

BCRA POLITICAL RECORD

This Political Record is required by the Bipartisan Campaign Reform Act of 2002 (BCRA) to be completed every time a request is made to purchase broadcast time that (1) is made by or on behalf of a legally qualified candidate for public office, or (2) communicates a message relating to any political matter of national importance, including a legally qualified candidate, any election to federal office, or a national legislative issue of public importance. Once completed, the Political Record must be provided to the Custodian of the public inspection file along with all other required documentation to be placed in the file and retained for two (2) years. All fields are required. Please write "N/A" for all fields that are not applicable.

This record is for:

- a candidate request
 an election message request *
 an issue request *

The request was:

- accepted # 608932
 rejected

ETWC

Candidate Named In Message: Jack Campbell

Office Being Sought: State Attorney, second judicial circuit

Election or Issue Referred to: Primary

Sponsor (or authorized candidate committee): _____

Treasurer of Authorized Candidate Committee: Cherie Elebash

Person Ordering Advertising: Drew Jones

* An "election message request" is a request made by anyone to broadcast a message that refers either to a legally qualified candidate or to any election to federal office.

An "issue request" is a message related to a national legislative issue of public importance or a political matter of national importance.

If the request is accepted, attach the sales order showing the rate charged, the date(s) and time(s) the message is aired, and the class of time purchased. For an issue request, also attach the name, address, and phone number of a contact person, and a list of the chief executive officers or members of the executive committee or of the board of directors of the sponsor.

ORDER



Orders
Order / Rev: 608932
Alt Order #:
Product Desc: POLITICAL CANDIDATE
Estimate:
Flight Dates: 08/11/16 - 08/30/16
Original Date / Rev: 07/28/16 / 07/28/16
Order Type: GENERAL

Primary AE: House House-Tallahassee
Sales Office: LTAL
Sales Region: LOC

Agency Name: Vancore Jones
Buying Contact:
Billing Contact:
 906 Thomasville Rd
 Tallahassee, FL 32303

Billing Type: Cash
Billing Calendar: Calendar
Billing Cycle: EOM
Agency Commission: 15%

Advertiser Name: Jack Campbell for State Attorney-D
Demographic: A25-54
Product Codes: PL Local Candidate
Priority: Pol3
Revenue Codes: AGY, Political, Political Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 87125
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/01/16	08/31/16	27	\$2,565.00	\$2,180.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	27	\$2,565.00	\$2,180.25	0.00
Totals	27	\$2,565.00	\$2,180.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House House-Tallahassee	LTAL	LOC	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	ETWC	08/15/16	08/30/16	Early News M-F 7a-8a MORNING NEWS	CM	7a-8a	MTWTF--	:30	5	\$35.00	Pol3	0.00	NM	12	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	MTWTF--					5	\$35.00		0.00			
		Week: 08/22/16	08/28/16	MTWTF--					5	\$35.00		0.00			
		Week: 08/29/16	09/04/16	MT-----					2	\$35.00		0.00			
N 2	ETWC	08/15/16	08/30/16	M-F Late News LATE NEWS	CM	10p-1030p	MTWTF--	:30	5	\$135.00	Pol2	0.00	NM	11	\$1,485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	MTWTF--					5	\$135.00		0.00			
		Week: 08/22/16	08/28/16	MTWTF--					5	\$135.00		0.00			
		Week: 08/29/16	09/04/16	MT-----					1	\$135.00		0.00			
N 3	ETWC	08/11/16	08/11/16	Tampa Bay Buccaneers TAMPA BAY PRESEASON	CM	7:00 PM-11:00 PM (7:00 PM-11:00 PM)	---T---	:30	1	\$200.00	Pol4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/16	08/14/16	---T---					1	\$200.00		0.00			
N 4	ETWC	08/20/16	08/20/16	Tampa Bay Buccaneers TAMPA BAY PRESEASON	CM	7:30 PM-11:00 PM (7:30 PM-11:00 PM)	-----S-	:30	2	\$200.00	Pol4	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	-----S-					2	\$200.00		0.00			
N 5	ETWC	08/27/16	08/27/16	Sat Late News LATE NEWS	CM	10p-1030p	-----S-	:30	1	\$60.00	Pol3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	-----S-					1	\$60.00		0.00			

