALS---

Report Totals: 3 / \$1,400.00

---SALES MONTHLY TOTALS---

Oct2014: 4/ \$2,100.00 No:2014: 5/ \$2,900.00

ORDER WORKSHEET

Rep Order# 10449169 Ver# 5 Status Revised

Traffic Order# 1957063

Last Received:  
10/23/14 5:05 PM

Printed: 10/24/14 8:42 AM

Showing Buylines:  
All Rep Revised Lines

Station WRSP-TV SPRINGFIELD, IL  
Advertiser (6087) POLITICAL ISSUE GROU  
Product MARSYS LAW  
Estimate# 4219  
Buyer ERIC LEACH

Agency (SMPL) STRATEGIC MEDIA PLACEMENT  
7669 STAGERS LOOP  
DELAWARE, OH 43015  
Agency C/P1/P2/E /4219  
Flight Dates 10/22/14-11/04/14

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

Order Totals: 9 / \$5,000.00 Total GRPS: 0.0

--- COMPETITIVE ---

Market Totals	\$62,500.00	CABL .00%	ERSP .00%	WAND 21.44%	WBUI .00%	WCIA 51.36%
		WDFN .00%	WICS 19.20%	WRSP 8.00%		

Books [null]  
Demos RA35+P

--- CREDIT RISK ---  
STANDARD CREDIT TERMS

ORDER WORKSHEET

Rep Order# 10449169 Ver# 3 Status Revised Traffic Order# 1957063 Printed: 10/22/14 10:14 AM 1 of 2  
 EC'd Yes Last Received: 10/21/14 5:17 PM  
 Showing Buylines: All Rep Revised Lines

Station WRSP-TV SPRINGFIELD, IL Agency (SMPL) STRATEGIC MEDIA PLACEMENT Rep Firm MILLENNIUM SALES & MARKETING  
 Advertiser (6087) POLITICAL ISSUE GROU 7669 STAGERS LOOP Sales Office (DC) WASHINGTON  
 Product MARSY'S LAW DELAWARE, OH 43015 Salesperson (MAB) ALEXANDRA BRADLEY  
 Estimate# 4219 Agency C/P1/P2/E /4219 Sales Assistant  
 Buyer ERIC LEACH Flight Dates 10/22/14-11/04/14 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 LINE 1. PLS CNP

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
1*	Su	9A-10A	NEWS	30	-	-	\$300.00	10/26-10/26	0	1	0	\$300.00
Sales remark: V3 1X NA												
V3 Comment Changed, Spots/week Changed												

9\* Su 7A-8A NEWS 30 - - \$300.00 10/26-10/26 1 1 1 \$300.00  
 Sales remark: V3 MKGD FOR LINE 1  
 V3 Added

---REPORT TOTALS---

Report Totals: 1 / \$600.00

---SALES MONTHLY TOTALS---

Oct2014: 4/ \$2,100.00 Nov2014: 5/ \$2,900.00  
 Order Totals: 9 / \$5,000.00 Total GRPs: 0.0  
 ---COMPETITIVE---  
 Market Totals \$62,500.00 CABL .00% ERSP .00% WAND 21.44% WBUI .00% WCIA 51.36%  
 WDFN .00% WICS 19.20% WRSP 8.00%

ORDER WORKSHEET

Rep Order# 10449169 Ver# 1 Status New  
 EC'd Yes

Traffic Order#

Printed: 10/21/14 12:11 PM  
 Last Received: 10/21/14 12:09 PM  
 Showing Buylines: All Lines

Station WRSP-TV SPRINGFIELD, IL  
 Advertiser (6087) POLITICAL ISSUE GROU  
 Product MARSY'S LAW  
 Estimate# 4219  
 Buyer ERIC LEACH

Agency (SMPL) STRATEGIC MEDIA PLACEMENT  
 7669 STAGERS LOOP  
 DELAWARE, OH 43015  
 Agency C/P1/P2/E /4219  
 Flight Dates 10/22/14-11/04/14

