

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 # 647492
☐ rejected

WTLWC

Candidate Named In Message: Pete Williams

Office Being Sought: State Attorney

Election or Issue Referred to: general

Sponsor (or authorized candidate committee): _____

Treasurer of Authorized Candidate Committee: Pete Williams

Person Ordering Advertising: Jeff Sammons

* 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: 647492
Alt Order #:
Product Desc: POLITICAL CANDIDATE
Estimate:
Flight Dates: 10/26/16 - 10/30/16
Original Date / Rev: 10/25/16 / 10/31/16
Order Type: GENERAL

WTWC

Primary AE: House House-Tally WTWC
Sales Office: LWTWC
Sales Region: LOC

Agency
Name: Sammons Media
Buying Contact:
Billing Contact:
 313 Williams St
 Tallahassee, FL 32303

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

Advertiser
Name: Pete Williams for State Attorney-R
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: 90844
Agency External ID: 6695
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	24	\$1,125.00	\$956.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	24	\$1,125.00	\$956.25	0.00
Totals	24	\$1,125.00	\$956.25	0.00

Account Executives

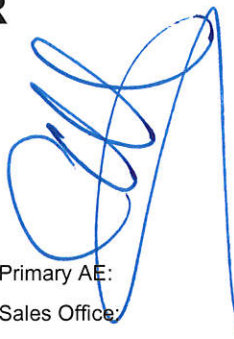
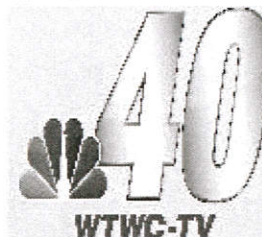
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House House-Tally WTWC	LWTWC	LOC	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTWC	10/26/16	10/30/16	M-F 9a-10a/Today ShowQM TODAY SHOW	CM	9a-10a	--WTF--	:30	3	\$35.00	Pol3	0.00	NM	3	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--WTF--					3	\$35.00		0.00			
N 2	WTWC	10/26/16	10/30/16	M-F 12p-1p MATHIS	CM	12p-1p	--WTF--	:30	3	\$25.00	Pol4	0.00	NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--WTF--					3	\$25.00		0.00			
N 3	WTWC	10/26/16	10/30/16	M-F 2p-3p MAURY	CM	2p-3p	--WTF--	:30	3	\$30.00	Pol4	0.00	NM	3	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--WTF--					3	\$30.00		0.00			
N 4	WTWC	10/26/16	10/30/16	M-F 3p-4p STEVE HARVEY	CM	3p-4p	--WTF--	:30	3	\$75.00	Pol3	0.00	NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--WTF--					3	\$75.00		0.00			
N 5	WTWC	10/26/16	10/30/16	M-F 4p-5p ELLEN	CM	4p-5p	--WTF--	:30	3	\$75.00	Pol3	0.00	NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--WTF--					3	\$75.00		0.00			
N 6	WTWC	10/26/16	10/30/16	M-F 5p-6p DR PHIL	CM	5p-6p	--WTF--	:30	3	\$95.00	Pol3	0.00	NM	3	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--WTF--					3	\$95.00		0.00			

Order / Rev: 647492
Alt Order #:
Flight Dates: 10/26/16 - 10/30/16

Advertiser: Pete Williams for State Attorney-R
Product Desc: POLITICAL CANDIDATE
Estimate:
WTWC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 7	WTWC	10/26/16	10/30/16	Tonight Show Tonight Show	CM	1135p-1236a	--WTF--	:30	3	\$25.00	Pol4	0.00	NM	3	\$75.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/24/16	10/30/16	--WTF--	3		\$25.00		0.00							
N 8	WTWC	10/26/16	10/30/16	Sa Today Show SATURDAY TODAY	CM	7a-9a	-----S-	:30	2	\$15.00	Pol4	0.00	NM	1	\$15.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/24/16	10/30/16	-----S-	2		\$15.00		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>Rtg</u>	<u>Type</u>					
2	VTWC	10/24/16-10/30/16		Sa Today Show	7a-9a		-----Sa--	:30	(\$15.00)	0.00	NM					
Credited																
N 9	WTWC	10/26/16	10/30/16	Su Today Show SUNDAY TODAY	CM	8a-9a	-----S	:30	2	\$15.00	Pol3	0.00	NM	2	\$30.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/24/16	10/30/16	-----S	2		\$15.00		0.00							
														Totals	24	\$1,125.00

ORDER



Orders
Order / Rev: 647492
Alt Order #:
Product Desc: POLITICAL CANDIDATE
Estimate:
Flight Dates: 10/26/16 - 10/30/16
Original Date / Rev: 10/25/16 / 10/25/16
Order Type: GENERAL