Order / Rev: 608932
 Alt Order #: _____
 Flight Dates: 08/11/16 - 08/30/16

Advertiser: Jack Campbell for State Attorney-D
 Product Desc: POLITICAL CANDIDATE
 Estimate: _____

ETWC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
													Totals	27	\$2,565.00



Primary

Advertiser: Jack Campbell for State Attorney
 Agency: Vancore Jones
 Buyer:
 Length(s): :30
 Proposal #: 660142
 Market [Rank]: TALLAHASSEE, FL
 Books: Aug15-RENTAK LO
 Flight Dates: 08/10/16 - 08/30/16

Station Contact:
 Name: Halley Stinchfield
 Phone: (850) 325-2365
 Fax: (850) 893-8717
 Email: hstinchfield@sbgnet.com

ce 089000

Program DP Days Time	Rate Weeks	Aug 10	Aug 15	Aug 22	Aug 29	Cost Spots	A2554 000 CPM			
WTWC NBC The Today Show M M-F 7:00A-9:00A	<i>Z</i> \$85 3	-	5	5	2	\$1,020 12	2.9 \$29.31			
The Today Show II D M-F 9:00A-10:00A	<i>Z</i> \$45 3	-	5	5	2	\$540 12	2.1 \$21.43			
The Today Show III D M-F 10:00A-11:00A	<i>Z</i> \$45 2	-	-	5	2	\$315 7	1.9 \$23.68			
<i>Hiatus: 08/08/16-08/19/16</i>										
Ellen E M-F 4:00P-5:00P	<i>Z</i> \$105 2	-	-	4	1	\$525 5	2.7 \$38.89			
<i>Hiatus: 08/08/16-08/19/16</i>										
Dr. Phil E M-F 5:00P-6:00P	<i>Z</i> \$150 3	-	3	3	1	\$1,050 7	3.3 \$45.45			
Family Feud E M-F 6:00P-6:30P	<i>Z</i> \$215 3	-	2	3	1	\$1,290 6	3.7 \$58.11			
NBC Nightly News R M-F 6:28P-7:00P	<i>3</i> \$300 <i>250</i>	-	3	3	1	\$2,100 7	4.0 \$75.00			
Family Feud A M-F 7:30P-8:00P	<i>Z</i> \$175 3	-	2	3	1	\$1,050 6	5.2 \$33.65			
The Tonight show with Jimmy Fallon L M-F 11:35P-12:35A	<i>3</i> \$45 3	-	4	4	1	\$405 9	1.9 \$23.68			

WTWC Television Subtotals	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency
A2554	71	\$8,295	208.40	\$39.80	52.37	2.38

*NO GET 8/24
\$350*

Program DP Days Time	Rate Weeks	Aug 10	Aug 15	Aug 22	Aug 29	Cost Spots	A2554 000 CPM			
ETWC FOX 49 Morning News M M-F 7:00A-8:00A	<i>3</i> \$35 3	-	5	5	2	\$420 12	1.4 \$25.00			
FOX49 News at Ten T M-F 10:00P-10:30P	<i>Z</i> \$135 3	-	5	5	1	\$1,485 11	3.8 \$35.53			
Tampa Bay Buccaneers Preseason Football P THU 7:00P-11:00P	<i>4</i> \$330 <i>200</i>	1	-	-	-	\$330 1	17.1p \$19.30			
Tampa Bay Buccaneers Preseason Football P SAT 7:30P-11:00P	<i>4</i> \$330 <i>200</i>	-	1	-	-	\$330 1	17.1p \$19.30			

ETWC Television Subtotals	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency
A2554	25	\$2,565	92.80	\$27.64	34.57	1.6

*cancel 8/12
10810
Michele
8-10P*

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
A2554	96	\$10,860	301.20	\$36.06	65.4	2.75	109,508	167,443

Agency Commission:	Comm. %	Total	Net Cost
	15%	\$1629	\$9,231

Dayparts: A - ACCESS; D - DAYTIME; E - EARLY FRINGE; R - EARLY NEWS; L - LATE FRINGE; T - LATE NEWS; M - MORNING; P - PRIME
 Client Signature: _____ Date: *7/26/16*

