

**POLITICAL/ISSUE ADVERTISING  
INQUIRY/REQUEST PUBLIC FILE FORM**

Instructions: This form must be completed as to all requests, both oral and written, for broadcast time (1) to be used by or on behalf of a candidate for public office, or (2) involving a controversial issue of public importance (including political and legislative matters where there is no use by a legally qualified candidate). This form and its attachments are to be kept in the station's Public Inspection File for a period of two years.

Note: For issue advertisements where there is no use by a legally qualified candidate and the advertisement does not relate to any political or legislative matter of national importance, the station may elect to only complete Questions 1-10 of this form.

- 1) Date and time of request: 10/9/15 12:49 pm
- 2) Name of the person making request: Michele Zegarelli
- 3) Agency (if any): ProMedia
- 4) Address of agency: Canal Park  
215 Leland Ave Utica, NY
- 5) Telephone number of agency: 315-797-8236 13502
- 6) Name of candidate or description of issue: Rob Palmieri
- 7) Name of candidate's authorized committee or name of issue ad sponsor: Friends of Rob Palmieri
- 8) Address of candidate's committee or issue ad sponsor contact: P.O. Box 125  
Utica, NY 13503
- 9) Telephone number of candidate's committee or issue ad sponsor contact: 315-404-5015
- 10) If the purchaser is not an individual, list the chief executive officers or members of the executive committee or of the board of directors of the entity or entities that is/are paying for the advertising (including treasurer of candidate's committee, if candidate ad) (use additional pages if necessary):
- |                            |                             |
|----------------------------|-----------------------------|
| Name: <u>Charles Greco</u> | Title: <u>Campaign Mgr.</u> |
| Name: _____                | Title: _____                |

- 11) Programs or times requested  
(use additional pages if necessary): See attached
- 12) Dates requested  
(use additional pages if necessary): \_\_\_\_\_
- 13) Class of time requested  
(use additional pages if necessary): \_\_\_\_\_
- 14) Length of spot/program time requested  
(use additional pages if necessary): \_\_\_\_\_
- 15) Request made: In writing? \_\_\_\_\_ Orally? \_\_\_\_\_  
(if in writing, attach and retain)
- 16) Disposition of request: Granted \_\_\_\_\_ Not Granted \_\_\_\_\_  
(If not granted, state reason or reasons in space below. If denied in writing, attach and retain. If granted, attach contract, invoice and schedule of date and time on which the ad(s) actually aired, when available.)
- 17) If granted, rate charged  
(use additional pages if necessary): \_\_\_\_\_

**If the advertisement refers to a candidate (candidate or issue ad) please complete Questions 18-23:**

- 18) Name of candidate  
(if different from Question 6 on page one): \_\_\_\_\_
- 19) Political party of candidate: Democrat
- 20) Office for which candidate is running: City of Utica Mayor
- 21) Is it a: Federal Office? \_\_\_\_\_ State Office? \_\_\_\_\_ Local Office? X
- 22) Election for which candidate is campaigning: General
- 23) Date of election: 11/3/15

**If the request is by or on behalf of a candidate, please complete Questions 24-26:**

- 24) Request for documentation that candidate is legally qualified (attach any written documentation received.) Yes ✓ No \_\_\_\_\_
- 25) Date Political Disclosure Statement submitted to requestor: 10/9/15
- 26) If federal candidate, has candidate or authorized committee signed Bipartisan Campaign Reform Act (BCRA) Certification? Yes \_\_\_\_\_ No \_\_\_\_\_  
(attach copy)

COMMENTS:

[Signature]  
Signature of Person Receiving Request On Behalf of Station

**RECORD OF REQUEST FOR POLITICAL TIME STATION \_\_\_\_\_**

**(TO BE PLACED IN PUBLIC INSPECTION FILE)**

Date: 10/12/15

Request made by: Michele Zegarelli by phone \_\_\_\_\_ in person \_\_\_\_\_

On behalf of: Friends of Rob Palmieri (Committee name)

For candidacy or issue: candidate (Candidate/Issue)

PRIMARY ELECTION \_\_\_\_\_  
GENERAL ELECTION X

POLITICAL PARTY:  
Democrat X  
Republican \_\_\_\_\_  
Other \_\_\_\_\_

Legally-Qualified Candidate  
for the Office of: Utica City Mayor

Information Requested: by agency

Information Provided: station

Time Requested: [May attach copies of faxed orders and contracts]

Length of Broadcast	Hour	Days	Class of Time	Times Per Week	Package or Rotation	Number of Weeks	Rate
		<u>see attached</u>					

Date of First Broadcast: 10/19/15 Date of Last Broadcast: 11/3/15

Total Charges: \$ 8,032.<sup>00</sup> Gross

If not already on file, list chief executive officer(s) or members of the executive committee or board of directors of sponsoring organization, for candidate include treasurer of authorized campaign committee.

