

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Robb Kahl, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

**Check one:**

Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.

Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by:

Agency name: n/a

Address:

Contact:

Phone number:

Email:

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: Wisconsin Infrastructure Investment Now, Inc.

Address: 4230 East Towne Blvd. #245, Madison WI 53704

Contact: Cynthia Buchko

Phone number: 608-276-2920

Email: info@wisconsininfrastructure.com

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

Robb Kahl, Executive Director  
Terrance McGowan, Board Member  
Tom Schaitel, Board Member  
Tim Peterson, Board Member

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

N/A

Name(s) of every candidate referred to: Tammy Baldwin

Office(s) sought by such candidate(s) (no acronyms or abbreviations): Senator

Date of election: November 5, 2024

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

N/A

Bi-Partisan Infrastructure Law and the Inflation Reduction Act

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

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor	Station Representative
Signature: <i>Cynthia Buchko</i>	Signature: <i>Nolan Murphy</i>
Name: Cynthia Buchko	Name: Nolan Murphy
Date of Request to Purchase Ad Time: 3/28/2024	Date of Station Agreement to Sell Time: 3/28/24

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: 2/24/24

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

- Accepted  
 Accepted IN PART (e.g., ad not received to determine content)\*  
 Rejected – provide reason (optional):

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

n/a

Contract #: 510631	Station Call Letters: <i>WTMJ ORIG</i> <i>WCQM-Local</i>	Date Received/Requested: 3/28/24
Est. #:	Station Location: <i>Milwaukee, WI</i> <i>PARK FALLS - Local</i>	Run Start and End Dates: 2/24/24-6/30/24

**For national issue ads only (not required for state/local issue ads):**

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.



# CONTRACT



**Good Karma Broadcasting, LLC**  
 301 W Wisconsin Ave, Ste 200  
 Milwaukee, WI 53203  
 (414) 209-3100

<u>Contract / Revision</u> 510631 /		<u>Alt Order #</u>
<u>Advertiser</u> Wisconsin Infrastructure Investment Now, In		<u>Original Date / Revision</u> 01/31/24 / 04/09/24
<u>Contract Dates</u> 02/24/24 - 09/29/24	<u>Estimate #</u>	
<u>Product</u> 2024 Brewers		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WTMJ-AM	<u>Account Executive</u> Jared Uhan	<u>Sales Office</u> Radio-Milwaukee
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agency Ref</u> 129440	<u>Advertiser Ref</u> 241534	

And:

**Wisconsin Infrastructure Investment Now, Inc**  
 4230 East Towne Blvd  
 #245  
 Madison, WI 53704

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WTMJ	02/24/24	09/29/24	Brewers In-Game Net	Various		:30			NM	370	\$137,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		02/19/24	02/25/24	-----2-	2			\$0.00				
Week:		02/26/24	03/03/24	222--22	10			\$0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
377	WTMJ	02/26/24-03/03/24		Milwaukee Brewers	Various	-TuW---SaSu	:30		\$0.00	NM		
		Ⓢ Bonus										
379	WTMJ	02/26/24-03/03/24		Milwaukee Brewers	Various	-TuW---SaSu	:30		\$0.00	NM		
		Ⓢ Credited										
381	WTMJ	02/26/24-03/03/24		Milwaukee Brewers	Various	-TuW---SaSu	:30		\$0.00	NM		
		Ⓢ Credited										
384	WTMJ	02/26/24-03/03/24		Milwaukee Brewers	Various	-TuW---SaSu	:30		\$0.00	NM		
		Ⓢ Credited										
386	WTMJ	02/26/24-03/03/24		Milwaukee Brewers	Various	-TuW---SaSu	:30		\$0.00	NM		
		Ⓢ Credited										
391	WTMJ	02/26/24-03/03/24		Milwaukee Brewers	Various	-TuW---SaSu	:30		\$0.00	NM		
		Ⓢ Credited										
399	WTMJ	02/26/24-03/03/24		Milwaukee Brewers	Various	-TuW---SaSu	:30		\$0.00	NM		
		Ⓢ Credited										
Week:		03/04/24	03/10/24	-2--222	8			\$0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
410	WTMJ	03/04/24-03/10/24		Milwaukee Brewers	Various	-Tu---FSaSu	:30		\$0.00	NM		
		Ⓢ Bonus										
414	WTMJ	03/04/24-03/10/24		Milwaukee Brewers	Various	-Tu---FSaSu	:30		\$0.00	NM		
		Ⓢ Bonus										
423	WTMJ	03/04/24-03/10/24		Milwaukee Brewers	Various	-Tu---FSaSu	:30		\$0.00	NM		
		Ⓢ Bonus										
428	WTMJ	03/04/24-03/10/24		Milwaukee Brewers	Various	-Tu---FSaSu	:30		\$0.00	NM		
		Ⓢ Bonus										
Week:		03/11/24	03/17/24	--2--22	6			\$0.00				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Advertiser and Agency, jointly and severally, warrant, and covenant that the advertising supplied to Station, including any music contained therein, is rights-cleared for exhibition, distribution, performance, and/or retransmission by broadcast television, including on a mobile DTV (ATSC M/H or successor standard) basis, and by any multichannel video programming distributor or any other video delivery system, including, but not limited to, streaming over the Internet or distribution on a TV-Everywhere-type and/or OTT basis, whether on a linear, video-on-demand, start-over, or look-back basis.



