

✓
WUTV/WNYO Political File Checklist

Candidate: Roberts

Agency: Stacy McGee

Flight Dates: 9/30-10/6/14

Rep: BRAD PHILLIPS

Today's Date: 9/26/14

Contract # 1938992

☐

Copy of Sales Order

☒☐

Copy of NAB Form

☒

Copy of Check

☒☐☐

Complete packets go to public file

These records contain:

1. The issue to which the ad refers
2. Whether the request was accepted or rejected by the station
3. The rate charged for the time
4. The dates and times on which the ads aired (if applicable)
5. The class of time that was purchased (if applicable)
6. The name of the entity purchasing/requesting the time including name,



WNYO Buffalo
699 Hertel Ave, Suite 100
Buffalo, NY 14207

Dudley Media
919 Catharine St
Philadelphia, PA 19147

Contract # 1938992
Schedule Dates 09/30/14-10/06/14
Advertiser Martha Robertson for Congress-D (92838)
Agency Dudley Media (7265)
Product POLITICAL CANDIDATE (ns) (1186)
Brand MARTHA ROBERTSON (664119)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name DUDLEY,BOB
Phone/Fax /
CPE N/A
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments MARTHA ROBERTSON
COMMITTEE TO ELECT MARTHA ROBERTSON
BRAD PHILIPPS

Date Entered 09/26/14
Last Modified
Entered By Kitty Hotles
CO-OP No
Headline # ECR10414150
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$177.00
Net Total \$1,003.00
Sales Tax

Buffalo (WNYO)		
By Broadcast Month	Spots	Rate
Oct. 2014	19	\$1,180.00
Grand Total:	19	\$1,180.00

INCOMPLETE CONTRACT

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

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
Est 1.0	Unapproved (NewL) on credit hold / News	09/30/14-10/03/14	1	:30	6:58:25A- News-WNYO Daybreak			1	1	1	1			4	\$20.00	\$80.00	Buffalo (WNYO)	NEWS	9/26/14
Est 2.0	Unapproved (NewL) on credit hold / News	10/06/14-10/06/14	1	:30	6:58:25A- News-WNYO Daybreak		1							1	\$20.00	\$20.00	Buffalo (WNYO)	NEWS	9/26/14
Est 3.0	Unapproved (NewL) on credit hold / SPOT	10/06/14-10/06/14	1	:30	7:30P- Mike and Molly		1							1	\$150.00	\$150.00	Buffalo (WNYO)	MOLLY	9/26/14
Est 4.0	Unapproved (NewL) on credit hold / SPOT	09/30/14-10/03/14	1	:30	7:30P- Mike and Molly			1	1	1	1			4	\$150.00	\$600.00	Buffalo (WNYO)	MOLLY	9/26/14
Est 6.0	Unapproved (NewL) on credit hold / SPOT	09/30/14-10/03/14	1	:30	10P- Mike and Molly 2			1	1	1	1			4	\$50.00	\$200.00	Buffalo (WNYO)	MOLLY	9/26/14
Est 7.0	Unapproved (NewL) on credit hold / SPOT	10/06/14-10/06/14	1	:30	10P- Mike and Molly 2		1							1	\$50.00	\$50.00	Buffalo (WNYO)	MOLLY	9/26/14
Est 8.0	Unapproved (NewL) on credit hold / News	09/30/14-10/03/14	1	:30	6:58:25A- News-WNYO Daybreak	3		X	X	X	X			3	\$20.00	\$60.00	Buffalo (WNYO)	NEWS-MG FOR FRIENDS NA	9/26/14
Est 9.0	Unapproved (NewL) on credit hold / News	10/06/14-10/06/14	1	:30	6:58:25A- News-WNYO Daybreak		1							1	\$20.00	\$20.00	Buffalo (WNYO)	NEWS-MG FOR FRIENDS NA	9/26/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Kitty Hotles 9/26/14

Rep Order# 10414150 Ver# 3
EC'd Yes

Status Revised

Traffic Order# 1938992

Last Received:
Showing Buylines:Printed: 09/26/14 11:30 AM
09/26/14 11:22 AM
All Rep Revised Lines