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: <p style="text-align: center;">WTWC-TV</p>	Date: <p style="text-align: center;">7/15/16</p>
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I, VancoreJones Communications, LLC,
 being/on behalf of: Jack Campbell, a legally
 qualified candidate of the Democrat political
 party for the office of: State Attorney, Second Judicial Circuit
 in the Primary
 election to be held on: August 30, 2016

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 Attached				

Total Charges: \$8,000

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

[Empty box for listing matters of national importance]

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

VancoreJones Communications, LLC

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:

Cherie Elebash

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).

To Be Signed By Candidate or Authorized Committee

07/15/2016

Date

[Handwritten Signature]

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

[Handwritten Signature]

Signature

Halley Stinchfield

Printed Name

DOS

Title

INVOICE



ETWC
950 Commerce Blvd
Midway, FL 32343
Main: (850) 576-4990
Billing: (850) 576-4990

Invoice #	Invoice Date	Invoice Month	Invoice Period
608932-1	08/31/16	August 2016	08/01/16 - 08/31/16

Property	Account Executive	Sales Office	Sales Region
ETWC	House House-Tallahassee	Local-Tallahassee	Local

Billing Address:

Vancore Jones
Attention: Accounts Payable
906 Thomasville Rd
Tallahassee, FL 32303

Advertiser	Product	Estimate Number
Jack Campbell for State Att	POLITICAL CANDIDATE	

Flight Dates	Order #	Alt Order #
08/11/16 - 08/30/16	608932	

Billing Calendar	Billing Type	Deal #
Calendar	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2

Agency Ref	Advertiser Ref
	87125

Send Payment To:

ETWC
REMIT TO Sinclair Broadcast Group
c/o ETWC
PO Box 206270
Dallas, TX 75320-6270

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																																																																																																																																																																																	
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1	ETWC	W	08/17/16	7:20 AM	MORNING NEWS	7a-8a	:30	CAMPBELL_VICTIMSFINAL_WCT	\$35.00	NM																																																																																																																																																																																																																																
5	ETWC	Th	08/18/16	7:57 AM	MORNING NEWS	7a-8a	:30	CAMPBELL_VICTIMSFINAL_WCT	\$35.00	NM																																																																																																																																																																																																																																
4	ETWC	F	08/19/16	7:43 AM	MORNING NEWS	7a-8a	:30	CAMPBELL_VICTIMSFINAL_WCT	\$35.00	NM																																																																																																																																																																																																																																
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6	ETWC	M	08/22/16	7:11 AM	MORNING NEWS	7a-8a	:30	CAMPBELL_VICTIMSFINAL_WCT	\$35.00	NM																																																																																																																																																																																																																																
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12	ETWC	M	08/29/16	7:37 AM	MORNING NEWS	7a-8a	:30	CAMPBELL_INTROFINAL_WCTV	\$35.00	NM																																																																																																																																																																																																																																
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INVOICE



Send Payment To:

ETWC
REMIT TO Sinclair Broadcast Group
 c/o ETWC
 PO Box 206270
 Dallas, TX 75320-6270

Invoice # 608932-1	Invoice Date 08/31/16	Invoice Month August 2016	Invoice Period 08/01/16 - 08/31/16
Advertiser Jack Campbell for State Att	Product POLITICAL CANDIDATE	Estimate Number	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																																																														
2	08/15/16	08/30/16	LATE NEWS	10p-1030p	MTWTF--	:30	5	\$135.00	NM																																																																																																														
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							<u>Total Spots</u>	27																																																																																																															

Payment Terms 30 Days

<u>Gross Total</u>	\$2,565.00
<u>Agency Commission</u>	\$384.75
<u>Net Amount Due</u>	\$2,180.25

Net 30-Payment is due within 30 days from invoice date. Station owned or provided services by the Sinclair Broadcast Group.

Warranty-We warrant the above broadcasts were made according to the official station log. Please note that we do not notarize invoices since the purpose of placing a notary seal on a document is to guaranty the authenticity of an individual's signature and not to certify the accuracy of commercial aired.