**Good Karma Broadcasting, LLC**  
 301 W Wisconsin Ave, Ste 200  
 Milwaukee, WI 53203  
 (414) 209-3100

<u>Contract / Revision</u> 510631 /	<u>Alt Order #</u>
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<u>Advertiser</u> Wisconsin Infrastructure Investment Now, In	<u>Original Date / Revision</u> 01/31/24 / 04/09/24
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<u>Contract Dates</u> 02/24/24 - 09/29/24	<u>Product</u> 2024 Brewers	<u>Estimate #</u>
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
430	WTMJ	03/11/24-03/17/24		Milwaukee Brewers	Various	---W---SaSu	:30		\$0.00	NM		
				Ⓢ Bonus								
433	WTMJ	03/11/24-03/17/24		Milwaukee Brewers	Various	---W---SaSu	:30		\$0.00	NM		
				Ⓢ Bonus								
438	WTMJ	03/11/24-03/17/24		Milwaukee Brewers	Various	---W---SaSu	:30		\$0.00	NM		
				Ⓢ Bonus								
Week:		03/18/24	03/24/24	22--22-				8	\$0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
440	WTMJ	03/18/24-03/24/24		Milwaukee Brewers	Various	MTu---FSa--	:30		\$0.00	NM		
				Ⓢ Bonus								
441	WTMJ	03/18/24-03/24/24		Milwaukee Brewers	Various	MTu---FSa--	:30		\$0.00	NM		
				Ⓢ Bonus								
443	WTMJ	03/18/24-03/24/24		Milwaukee Brewers	Various	MTu---FSa--	:30		<del>\$0.00</del>	NM		
				Ⓢ Credited								
444	WTMJ	03/18/24-03/24/24		Milwaukee Brewers	Various	MTu---FSa--	:30		\$0.00	NM		
				Ⓢ Bonus								
445	WTMJ	03/18/24-03/24/24		Milwaukee Brewers	Various	MTu---FSa--	:30		<del>\$0.00</del>	NM		
				Ⓢ Credited								
446	WTMJ	03/18/24-03/24/24		Milwaukee Brewers	Various	MTu---FSa--	:30		<del>\$0.00</del>	NM		
				Ⓢ Credited								
Week:		03/25/24	03/31/24	---2-22				6	\$424.20			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
18	WTMJ	03/25/24-03/31/24		Brewers In-Game Net	Various	----Th-SaSu	:30		<del>\$424.20</del>	NM		
				See MG 1.447								
197	WTMJ	03/25/24-03/31/24		Brewers In-Game Net	Various	----Th-SaSu	:30		<del>\$424.20</del>	NM		
				See MG 1.448								
447	WTMJ	03/29/24-03/29/24		Brewers In-Game Net	Various	-----F----	:30		\$424.20	NM		
				Ⓢ MG for 1.18 03/28								
448	WTMJ	03/29/24-03/29/24		Brewers In-Game Net	Various	-----F----	:30		\$424.20	NM		
				Ⓢ MG for 1.197 03/28								
Week:		04/01/24	04/07/24	-22-222				10	\$423.60			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
450	WTMJ	04/01/24-04/07/24		Milwaukee Brewers	Various	-TuW--FSaSu	:30		\$0.00	NM		
				Ⓢ Bonus								
Week:		04/08/24	04/14/24	2222222				14	\$423.60			
Week:		04/15/24	04/21/24	222-222				12	\$423.60			
Week:		04/22/24	04/28/24	2222222				14	\$423.60			
Week:		04/29/24	05/05/24	222-222				12	\$423.60			
Week:		05/06/24	05/12/24	2222222				14	\$423.60			
Week:		05/13/24	05/19/24	222-222				12	\$423.60			
Week:		05/20/24	05/26/24	222-222				12	\$423.60			
Week:		05/27/24	06/02/24	2222222				14	\$423.60			
Week:		06/03/24	06/09/24	222-222				12	\$423.60			
Week:		06/10/24	06/16/24	222-222				12	\$423.60			
Week:		06/17/24	06/23/24	2222222				14	\$423.60			
Week:		06/24/24	06/30/24	222-222				12	\$423.60			
Week:		07/01/24	07/07/24	2222222				14	\$423.60			
Week:		07/08/24	07/14/24	-222222				12	\$423.60			
Week:		07/15/24	07/21/24	-----22				4	\$423.60			

