

LOCAL - Liberty Principles PkC  
3/2-3/8/16

**POLITICAL FILE CHECK LIST** \$6,250

- 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

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





3/2-3/8/16

Advertiser: Liberty Principles PAC  
 Agency:  
 Buyer: Rob Vail  
 Length(s): :30, :60  
 Proposal #: 630695  
 Market [Rank]: CHAMPAIGN & SPRINGFIELD-DECATUR, IL [85]  
 Flight Dates: 03/01/16 - 03/07/16

Station Contact:  
 Name: Jennifer Valenti  
 Phone: (217) 753-5620 x624  
 Fax: (217) 241-0426  
 Email: jvalenti@sbgnet.com

*abc  
#2409506*

Program	Len	Rate	Mar	Mar	Cost	P35+			
DP Days Time	Weeks		1	7	Spots	RTG			
<b>WICS+</b>									
Newschannel Sunrise 20	:30	\$200	3	2	\$1,000	1.3			
M M-F 5:00A- 5:30A			2		5				
Newschannel Sunrise 20	:30	\$250	3	2	\$1,250	1.9			
M M-F 5:30A- 6:00A			2		5				
Newschannel Sunrise 20	:30	\$500	3	2	\$2,500	3.2			
M M-F 6:00A- 7:00A			2		5				
ABC Good Morning America	:30	\$600	3	2	\$3,000	3.4			
M M-F 7:00A- 9:00A			2		5				
ABC Good Morning America	:30	\$300	1	-	\$300	1.5			
M SAT 7:00A- 8:00A			1		1				
ABC Good Morning America	:30	\$400	1	-	\$400	2.2			
M SUN 7:00A- 8:00A			1		1				
ABC News This Week	:30	\$400	1	-	\$400	2.5*			
M SUN 10:00A-11:00A			1		1				
Ellen	:30	\$400	3	2	\$2,000	2.8			
E M-F 4:00P- 5:00P			2		5				
Newschannel 20 at 5	:30	\$900	3	2	\$4,500	5.9			
R M-F 5:00P- 5:30P			2		5				
Newschannel 20 at 6	:30	\$1,200	3	2	\$6,000	6.7			
R M-F 6:00P- 6:30P			2		5				
NewsChannel 20 at 6	:30	\$400	1	-	\$400	3.3			
R SAT 6:00P- 6:30P			1		1				
Newschannel 20 at 530	:30	\$500	1	-	\$500	3.7			
R SUN 5:30P- 6:00P			1		1				
Newschannel 20 at 10	:30	\$1,000	3	2	\$5,000	4.7			
T M-F 10:00P-10:35P			2		5				
Newschannel 20 at 10	:30	\$600	1	-	\$600	3.5			
T SAT 10:00P-10:35P			1		1				
Jimmy Kimmel Live	:30	\$200	3	2	\$1,000	1.2			
L M-F 10:35P-11:37P			2		5				
Ring of Honor	:60	\$100	1	-	\$100	0.7			
W SAT 10:35P-11:35P			1		1				
NBA: Houston Rockets at Chicago Bulls	:60	\$800	1	-	\$800	2.5*			
J SAT 7:00P-10:00P			1		1				
<b>Weekly Subtotals</b>			35	18	\$29,750				
					53				

*FOX  
#2409772*

Program	Len	Rate	Mar	Mar	Cost	P35+			
DP Days Time	Weeks		1	7	Spots	RTG			
<b>WRSP+</b>									
FOX News at 9	:30	\$400	3	2	\$2,000	1.7			
T M-F 9:00P-10:00P			2		5				
FOX News at 9	:30	\$200	1	-	\$200	2.0			
T SAT 9:00P- 9:30P			1		1				
FOX News at 9	:30	\$300	1	-	\$300	1.7			
T SUN 9:00P- 9:35P			1		1				