Primary AE: House House-Tally WTWC
Sales Office: LWTWC
Sales Region: LOC

Agency Name: Sammons Media
Buying Contact:
Billing Contact:
 313 Williams St
 Tallahassee, FL 32303

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

Advertiser Name: Pete Williams for State Attorney-R
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:
Agency External ID: 6695
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	25	\$1,140.00	\$969.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	25	\$1,140.00	\$969.00	0.00
Totals	25	\$1,140.00	\$969.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House House-Tally WTWC	LWTWC	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	WTWC	10/26/16	10/30/16	M-F 9a-10a/Today Show	CM	9a-10a	--WTF--	:30	3	\$35.00	Pol3	0.00	NM	3	\$105.00
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--WTF--		3				\$35.00		0.00			
N 2	WTWC	10/26/16	10/30/16	M-F 12p-1p	CM	12p-1p	--WTF--	:30	3	\$25.00	Pol4	0.00	NM	3	\$75.00
				MATHIS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--WTF--		3				\$25.00		0.00			
N 3	WTWC	10/26/16	10/30/16	M-F 2p-3p	CM	2p-3p	--WTF--	:30	3	\$30.00	Pol4	0.00	NM	3	\$90.00
				MAURY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--WTF--		3				\$30.00		0.00			
N 4	WTWC	10/26/16	10/30/16	M-F 3p-4p	CM	3p-4p	--WTF--	:30	3	\$75.00	Pol3	0.00	NM	3	\$225.00
				STEVE HARVEY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--WTF--		3				\$75.00		0.00			
N 5	WTWC	10/26/16	10/30/16	M-F 4p-5p	CM	4p-5p	--WTF--	:30	3	\$75.00	Pol3	0.00	NM	3	\$225.00
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--WTF--		3				\$75.00		0.00			
N 6	WTWC	10/26/16	10/30/16	M-F 5p-6p	CM	5p-6p	--WTF--	:30	3	\$95.00	Pol3	0.00	NM	3	\$285.00
				DR PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--WTF--		3				\$95.00		0.00			

Order / Rev: 647492
Alt Order #:
Flight Dates: 10/26/16 - 10/30/16

Advertiser: Pete Williams for State Attorney-R
Product Desc: POLITICAL CANDIDATE
Estimate:

WTWC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WTWC	10/26/16	10/30/16	Tonight Show Tonight Show	CM	1135p-1236a	--WTF--	:30	3	\$25.00	Pol4	0.00	NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/16	10/30/16	--WTF--		3				\$25.00		0.00			
N 8	WTWC	10/26/16	10/30/16	Sa Today Show SATURDAY TODAY	CM	7a-9a	-----S-	:30	2	\$15.00	Pol4	0.00	NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/16	10/30/16	-----S-		2				\$15.00		0.00			
N 9	WTWC	10/26/16	10/30/16	Su Today Show SUNDAY TODAY	CM	8a-9a	-----S	:30	2	\$15.00	Pol3	0.00	NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/16	10/30/16	-----S		2				\$15.00		0.00			
Totals														25	\$1,140.00



TELEVISION INSERTION ORDER

CLIENT: PETE WILLIAMS

STATION: WTWC

ACCOUNT EXECUTIVE: HALLEY STINCHFIELD

LENGTH: 30 SECONDS

<u>DAYS</u>	<u>TIMES</u>	<u>PROGRAMMING</u>	<u>FREQ.</u>	<u>RATE</u>	<u>TOTAL</u>
W-F	9A-10A	TODAY	3X	35.	105.
W-F	12N-1P	JUDGE MATHIS	3X	25.	75.
W-F	2P-3P	MAURY	3X	30.	90.
W-F	3P-4P	STEVE HARVEY	3X	75.	225.
W-F	4P-5P	ELLEN	3X	75.	225.
W-F	5P-6P	DR PHIL	3X	95.	285.
W-F	1130-1230A	FALLON	3X	25.	75.
SAT	7A-9A	TODAY	2X	15.	30.
SUN	8A-9A	TODAY	2X	15.	30.

647492

TOTAL COMMERCIALS: 25X

FLIGHT DATE: 10/26-10/30

INSTRUCTIONS: RUN "DICTIONARY, GOOD OL' BOY" 100% TFN. LOOK FOR THE AD IN YOUR EMAIL.