1 of 2

Station WNYO-TV BUFFALO NY
Advertiser (NW80) POLITICAL
Product MARTHA ROBERTSON
Estimate#
Buyer BOB DUDLEYAgency (DUDL) DUDLEY MEDIA
919 CATHARINE ST
PHILADELPHIA, PA 19147
Agency C/P1/P2/E
Flight Dates 09/30/14-10/06/14Rep Firm MILLENNIUM SALES & MARKETING
Sales Office (DC) WASHINGTON
Salesperson (BPH) BRAD PHILIPPS
Sales Assistant
Salesperson Phone# 202-955-5342
Salesperson Fax# 202-955-5348

--- CONTRACT COMMENT ---

COMMITTEE TO ELECT MARTHA ROBERTSON

*****NONDISCRIMINATION***** 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 COMMUNICATIONS, INC. (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.

--- REMARKS ---

MG PACKAGE FOR LN 5 2X 10/4 SHOWN ON LNS 8,9 PLEASE CNFM, THANKS

Ln	Dates	Time	Program	Len	Rate	Day	Spots/ Week	Num of Weeks	Total Spots	Total Cost	RTG/IMP	GRPs/ (000)
5*	10/04-10/04	5P-6P	FRIENDS	30	\$40.00	Sa	0	1	0	\$0.00	-	-
			MADE-GOOD BY LINE(S) 8									
			V3 Effective Dates Changed									
8*	09/30-10/03	7A-8A	NEWS	30	\$20.00	Tu-F	3	1	3	\$60.00	-	-
			Sales remark: V3 PART OF MG PACKAGE FOR LN 5 2X 10/4									
			MKGD FOR SPOTS MISSED ON LN #5: 10/04(2/WK)									
			V3 Added									
9*	10/06-10/06	7A-8A	NEWS	30	\$20.00	M	1	1	1	\$20.00	-	-
			Sales remark: V3 PART OF MG PACKAGE FOR LN 5 2X 10/4									
			V3 Added									

---REPORT TOTALS---

Report Totals: 4 / \$80.00

---SALES MONTHLY TOTALS---

Oct2014: 19/ \$1.180.00

ORDER WORKSHEET

Rep Order# 10414150 Ver# 3
EC'd Yes

Status Revised

Traffic Order# 1938992

Printed: 09/26/14 11:30 AM
09/26/14 11:22 AM
All Rep Revised Lines

2 of 2

Last Received:
Showing Buylines:

Station WNYO-TV BUFFALO NY
Advertiser (NW80) POLITICAL
Product MARTHA ROBERTSON
Estimate#
Buyer BOB DUDLEY

Agency (DUDL) DUDLEY MEDIA
919 CATHARINE ST
PHILADELPHIA, PA 19147

Agency C/P1/P2/E
Flight Dates 09/30/14-10/06/14

Rep Firm MILLENNIUM SALES & MARKETING
Sales Office (DC) WASHINGTON
Salesperson (BPH) BRAD PHILIPPS
Sales Assistant
Salesperson Phone# 202-955-5342
Salesperson Fax# 202-955-5348

Order Totals: 19 / \$1,180.00 Total GRPS: 0.0

--- COMPETITIVE ---

Market Totals	\$99,159.66	CABL .00%	UNKN .00%	WGRZ 39.91%	WIVB 41.58%	WKBW 10.12%
		WNLO 3.47%	WNYO 1.19%	WUTV 3.72%		

Books [null]
Demos RA35+P

--- CREDIT RISK ---

STANDARD CREDIT TERMS

ORDER WORKSHEET

Rep Order# 10414150 Ver# 2
EC'd Yes

Status Returned

Traffic Order# 1938992

Printed: 09/26/14 11:12 AM

1 of 2

Last Received:

09/26/14 11:12 AM

Showing Buylines:

Last Station Changes

Station WNYO-TV BUFFALO NY
Advertiser (NW80) POLITICAL
Product MARTHA ROBERTSON
Estimate#
Buyer BOB DUDLEY