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. T&R

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
1	Su	9A-10A	NEWS	30	-	-	\$300.00	10/26-10/26 11/02-11/02	1	1	1	\$500.00
2	Th	9P-930P	NEWS	30	-	-	\$800.00	10/23-10/23	1	1	1	\$800.00
3	Tu	9P-930P	NEWS	30	-	-	\$900.00	10/28-10/28	1	1	1	\$800.00
4	M	930P-10P	NEWS	30	-	-	\$800.00	11/03-11/03	1	1	1	\$800.00
5	Sa	9P-930P	NEWS	30	-	-	\$400.00	10/25-10/25	1	1	1	\$400.00
6	Sa	9P-930P	NEWS	30	-	-	\$400.00	11/01-11/01	1	1	1	\$400.00
7	Su	9P-930P	NEWS	30	-	-	\$600.00	10/26-10/26	1	1	1	\$600.00
8	Su	9P-930P	NEWS	30	-	-	\$600.00	11/02-11/02	1	1	1	\$600.00

ORDER WORKSHEET

Rep Order# 10449169 Ver# 1 Status New  
 EC'd Yes

Traffic Order#  
 Printed: 10/21/14 12:11 PM  
 Last Received: 10/21/14 12:09 PM  
 Showing Buylines: All Lines

Station WRSP-TV SPRINGFIELD, IL  
 Advertiser (6087) POLITICAL ISSUE GROU  
 Product MARSYS'S LAW  
 Estimate# 4219  
 Buyer ERIC LEACH

Agency (SMPL) STRATEGIC MEDIA PLACEMENT  
 7669 STAGERS LOOP  
 DELAWARE, OH 43015  
 Agency C/P1/P2/E /4219  
 Flight Dates 10/22/14-11/04/14

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

---REPORT TOTALS---  
 Report Totals: 9 / \$5,000.00

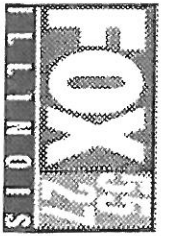
---SALES MONTHLY TOTALS---

Oct2014: 4 / \$2,100.00  
 Order Totals: 9 / \$5,000.00  
 ---COMPETITIVE---  
 Market Totals \$62,500.00  
 Total GRPS: 0.0

Nov2014: 5 / \$2,900.00  
 CABL .00% ERSP .00% WAND 21.44% WBTI .00% WCIA 51.36%  
 WDEM .00% WICS 19.20% WRSP 8.00%

Books [null]  
 Demos RA35+P

--- CREDIT RISK ---  
 STANDARD CREDIT TERMS



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

**Contract # 1957063**

Schedule Dates 10/23/14-11/03/14

Advertiser Marsys Law (93916)

Agency Strategic Media Services (8287)

Product POLITICAL ISSUE (ns) (1187)

Brand /4219 (669975)

Salesperson Millennium/DC, Washington DC (1108)

