

SEIU (Heathward)  
 4/5-4/29/14  
 \$4,200

# **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 Campaign office
- ☒ Check *partial*

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





**KATZ TELEVISION**  
GROUP

Contract # 25138280		Changes as of: 4/1/2016 at 11:02 AM			Version: Current State Version 1		
CPE:		Flight: 4/5/16 - 5/2/16			Station: WRSP		
Agency: DUDLEY MEDIA		Advertiser: SEIU			Market: Campaign-Sprngfld-Dtr DMA		
DUDLEY MEDIA 919 CATHARINE ST PHILADELPHIA PA 19147		Product: SEIU-Healthcare			Office: WASHINGTON		
Agency Order #:		Buyer: BOB DUDLEY			Primary Demo: Adults 35+		
Salesperson: ALEXANDRA BRADLEY 202-955-5342		Salesperson: ALEXANDRA BRADLEY 202-955-5342			Con Type: POLITICAL/VOTE		
					Assistant: ALEXANDRA BRADLEY		
					Separation: 202-955-5342		
					Total GRP: 0		
					Traffic #: 2456553		
					Total CPP: \$0.00		
					Total Spots: 24		
					Total \$: \$4,200.00		
					Total CPP: \$0.00		
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#	Day/Time	DP	Program	Rate	A35P Rating	Len	4/5 - 5/2					Total Spots	Total \$	CPP	GRP
							4/5	4/11	4/18	4/25	5/2				
1	M-F 7a-8a		News	\$50.00	0.0	30	3	3	3	3	0		\$600.00	\$0.00	0.0
2	M-F 9p-9:30p		News	\$300.00	0.0	30	3	3	3	3	0		\$3,600.00	\$0.00	0.0
TOTALS:							6	6	6	6	0	24	\$4,200.00	\$0.00	0.0



**KATZ** TELEVISION  
GROUP

Contract # 25138280 Changes as of: 4/1/2016 at 11:02 AM Version: Current State Version 1  
CPE: Station: WRSP Total \$: \$4,200.00  
Agency: DUDLEY MEDIA Advertiser: SEIU Flight: 4/5/16 - 5/2/16 Total Spots: 24  
DUDLEY MEDIA 919 Product: SEIU-Healthcare Office: WASHINGTON  
CATHARINE ST  
PHILADELPHIA PA  
19147

Agency Order #: Primary Demo: Adults 35+ Total GRP: 0  
Buyer: BOB DUDLEY Con Type: POLITICAL/VOTE Traffic #: 2456553  
Salesperson: ALEXANDRA BRADLEY Assistant: ALEXANDRA BRADLEY Separation:  
202-955-5342 202-955-5342

Hit Listed Programs	

Date/Time	Added by	Comment
04/01/16 10:26 AM	ALEXANDRA BRADLEY	NEW ORDER. PLS CHCK AND CNF.

Competitive Information	
Market Budget:	\$140,000
WRSP Share:	3%
Comment:	
WBUI:	28%
WCIA:	31%
WICS:	38%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	24	\$4,200.00	0.0
<b>Total</b>	<b>100%</b>	<b>24</b>	<b>\$4,200.00</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2016-Apr	18	\$3,150.00
2016-May	6	\$1,050.00
<b>Total</b>	<b>24</b>	<b>\$4,200.00</b>

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot- \$ Chg Contract \$ Comment
Queued for Electronic Contracting	4/1/16 10:50 AM				\$0
Queued for Electronic Contracting	4/1/16 10:43 AM				\$0
New	4/1/16 10:26 AM	ALEXANDRA BRADLEY	Confirmed	24	\$4,200.00 \$4,200.00

Non-Discrimination Policy	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 MEDIA GROUP (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.
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# Contract #

Schedule Dates

Advertiser

Agency

Product

Brand

Salesperson

Sales Office

Buyer Name

Phone/Fax

CPE

Account Types

Billing Type

Comments

2455553

04/05/16-04/29/16

SEIU Healthcare (35701)

Dudley Media (7265)

POLITICAL ISSUE (ns) (1187)

SEIU Healthcare (253453)

Millennium/DC, Washington DC (1108)

Millennium Washington DC

DUDLEY/BOB

/

N/A

National/Political Issue Agency BRD

Weekly/Irregular

SEIU-Healthcare  
NEW ORDER, PLS CHCK AND CNF.  
ALEX BRADLEY

Date Entered

Last Modified

Entered By

CO-OP

Headline #

Demo

Order Type

Package Deal

Commission %

Commission

Net Total

Sales Tax

04/01/16

04/01/16

Whitney Connelly

No

ECR25138280

A35+

Normal

15.00

\$630.00

\$3,570.00

WRSP+WCCU Combo 100/0 (WRSP+)

By Broadcast Month

Apr. 2016

May. 2016

Grand Total:

Spots

18

6

24

Rate

\$3,150.00

\$1,050.00

\$4,200.00



Dudley Media  
919 Catharine St  
Philadelphia, PA 19147

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 / News (1)	04/05/16-04/29/16	5	:30	7A- 8A (CST)	3	X	X	X	X	X	X	X	12	\$50.00	\$600.00	WRSP+WCCU Combo 100/0 (WRSP+)	NEWS	4/1/16
2.0	Normal Line / SPOT (2)	04/05/16-04/29/16	5	:30	9P- 9:30P (CST)	3	X	X	X	X	X	X	X	12	\$300.00	\$3,600.00	WRSP+WCCU Combo 100/0 (WRSP+)	NEWS	4/1/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

# AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WRSP-TV Springfield, IL	Date: 3-30-14
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I, Dudley Media, do hereby request station time concerning the following issue:

SEIU Healthcare Illinois

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

This broadcast time will be used by:

SEIU Healthcare Illinois

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL IMPORTANCE"**

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

SEIU Healthcare Illinois  
3339 South Halsted Street  
Chicago, IL 60608

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):

Myra Glassman, Treasurer

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)

Date 3-30-16  
 Signature [Signature]  
 Contact Phone Number 215-823-2214

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected  
 Signature [Signature]  
 Printed Name Jennifer L. Varn  
 Title LSM



AUTHORIZED SIGNATURE

*[Handwritten Signature]*



DOLLARS

\$\*\*1,785.00

4/1/2016

3-5-310

PNC Bank, N.A.  
Philadelphia, PA 19102

919 CATHARINE STREET  
PHILADELPHIA, PA 19147

**DUDLEY MEDIA**

SEIU Healthcare Illinois

WRSP-TV

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