TOTAL INVESTMENT: 1140. (gross)


AUTHORIZED BY / DATE

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:

Date:

WTWC / TALLAHASSEE

11/25/16

I, Jeff Sammons

being/on behalf of: Pete William for State Attorney

a legally qualified candidate of the Republican

political party for the office of: State Attorney

in the Leon County General Election

election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<u>see attached schedule</u>					

Attach proposed schedule with charges (if available):

1140. (Gross)

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

Campaign funds

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:

Pete Williams

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

10/25/16
Date

[Signature]
Signature

To Be Signed By Station Representative

☒ **Accepted**
[Signature]
Signature

☐ **Accepted in Part**
Halley Stinchfield
Printed Name

☐ **Rejected**
NOS
Title

INVOICE



WTWC
8440 Deerlake S
Tallahassee, FL 32312
Main: (850) 893-4140
Billing: (850) 893-4140

Invoice #	Invoice Date	Invoice Month	Invoice Period
647492-1	10/30/16	October 2016	09/26/16 - 10/30/16

Property	Account Executive	Sales Office	Sales Region
WTWC	House House-Tally WTWC	Local-Tallahassee	Local

Billing Address:

Sammons Media
Attention: Accounts Payable
313 Williams St
Ste 11
Tallahassee, FL 32303

Send Payment To:

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

Advertiser	Product	Estimate Number
Pete Williams for State Atto	POLITICAL CANDIDATE	

Flight Dates	Order #	Alt Order #
10/26/16 - 10/30/16	647492	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2

Agency Ref	Advertiser Ref
6695	90844

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/26/16	10/30/16	TODAY SHOW	9a-10a	--WTF--	:30	3	\$35.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/24/16 10/30/16 --WTF-- 3 \$35.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTWC	W	10/26/16	9:59 AM	TODAY SHOW	9a-10a	:30	DictionaryGoodOldBoy	\$35.00 NM
3	WTWC	Th	10/27/16	9:57 AM	TODAY SHOW	9a-10a	:30	DictionaryGoodOldBoy	\$35.00 NM
2	WTWC	F	10/28/16	9:27 AM	TODAY SHOW	9a-10a	:30	DictionaryGoodOldBoy	\$35.00 NM
2	10/26/16	10/30/16	MATHIS	12p-1p	--WTF--	:30	3	\$25.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/24/16 10/30/16 --WTF-- 3 \$25.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTWC	W	10/26/16	12:18 PM	MATHIS	12p-1p	:30	DictionaryGoodOldBoy	\$25.00 NM
2	WTWC	Th	10/27/16	12:27 PM	MATHIS	12p-1p	:30	DictionaryGoodOldBoy	\$25.00 NM
3	WTWC	F	10/28/16	12:39 PM	MATHIS	12p-1p	:30	In Need of Change 30	\$25.00 NM
3	10/26/16	10/30/16	MAURY	2p-3p	--WTF--	:30	3	\$30.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/24/16 10/30/16 --WTF-- 3 \$30.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTWC	W	10/26/16	2:20 PM	MAURY	2p-3p	:30	DictionaryGoodOldBoy	\$30.00 NM
2	WTWC	Th	10/27/16	2:55 PM	MAURY	2p-3p	:30	DictionaryGoodOldBoy	\$30.00 NM
3	WTWC	F	10/28/16	2:32 PM	MAURY	2p-3p	:30	DictionaryGoodOldBoy	\$30.00 NM
4	10/26/16	10/30/16	STEVE HARVEY	3p-4p	--WTF--	:30	3	\$75.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/24/16 10/30/16 --WTF-- 3 \$75.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTWC	W	10/26/16	3:52 PM	STEVE HARVEY	3p-4p	:30	DictionaryGoodOldBoy	\$75.00 NM
3	WTWC	Th	10/27/16	3:45 PM	STEVE HARVEY	3p-4p	:30	DictionaryGoodOldBoy	\$75.00 NM
2	WTWC	F	10/28/16	3:51 PM	STEVE HARVEY	3p-4p	:30	In Need of Change 30	\$75.00 NM
5	10/26/16	10/30/16	ELLEN	4p-5p	--WTF--	:30	3	\$75.00	NM

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.

INVOICE



Send Payment To:

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

Invoice #	Invoice Date	Invoice Month	Invoice Period
647492-1	10/30/16	October 2016	09/26/16 - 10/30/16
Advertiser	Product	Estimate Number	
Pete Williams for State Atto	POLITICAL CANDIDATE		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																
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Total Spots							24																																																																		

Payment Terms 30 Days

<u>Gross Total</u>	\$1,125.00
<u>Agency Commission</u>	\$168.75
<u>Net Amount Due</u>	\$956.25

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.