

LOCAL - Liberty Principles Pte
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

Program	Len	Rate	Mar	Mar	Cost	P35+			
DP Days Time	Weeks	1	7	Spots	RTG				
WICS+									
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					
Weekly Subtotals			35	18	\$29,750				
					53				

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

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

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: _____

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

From: Jennifer Valenti
Sent: Monday, February 29, 2016 4:05 PM
To: 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 for abc
and Bonnie Duncan bjduncan@sbgvtv.com for CW/FOX

Jennifer Valenti

AGREEMENT FORM FOR
NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <i>WICS/WRSP/WBUI</i>	Date: <i>2/29/16</i>
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I, *DAN Proft*
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
<i>:30 :60</i>	<i>various</i>	<i>7</i>	<i>IE</i>	<i>various</i>	<i>1</i>

This broadcast time will be used by: *Liberty Benigsk*

**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 Press
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

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

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)

2/19/16  (847) 421-8287
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

 Jennifer E. Valenti, CSM _____
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
See Attached Schedules					

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

DELIVER WITH CARE
SPECIALTY BLUE INK SECURITY

PAY TO
THE ORDER OF

WICS

Thirty one thousand one hundred thirty one and 10/100
\$31,131.00
DOLLARS

SIGNATURE BANK

Chicago, Illinois
www.signature-bank.com

MEMO

Halbrook

DP/E

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