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 301 W Wisconsin Ave, Ste 200  
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<u>Contract / Revision</u> 510631 /	<u>Alt Order #</u>
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<u>Advertiser</u> Wisconsin Infrastructure Investment Now, In	<u>Original Date / Revision</u> 01/31/24 / 04/09/24
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<u>Contract Dates</u> 02/24/24 - 09/29/24	<u>Product</u> 2024 Brewers	<u>Estimate #</u>
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/22/24	07/28/24	222-222				12	\$423.60			
Week:		07/29/24	08/04/24	222-222				12	\$423.60			
Week:		08/05/24	08/11/24	-222222				12	\$423.60			
Week:		08/12/24	08/18/24	2222222				14	\$423.60			
Week:		08/19/24	08/25/24	-222222				12	\$423.60			
Week:		08/26/24	09/01/24	-222222				12	\$423.60			
Week:		09/02/24	09/08/24	222-222				12	\$423.60			
Week:		09/09/24	09/15/24	-222222				12	\$423.60			
Week:		09/16/24	09/22/24	2222222				14	\$423.60			
Week:		09/23/24	09/29/24	-222222				12	\$423.60			
N 2	WTMJ	03/25/24	03/25/24	Brewers In-Game Net	Various		:30			NM	2	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/24	03/31/24	2-----				2	\$0.00			
N 3	WTMJ	06/22/24	06/22/24	Chesney hard cost	Chesney hard cost		:00			NS	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/17/24	06/23/24	-----S-				1	\$2,750.00			
<b>Totals</b>											<b>373</b>	<b>\$140,000.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
01/29/24 - 02/25/24	2	\$0.00	\$0.00
02/26/24 - 03/31/24	51	\$2,545.20	\$2,545.20
04/01/24 - 04/28/24	51	\$21,180.00	\$21,180.00
04/29/24 - 05/26/24	50	\$21,180.00	\$21,180.00
05/27/24 - 06/30/24	65	\$29,860.40	\$29,860.40
07/01/24 - 07/28/24	42	\$17,791.20	\$17,791.20
07/29/24 - 08/25/24	50	\$21,180.00	\$21,180.00
08/26/24 - 09/29/24	62	\$26,263.20	\$26,263.20
<b>Totals</b>	<b>373</b>	<b>\$140,000.00</b>	<b>\$140,000.00</b>

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

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**NOTE: The originating station of the Brewers Radio Network did not send the Issue Ad information in a timely manner. This Civic Media station uploaded the NAB PB19 and order withing 18 hours of receiving the paperwork. The explanation for the delay is below in an email from the network contact.**

to me, traffic

----- Forwarded message -----

From: **Greg Matzek** <[gmatzek@goodkarmabrands.com](mailto:gmatzek@goodkarmabrands.com)>

Date: Wed, Apr 17, 2024, 7:46 PM

Subject: Issue Advertising

Hi Everyone ~

Apologies for the delay. We finally have the paperwork for the advertisement that mentions Tammy Baldwin airing during Brewers Radio Network broadcasts.

In most cases, paperwork like this will be sent to you before the spot airs, but this is a special case in that the spot in question wasn't intended to be "issue" advertising but was deemed to be.

There will certainly be more to come throughout the season.

Thank you!

**GREG MATZEK**

Sports Director | Host  
Cell: 414.975.5902  
Email: [gmatzek@goodkarmabrands.com](mailto:gmatzek@goodkarmabrands.com)  
301 W. Wisconsin Ave, Suite 200, Milwaukee, WI 53203



**GOOD KARMA BRANDS**  
[EST. 1997]