Program DP Days Time	Len Weeks	Rate	Mar 1	Mar 7	Cost Spots	P35+ RTG			
Mike & Molly L M-F 10:00P-10:30P	:30 2	\$75	3	2	\$375 5	1.0			
Mike & Molly L M-F 10:30P-11:00P	:30 2	\$75	3	2	\$375 5	1.1			
FOX News SUN W SUN 9:00A-10:00A	:30 1	\$200	1	-	\$200 1	1.4			
FOX College Hoops: Georgetown @ Villanova J SAT 11:00A- 1:00P	:60 1	\$400	1	-	\$400 1	1.0*			
NASCAR: Sprint Cup Series Las Vegas J SUN 2:30P- 6:00P	:60 1	\$2,400	1	-	\$2,400 1	5.0*			
<b>Weekly Subtotals</b>			14	6	\$6,250 20				

Program DP Days Time	Len Weeks	Rate	Mar 1	Mar 7	Cost Spots	P35+ RTG			
WBUI Ag Day M M-F 5:00A- 5:30A	:30 2	\$15	3	2	\$75 5	0.1			
2 Broke Girls L M-F 9:00P- 9:30P	:30 2	\$50	3	2	\$250 5	0.4			
Modern Family L M-F 9:30P-10:00P	:30 2	\$50	3	2	\$250 5	0.3			
ACC Basketball: Pitt @ Georgia Tech J SAT 1:00P- 3:00P	:60 1	\$50	1	-	\$50 1	0.5*			
<b>Weekly Subtotals</b>			12	4	\$625 16				

*CW*  
*# 2109783*

Demo breakdown:	Spots	Cost	GRP/GI	Reach	Frequency	Net Reach	Population
P35+R	89	\$36,625	210.00	63.3	3.32	307,981	486,542

Dayparts: A - ACCESS; E - EARLY FRINGE; J - SPORTS; L - LATE FRINGE; M - MORNING; R - EARLY NEWS; T - LATE NEWS; W - WEEKEND

Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\* - item(s) estimated by user.

## Jennifer Valenti

---

**From:** rangera17@aol.com  
**Sent:** Tuesday, March 01, 2016 10:33 AM  
**To:** Jennifer Valenti  
**Subject:** Re: Revised Liberty Priciples

Approved and thank you. Your two traffic points should get a :30 and a :60. I'm going to calculate rolling other :30s to :60s and try to get more dollars by Thursday. My problem, not yours. Thanks for your prompt work. When does this flight end?

Rob

-----Original Message-----

**From:** Jennifer Valenti <JValenti@sbgvtv.com>  
**To:** rangera17 <rangera17@aol.com>  
**Sent:** Tue, Mar 1, 2016 10:19 am  
**Subject:** RE: Revised Liberty Priciples

Oh, good grief! I didn't attach the proposal.

So sorry – here it is.

We did receive \$\$\$, NAB forms.

If this is ok, we'll get it going asap.

Thanks,  
Jen

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**From:** Jennifer Valenti  
**Sent:** Monday, February 29, 2016 4:05 PM  
**To:** [rangera17@aol.com](mailto:rangera17@aol.com)  
**Subject:** Revised Liberty Priciples

Hi Rob,

Here ya go! Hope this is what you're looking for (the phone was kinda in and out).

Jen

Station address:  
WICS-TV  
421 S. Grand Avenue West  
Springfield, IL 62703

Traffic to:  
Mary Creason [mcreason@sbgvtv.com](mailto:mcreason@sbgvtv.com) for abc  
and Bonnie Duncan [bjduncan@sbgvtv.com](mailto:bjduncan@sbgvtv.com) for CW/FOX

Jennifer Valenti



WRSP+WCCU Combo 100/0 WRS  
2680 E Cook St  
Springfield, IL 62703

Liberty Principles PAC  
1911 N Ft Myer Dr  
Ste 400  
Arlington, VA 22209

**Contract # 2409772**

Schedule Dates

03/02/16-03/08/16

Date Entered 03/01/16

WRSP+WCCU Combo 100/0 (WRSP+)  
By Broadcast Month Spots Rate  
Mar: 2016 20 \$6,250.00  
Grand Total: 20 \$6,250.00

Advertiser

Liberty Principles PAC (107692)

Last Modified

03/01/16

Entered By

Jennifer Valenti

Rate

Agency

Liberty Principles PAC INC (17375)

CO-OP

NO

Headline #

NO

Rate

Product

POLITICAL ISSUE (ns) (1187)

Headline #

NO

Demo

NO

Rate

Brand

Halbrook (809498)