Sales Office Millennium Washington DC

Buyer Name /

Phone/Fax /

CPE 4219

Account Types National/Political Issue Agency BRD

Billing Type Weekly/Irregular

Comments MARSYS LAW

Date Entered 10/21/14

Last Modified 10/23/14

Entered By Kathryn McCutcheon

CO-OP No

Headline # ECR10449169

Demo A35+R

Order Type Normal

Package Deal

Commission % 15.00

Commission \$750.00

Net Total \$4,250.00

Sales Tax

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

By Broadcast Month Spots Rate

Oct. 2014 4 \$2,100.00

Nov. 2014 5 \$2,900.00

Grand Total: 9 \$5,000.00

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)	11/02/14-11/02/14	1	:30	9A-10A (CST)	1							1	1	\$300.00	\$300.00	WRSP+WCCU Combo 65/35 (WRSP++)	OK TO RUN LATE	10/21/14
2.0	Normal Line / SPOT (2)	10/23/14-10/23/14	1	:30	9P-9:30P (CST)	1			1					1	\$800.00	\$800.00	WRSP+WCCU Combo 65/35 (WRSP++)	OK TO RUN LATE	10/21/14
3.0	Normal Line / SPOT (3)	10/28/14-10/28/14	1	:30	9P-9:30P (CST)	1				1				1	\$800.00	\$800.00	WRSP+WCCU Combo 65/35 (WRSP++)	OK TO RUN LATE	10/21/14
4.0	Normal Line / SPOT (4)	11/03/14-11/03/14	1	:30	9:30P-10P (CST)	1							1	1	\$800.00	\$800.00	WRSP+WCCU Combo 65/35 (WRSP++)	OK TO RUN LATE	10/21/14
5.0	Revised Line / SPOT (5)	10/25/14-10/25/14	1	:30	9P-9:30P (CST)	1							1	1	\$400.00	\$400.00	WRSP+WCCU Combo 65/35 (WRSP++)	OK TO RUN LATE	10/21/14
5.1	Normal Line / SPOT (5)	10/25/14-10/25/14	1	:30	10P-10:30P (CST)	1							1	1	\$400.00	\$400.00	WRSP+WCCU Combo 65/35 (WRSP++)	OK TO RUN LATE	10/21/14
6.0	Revised Line / SPOT (6)	11/01/14-11/01/14	1	:30	9P-9:30P (CST)	1							1	1	\$400.00	\$400.00	WRSP+WCCU Combo 65/35 (WRSP++)	OK TO RUN LATE	10/21/14
6.1	Normal Line / SPOT (6)	11/01/14-11/01/14	1	:30	10P-10:30P (CST)	1							1	1	\$400.00	\$400.00	WRSP+WCCU Combo 65/35 (WRSP++)	OK TO RUN LATE	10/21/14
7.0	Revised Line / SPOT (7)	10/26/14-10/26/14	1	:30	9P-9:30P (CST)	1							1	1	\$600.00	\$600.00	WRSP+WCCU Combo 65/35 (WRSP++)	OK TO RUN LATE	10/21/14
7.1	Normal Line / SPOT (7)	10/26/14-10/26/14	1	:30	10P-10:30P (CST)	1							1	1	\$600.00	\$600.00	WRSP+WCCU Combo 65/35 (WRSP++)	OK TO RUN LATE	10/21/14
8.0	Normal Line / SPOT (8)	11/02/14-11/02/14	1	:30	9P-9:30P (CST)	1							1	1	\$600.00	\$600.00	WRSP+WCCU Combo 65/35 (WRSP++)	OK TO RUN LATE	10/21/14
9.0	Normal Line / SPOT (1)	10/26/14-10/26/14	1	:30	7A-8A (CST)	1							1	1	\$300.00	\$300.00	WRSP+WCCU Combo 65/35 (WRSP++)	OK TO RUN LATE	10/21/14

**CONFIRMATION CONTRACT**

Accepted Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_ Accepted Station: \_\_\_\_\_ Date: \_\_\_\_\_ Comments: \_\_\_\_\_



## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

### I, STRATEGIC MEDIA PLACEMENT

do hereby request station time concerning the following issue:

MARSY'S LAW FOR ILLINOIS - BALLOT INITIATIVE
--

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

This broadcast time will be used by: Attached





**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**  
 Yes  No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

VICTIM'S RIGHTS BALLOT INITIATIVE

I represent that the payment for the above described broadcast time has been furnished by (name and address):

MARSY'S LAW FOR ILLINOIS - ONE N WACKER DR, STE 4400, CHICAGO, IL 60606 - 312-882-4584

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

CHAIRMAN - JENNIFER BISHOP-JENKINS  
TREASURER - CRAIG S. BURKHARDT

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)



**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

9/29/14

Date

*[Handwritten Signature]*

Signature

740-201-5500

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

**Accepted**

**Accepted in Part**

**Rejected**

*[Handwritten Signature]*

Signature

Jennifer E. Valenti

Printed Name

Title



### AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

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 time the rate for spots "communicating a political matter of national importance" air, 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 and rates for specific spots aired. 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.