

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WMSN TV Madison, WI

Date: 9/22/14

I, Cindy Murphy

being/on behalf of: Friends of Scott Walker

a legally qualified candidate of the Republican

political party for the office of: Governor of WI

in the General

election to be held on: 11/4/2014

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Scott Walker

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Kate Lind

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

To Be Signed By Candidate or Authorized Committee

9/22/14

Date

Cindy Murphy

Signature

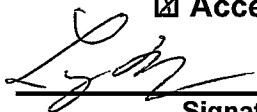
Digitally signed by Cindy Murphy
DN: cn=Cindy Murphy, o=nonbox, ou, email=cindym@nonbox.com, c=US
Date: 2014.09.22 16:23:04 -05'00'

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**



Signature

Larry Forsgren

Printed Name

GM

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Friends of Scott Walker

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a ~~clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed~~ printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Cindy Murphy

Digitally signed by Cindy Murphy
DN: cn=Cindy Murphy, o=nonbox, ou, email=cindym@nonbox.com, c=US
Date: 2014.09.22 16:23:23 -05'00'

signature of candidate or authorized committee

Cindy Murphy

printed name

9/22/14

date

AGREED UPON SCHEDULE

**(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)**

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 times the spots air and the rates charged, 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 specific spots aired and the rates charged. 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.



WMSN Madison
7847 Big Sky Dr
Madison, WI 53719

Contract # 1931837

Schedule Dates 09/24/14-09/29/14
Advertiser Friends of Scott Walker (66209)
Agency Norbox Eisner (5242)
Product POLITICAL CANDIDATE (ns) (1186)
Brand 2014 SWF 9/24 B (662364)
Salesperson HOUSE-MADISON, WMSN (1187)
Sales Office WMSN
Buyer Name Murphy, Cindy
Phone/Fax (414) 425-8800 /
CPE 2014 SWF 9/24 B
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 09/23/14
Last Modified 09/23/14
Entered By Sandy Reynolds
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$225.00
Net Total \$1,275.00
Sales Tax

Madison (WMSN)		
By Broadcast Month	Spots	Rate
Sep. 2014	2	\$1,000.00
Oct. 2014	1	\$500.00
Grand Total:	3	\$1,500.00

Nonbox Eisner
5307 S 92nd St
Hale Corners, WI 53130

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	09/24/14-09/24/14	2	:30	9P- 9:35P (CST)				1					1	\$500.00	\$500.00	Madison (WMSN)		9/23/14
2.0	Normal Line / News	09/29/14-09/29/14	2	:30	9P- 9:35P (CST)		1							1	\$500.00	\$500.00	Madison (WMSN)		9/23/14
3.0	Normal Line / News	09/28/14-09/28/14	2	:30	9P- 9:35P (CST)								1	1	\$500.00	\$500.00	Madison (WMSN)		9/23/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



Station Order

Client: Friends of Scott Walker
Product: Friends of Scott Walker
Campaign: 2014 SWF 9/24 B

Market: MADISON
Station: WMSN
Station Contact:

Rev #: 0
Flight From: 09/24/2014 to 09/30/2014

nonbox
5307 S 92nd St
Hales Corners, WI 53130
414-425-8800

Buyer Name: Cindy Murphy
Sweeps: Share Feb 2014 -> HUTT/PUT Jul 13
Actg. Order No.: 1801
WS Order No.: 2808

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross								
				Rate/ Total	Sep 24	Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	Total Spots
1	MTWRF-- 09:00P-09:35P	LN 30	FOX 47 NEWS	\$500.00 \$1,000.00	1	1	.	2
2	-----Su 09:00P-09:35P	LN 30	SUN FOX47 NEWS	\$500.00 \$500.00	1	.	.	1
				\$1,500.00	1	.	.	.	1	1	.	3

Month	Spots	Station Gross Dollars
Sep	3	\$1,500.00
	3	\$1,500.00

By: _____