Charles Greco Campaign Mgr.

## 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

<b>Station and Location:</b> WKTV - Utica, Ny	<b>Date:</b> 10/9/15
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I, Professional Media Services, Inc.

being/on behalf of: Friends of Rob Palmieri

a legally qualified candidate of the Democrat

political party for the office of: Utica Mayor

in the General

election to be held on: Nov 3, 2015

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See attached					

Attach proposed schedule with charges (if available): \$6,827.20

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

Professional Media Services / Friends of Rob Palmieri

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:

Joe Briggs

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**

10/9/15  
Date

Luan Raser  
Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

Daphne M Berle  
Signature

Daphne Berle  
Printed Name

CoSM  
Title

# 28891

# Professional Media Services, Inc.

215 Leland Ave, Suite 102, Utica, NY 13502 (315) 797-8236 Fax:(315) 724-8094

Today's Date:10-09-2015

## Broadcast Order

Station: [WKTV]

Client: Friends of Rob Palmieri

15

Spot Title: TRAFFIC TO FOLLOW

Start Date: 10-19-2015 End Date: 11-03-2015

Co-Op: LB rates

WKTV	10/19/15-11/3/15				
TUES 6A-7A	1 X per day	2	:15	182.00	SUNRISE - 10/20,10/27
MON-FRI 12N-1P	1 X per day	5	:15	245.00	NOON NEWS - 10/19,21,23,28,11/3
M,W 5P-6P	1 X per day	3	:15	390.00	LIVE@5 - 10/19,10/28,11/2
TU,TH 6P-6:30P	1 X per day	3	:15	720.00	NEWS@6 - 10/22,27,29
		13		\$1,537.00	Avg Cost/Spot:\$118.23

Less 15% - 230.55

\$1,306.45

both on same contract

Please confirm receipt of this order to Lisa Militano [lisa@promediaonline.com] or Michele Zegarelli [michele@promediaonline.com] by email or fax [(315) 724-8094] as soon as possible.

#28891

# Professional Media Services, Inc.

215 Leland Ave, Suite 102, Utica, NY 13502 (315) 797-8236 Fax:(315) 724-8094

Today's Date:10-09-2015

## Broadcast Order

Station: WKTV -TV [WKTV-TV]

:30

Client: Friends of Rob Palmieri

Spot Title: TRAFFIC TO FOLLOW

Start Date: 10-19-2015 End Date: 11-03-2015

Co-Op: *LB sales*

WKTV-TV		10/19/15-11/3/15				
M.T.W.F	6A-7A	1 X per day	8	:30	1,120.00	SUNRISE - 10/19,21,23,26,28,30,11/2,3
MON-FRI	12N-1P	1 X per day	7	:30	525.00	NOON NEWS - 10/20,22,27,29,30,11/2,3
MON-FRI	5P-6P	1 X per day	6	:30	1,200.00	LIVE@5 - 10/20,22,27,29,30,11/2
M,W,F	6P-6:30P	1 X per day	7	:30	2,590.00	NEWS@6 - 10/19,21,23,26,28,30,11/2
SAT	9A-10A	1 X per day	2	:30	190.00	AM NEWS - 10/24,10/31
SUN	9A-10A	1 X per day	2	:30	170.00	AM NEWS - 10/24,11/1
SAT	6P-6:30P	1 X per day	2	:30	340.00	SAT NEWS @ 6 - 10/24,10/31
SUN	6P-6:30P	1 X per day	2	:30	360.00	SUN NEWS @ 6 - 10/25,11/1
			36		\$6,495.00	Avg Cost/Spot:\$180.42

*Less 15% -974.25*

*\$5520.75*

Please confirm receipt of this order to Lisa Militano [lisa@promediaonline.com] or Michele Zegarelli [michele@promediaonline.com] by email or fax [(315) 724-8094] as soon as possible.

**KEN ROSER, JR.**  
**PROFESSIONAL MEDIA SERVICES, INC.**  
SUITE 1600, 185 GENESEE ST.  
UTICA, NY 13501-2108



**ADIRONDACK BANK**

130 ORISKANY BLVD.  
WHITEBORO, NY 13492

50-7170-2213



PAY TO THE  
ORDER OF

WKTU

Sixty eight hundred twenty seven & 20/100

\$6827.20

DOLLARS

MEMO Friends of Rob Palmieri

*Roscoe Row*  
AUTHORIZED SIGNATURE

⑈017809⑈ ⑆221371709⑆ 0750001798⑈

KEN ROSER, JR. PROFESSIONAL MEDIA SERVICES, INC.

17809

Friends of Rob Palmieri  
WKTU

\$6827.20

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17809

Friends of Rob Palmieri  
WKTU

\$6827.20