Agency (DUDL) DUDLEY MEDIA
919 CATHARINE ST
PHILADELPHIA, PA 19147
Agency C/P1/P2/E
Flight Dates 09/30/14-10/06/14

Rep Firm MILLENNIUM SALES & MARKETING
Sales Office (DC) WASHINGTON
Salesperson (BPH) BRAD PHILIPPS
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Salesperson Phone# 202-955-5342
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--- REMARKS ---

LINE 5--NA DT ASN USA FOOTBALL 3:30-7P. PLS MG. TKS

Ln	Dates	Time	Program	Len	Rate	Day	Spots/ Week	Num of Weeks	Total Spots	Total Cost	RTG/IMP	GRPs/ (000)
5*	10/04-10/04	5P-6P	FRIENDS	30	\$40.00	Sa	2	1	2	\$80.00	-	-
Station remark: V2 NA DT ASN USA FOOTBALL 3:30-7P. PLS MG. TKS												

---REPORT TOTALS---

Report Totals: 2 / \$80.00

---SALES MONTHLY TOTALS---

Oct2014: 17/ \$1,180.00

Order Totals: 17 / \$1,180.00 Total GRPS: 0.0

--- COMPETITIVE ---

Market Totals	\$99,159.66	CABL .00%	UNKN .00%	WGRZ 39.91%	WIVB 41.58%	WKBW 10.12%
		WNLO 3.47%	WNYO 1.19%	WUTV 3.72%		

Books [null]
Demos RA35+P

ORDER WORKSHEET

Rep Order# 10414150 Ver# 2
EC'd Yes

Status Returned

Traffic Order# 1938992

Last Received:
Showing Buylines:

Printed: 09/26/14 11:12 AM
09/26/14 11:12 AM
Last Station Changes

2 of 2

Station WNYO-TV BUFFALO NY
Advertiser (NW80) POLITICAL
Product MARTHA ROBERTSON
Estimate#
Buyer BOB DUDLEY

Agency (DUDL) DUDLEY MEDIA
919 CATHARINE ST
PHILADELPHIA, PA 19147
Agency C/P1/P2/E
Flight Dates 09/30/14-10/06/14

Rep Firm MILLENNIUM SALES & MARKETING
Sales Office (DC) WASHINGTON
Salesperson (BPH) BRAD PHILIPPS
Sales Assistant
Salesperson Phone# 202-955-5342
Salesperson Fax# 202-955-5348

--- CREDIT RISK ---

STANDARD CREDIT TERMS

Rep Order# 10414150 Ver# 1 Status New
EC'd Yes

Traffic Order#

#1938992

Printed:
Last Received:
Showing Buylines:

09/26/14 10:06 AM
09/26/14 9:37 AM
All Rep Changes or Last Station Changes

1 of 2

Station WNYO-TV BUFFALO NY
Advertiser (NW80) POLITICAL
Product MARTHA ROBERTSON
Estimate#
Buyer BOB DUDLEY

Agency (DUDL) DUDLEY MEDIA
919 CATHARINE ST
PHILADELPHIA, PA 19147
Agency C/P1/P2/E
Flight Dates 09/30/14-10/06/14

Rep Firm MILLENNIUM SALES & MARKETING
Sales Office (DC) WASHINGTON
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--- REMARKS ---

NEW ROBERTSON ORDER - PLEASE CNFM, THANKS

Ln	Dates	Time	Program	Len	Rate	Day	Spots/ Week	Num of Weeks	Total Spots	Total Cost	RTG/IMP	GRPs/ (000)
✓ 1	09/30-10/03	7A-8A	NEWS	30	\$20.00	Tu-F	4	1	4	\$80.00	-	-
✓ 2	10/06-10/06	7A-8A	NEWS	30	\$20.00	M	1	1	1	\$20.00	-	-
✓ 3	10/06-10/06	730P-8P	MOLLY	30	\$150.00	M	1	1	1	\$150.00	-	-
✓ 4	09/30-10/03	730P-8P	MOLLY	30	\$150.00	Tu-F	4	1	4	\$600.00	-	-
5	10/04-10/04	5P-6P	FRIENDS	30	\$40.00	Sa	2	1	2	\$80.00	-	-
✓ 6	09/30-10/03	10P-1030P	MOLLY	30	\$50.00	Tu-F	4	1	4	\$200.00	-	-
✓ 7	10/06-10/06	10P-1030P	MOLLY	30	\$50.00	M	1	1	1	\$50.00	-	-