Order Type

Normal

Salesperson

HOUSE-SPRINGFIELD/CHAMPAL, WICS+ (1334)

Package Deal

Normal

Sales Office

WICD

Commission %

15.00

Buyer Name

Vail,Rob

Commission

\$937.50

Phone/Fax

/

Net Total

\$5,312.50

CPE

N/A

Sales Tax

Account Types

Regional/Political Issue Agency BRD

Billing Type

Weekly/Irregular

Comments

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	03/02/16-03/08/16	2	:30	9p-10p (CST)	1	1	1	1	1	1			5	\$400.00	\$2,000.00	WRSP+WCCU Combo 100/0 (WRS		3/1/16
2.0	Normal Line / SPOT	03/02/16-03/08/16	3	:30	10p-10:30p (CST)	1	1	1	1	1	1			5	\$75.00	\$375.00	WRSP+WCCU Combo 100/0 (WRS		3/1/16
3.0	Normal Line / SPOT	03/02/16-03/08/16	3	:30	10:30p-11p (CST)	1	1	1	1	1	1			5	\$75.00	\$375.00	WRSP+WCCU Combo 100/0 (WRS		3/1/16
4.0	Normal Line / News	03/05/16-03/05/16	3	:30	9p-9:30p (CST)							1		1	\$200.00	\$200.00	WRSP+WCCU Combo 100/0 (WRS		3/1/16
5.0	Normal Line / News	03/06/16-03/06/16	3	:30	9p-9:35p (CST)							1		1	\$300.00	\$300.00	WRSP+WCCU Combo 100/0 (WRS		3/1/16
6.0	Normal Line / SPOT	03/06/16-03/06/16	2	:30	9A-10A (CST)							1		1	\$200.00	\$200.00	WRSP+WCCU Combo 100/0 (WRS		3/1/16
7.0	Normal Line / Basketball	03/05/16-03/05/16	3	1:00	11A-1P (CST)							1		1	\$400.00	\$400.00	WRSP+WCCU Combo 100/0 (WRS		3/1/16
8.0	Normal Line / NASCAR	03/06/16-03/06/16	2	1:00	2:30p-6p (CST)							1		1	\$2,400.00	\$2,400.00	WRSP+WCCU Combo 100/0 (WRS		3/1/16

**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

<b>Station and Location:</b> <span style="font-size: 1.2em; font-family: cursive;">WICS / WRSP / WBUI</span>	<b>Date:</b> <span style="font-size: 1.2em; font-family: cursive;">2/29/16</span>
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I, DAN Proff  
do hereby request station time concerning the following issue:

IL HD 102

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<span style="font-size: 1.2em; font-family: cursive;">:30 :60</span>	<span style="font-size: 1.2em; font-family: cursive;">various</span>	<span style="font-size: 1.2em; font-family: cursive;">7</span>	<span style="font-size: 1.2em; font-family: cursive;">IE</span>	<span style="font-size: 1.2em; font-family: cursive;">various</span>	<span style="font-size: 1.2em; font-family: cursive;">1</span>

This broadcast time will be used by: Liberty Benigob

**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):

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

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):

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

**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):

*Liberty Priv. Insts  
505 N. Lake Shore Apt 516 Chicago, IL 60611*

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 and Treasurer Don Proft*



### 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
<i>See attached Schedules</i>					

**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.

LIBERTY PRINCIPLES PAC, INC.  
505 N LAKE SHORE DR. APT 516  
CHICAGO, IL 60611

2-2662/710

305

DATE 2/29/16 PMP

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SPECIALTY ALUMINUM SECURITY



PAY TO THE ORDER OF

WICS

Thirty one thousand one hundred thirty one and 00/100 \$ 31,131.00  
DOLLARS

Heat Reactive Ink

SIGNATURE BANK

Chicago, Illinois  
www.signature-bank.com

MEMO

Halbrook

[Signature] MP

LOOK FOR FRAUD-DETECTING FEATURES INCLUDING THE SECURITY SQUARE AND HEAT-REACTIVE INK. DETAILS ON BACK.

For 2409506 abc  
\$29,750

25,287.50 Net

2409772 FOX  
\$6,250

5,312.50 Net

2409783 CW  
\$625

531.25 Net

= \$31,131.25