

Marsip Law
10/11-10/21/14
1950016

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
- Check

Sent 10/14/14

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



ORDER WORKSHEET

Rep Order# 10439481 Ver# 1 Status New
 EC'd Yes

Traffic Order#

Printed: 10/09/14 12:13 PM
 Last Received: 10/09/14 12:11 PM
 Showing Buylines: All Rep Changes or Last Station Changes

Station WRSP-TV SPRINGFIELD, IL
 Advertiser (6087) POLITICAL ISSUE GROU
 Product MARSYS LAW
 Estimate# 4126
 Buyer ERIC LEACH

Agency (SMPL) STRATEGIC MEDIA PLACEMENT
 7669 STAGERS LOOP
 DELAWARE, OH 43015
 Agency C/P1/P2/E /4126
 Flight Dates 10/10-14-10/21/14

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 CHECK 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	FOX NEWS	30	-	-	\$300.00	10/12-10/12 10/19-10/19	1 1	1 1	1 1	\$600.00
2	Tu	9P-930P	NEWS	30	-	-	\$800.00	10/14-10/14	1	1	1	\$800.00
3	Tu	9P-930P	NEWS	30	-	-	\$800.00	10/21-10/21	1	1	1	\$800.00
4	M	930P-10P	NEWS	30	-	-	\$800.00	10/20-10/20	1	1	1	\$800.00
5	Sa	10P-1030P	NEWS	30	-	-	\$400.00	10/11-10/11 10/18-10/18	1 1	1 1	1 1	\$800.00
6	Su	9P-930P	NEWS	30	-	-	\$600.00	10/12-10/12 10/19-10/19	1 1	1 1	1 1	\$1,200.00

---REPORT TOTALS---

Report Totals: 6 / \$5,000.00

---SALES MONTHLY TOTALS---

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 Product MARSYS'S LAW
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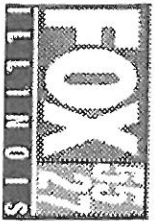
Order Totals: 9 / \$5,000.00 Total GRPS: 0.0

--- COMPETITIVE ---

Market Totals	CABL	FRSP	WAND	WBUI	WCIA
\$61,500.62	.00%	.00%	22.52%	.00%	49.84%
	WDFN .00%	WTCS 19.51%	WRSP 8.13%		

Books [null]
 Demos RA35+P

--- CREDIT RISK ---
 STANDARD CREDIT TERMS



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

Contract # 1950016

Schedule Dates

10/11/14-10/21/14

Advertiser

Marys Law (93916)

Agency

Strategic Media Placement (6594)

Product

POLITICAL ISSUE (ns) (1187)

Brand

/4126 (667949)

Salesperson

Millennium/DC, Washington DC (1108)

Sales Office

Millennium Washington DC

Buyer Name

LEACH, ERIC

Phone/Fax

/

CPE

4126

Account Types

National/Political Issue Agency BRD

Billing Type

Weekly/Irregular

Comments

MARSYS LAW

Date Entered

10/10/14

Last Modified

10/10/14

Entered By

Kathryn McCutcheon

CO-OP

No

Headline #

ECR10439481

Demo

A35+R

Order Type

Normal

Package Deal

15.00

Commission %

\$630.00

Commission

\$3,570.00

Net Total

Sales Tax

WRSR+WCCU Combo 65/35 (WRSR++)

By Broadcast Month

Oct 2014

Grand Total:

Spots

8

Rate

\$4,200.00

\$4,200.00

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:



AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, STRATEGIC MEDIA PLACEMENT

do hereby request station time concerning the following issue:

MARSY'S LAW FOR ILLINOIS - BALLOT INITIATIVE
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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 *[Signature]* 740-201-5500
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted Accepted in Part Rejected
[Signature] Jennifer E. Valenti LSM
Signature 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.