ASN - USA FOOTBALL
3:30-7P

---REPORT TOTALS---

Report Totals: ✓ 17 / \$1,180.00 ✓

---SALES MONTHLY TOTALS---

ORDER WORKSHEET

Rep Order# 10414150 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 09/26/14 10:06 AM 2 of 2
Last Received: 09/26/14 9:37 AM
Showing Buylines: All Rep Changes or Last Station Changes

Station WNYO-TV BUFFALO NY
Advertiser (NW80) POLITICAL
Product MARTHA ROBERTSON
Estimate#
Buyer BOB DUDLEY

Agency (DUDL) DUDLEY MEDIA
919 CATHARINE ST
PHILADELPHIA, PA 19147
Agency C/P1/P2/E
Flight Dates 09/30/14-10/06/14

Rep Firm MILLENNIUM SALES & MARKETING
Sales Office (DC) WASHINGTON
Salesperson (BPH) BRAD PHILIPPS
Sales Assistant
Salesperson Phone# 202-955-5342
Salesperson Fax# 202-955-5348

Oct2014: 17/ \$1,180.00

Order Totals: 17 / \$1,180.00 Total GRPS: 0.0

--- COMPETITIVE ---

Market Totals	\$99,159.66	✓ CABL .00%	✓ UNKN .00%	✓ WGRZ 39.91%	✓ WIVB 41.58%	✓ WKBW 10.12%
		✓ WNLO 3.47%	✓ WNYO 1.19%	✓ WUTV 3.72%		

Books [null]
Demos RA35+P

--- CREDIT RISK ---

STANDARD CREDIT TERMS

NAB

BROADCASTERS

**AGREEMENT FORM FOR
POLITICAL BROADCASTS**STATION and LOCATION WNYO Buffalo, NY Date 9-26-14I, Dudley Media (on behalf of) Martha RobertsonA legally qualified candidate of the Democratic political party for the office of
U.S. Congress - 23rd District NYIn the General election to be held on 11-4-14 do hereby request station time as follows:

Length of Broadcast	Time of Day, Rotation or Package	Days	Class of time	Times per Week	No. of Weeks		Rate
- See Attached -							

Date of First Broadcast 9-30-14 Date of Last Broadcast 10-6-14Total Charges: \$1003.⁰⁰ netThe broadcast time will be used by Martha Robertson
I represent that the payment for the above-described broadcast time has been furnished by _____

And you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is () a corporation; () a committee; () an association; of () other unincorporated group. The names and offices of the chief executive officers of the entity are:

Erin Kitzman, Treasurer

I agree to indemnify and hold harmless the station from any damages of liability, including reasonable attorney's fees that may ensue from the performance of the above-stated broadcast. For the above-stated broadcast I also agree to prepare a script or transcription, which will be delivered to the station at least _____ Before the time of the scheduled broadcast. (Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.) The station has disclosed to me its political advertising policies including: applicable class and rates; and discounts, promotional and other sales practices. (Note: The preceding sentence may be deleted). The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-Federal office.)

Date 9-26-14 Martha Robertson
(Candidate or Agent) Bob Dudley☐ Accepted ☐ Rejected By _____ Title _____

This request whether accepted or rejected, will be available for public inspection for a period of two years.

DUDLEY MEDIA
919 CATHARINE STREET
PHILADELPHIA, PA 19147

PNC Bank, N.A.
Philadelphia, PA 020
3-5-310

 E-ShieldSM Check Fraud
Protection for Business

3779

PAY TO THE
ORDER OF

WNYO-TV

9/26/2014

One Thousand Three and 00/100*****

WNYO-TV

\$ **1,003.00

DOLLARS

MEMO

Robertson



AUTHORIZED SIGNATURE

Security features. Details on back.

⑈003779⑈ ⑆031000053⑆ 8616391739⑈