

# THE FUTURE OF TV PUBLIC FILE FORM

Station and Location:  WKBT-TV DT1, WKBT-TV DT2	Date:  07/18/2011
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The National Association of Broadcasters (NAB) and this station do hereby request station time concerning the following issue:

Ensure Americans have access to local broadcast television.

**Note: There are no charges for the airing of these spots. Stations may air these spots at their discretion.**

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance" as defined by the Bipartisan Campaign Reform Act of 2002?

Yes                       No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A. This programming refers to federal legislation that may affect spectrum allocation(s) for local broadcast television service(s).

For programming that "communicates a message relating to any political matter of national importance," attach Schedule (page 2).

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

No payment has been provided for the airing of this (these) spot(s).

The entity furnishing the spot to station, if other than an individual person, is:

- a corporation
- an association
- a committee
- or other unincorporated group

# THE FUTURE OF TV PUBLIC FILE FORM

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below:

National Association of Broadcasters - Chief Executive Officers

Gordon H. Smith  
President and Chief Executive Officer

Christopher Ornelas  
Chief Strategy Officer

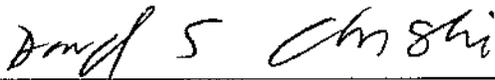
## Schedule

Broadcast Length	Time of Day, Rotation/Package	Days	Class	Times per Week	Number of Weeks

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing actual air time for each spot.

### TO BE SIGNED BY STATION REPRESENTATIVE



Signature

David Scott Chorski

Printed Name and Title

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

## Sandy Matl

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**From:** Scott Chorski  
**Sent:** Monday, July 18, 2011 10:22 AM  
**To:** Sandy Matl  
**Cc:** Tiffany Olson; Kate Hagen; Steve Scadden  
**Subject:** RE: Spectrum TV and Radio Spots Now Available for Download

Let's call the order Future of TV

Let's go:

5a-9a 3x/wk  
Noon 2x/wk  
5-7pm 3x/wk  
M-SU 10pm 3x/wk  
M-Sun 5a-1a 5x/wk

Again, order end 8/2. Start as soon as.... Kate, Steve, if any of the dayparts ordered will not stick, have me revise this. I know we have Poi flying and probably more to come. These spots are very important though as the title suggests

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**From:** Sandy Matl  
**Sent:** Monday, July 18, 2011 9:46 AM  
**To:** Scott Chorski  
**Subject:** RE: Spectrum TV and Radio Spots Now Available for Download

What time period, M-Sunday 5A-12M and how many times per day?

**From:** Scott Chorski  
**Sent:** Monday, July 18, 2011 9:37 AM  
**To:** Kyle Kaufmann  
**Cc:** Tiffany Olson; Maria Roswall; Sandy Matl  
**Subject:** RE: Spectrum TV and Radio Spots Now Available for Download

Thanks Kyle, that's the spot. Tiff (or Sandi), we need to put an order in

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**From:** Kyle Kaufmann  
**Sent:** Friday, July 15, 2011 4:06 PM  
**To:** Scott Chorski  
**Subject:** RE: Spectrum TV and Radio Spots Now Available for Download

**Scott,**  
**Attached is the requested spot.**

**Have a good weekend,**  
**Kyle**

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**From:** Scott Chorski  
**Sent:** Friday, July 15, 2011 3:52 PM  
**To:** Maria Roswall; Jeff Guin; Tiffany Olson; Lynn StJacque; Kyle Kaufmann  
**Cc:** Cindy Taerud; Anne Paape

**Subject:** FW: Spectrum TV and Radio Spots Now Available for Download

**Importance:** High

This is the spot we need to download and air between now and 8/2... Maria/Tiff, note the Public File form we need to fill-out and place. Let me know when we have it. Want to begin airing ASAP and need on a schedule.

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**From:** Gordon Smith [mailto:nab@nab.org]

**Sent:** Friday, July 15, 2011 3:45 PM

**To:** Scott Chorski

**Subject:** Spectrum TV and Radio Spots Now Available for Download

If you cannot view this page properly, please [click here](#).

As I discussed yesterday in a webcast to our membership-at-large, this is a critical time for broadcasters – both television and radio stations – and it will require committed engagement from all of us to stave off any government actions that could hurt the future of broadcasting and our commitment to serving our local communities.

One of the greatest game-changing issues facing our businesses continues to be congressional and Federal Communications Commission (FCC) proposals to reallocate spectrum. These proposals could threaten free, local TV's ability to innovate and provide viewers with the news, emergency information and high-quality programs that they expect and deserve. Currently, congressional and White House leaders are negotiating national debt ceiling legislation, which could include spectrum auction authority. The timeline for reaching a deal on the debt ceiling legislation is August 2 unless an extension is secured.

We need your help to send a strong message to Congress and beat back government intervention that could threaten the future of free, local television. You can engage in our on-air campaign by downloading the 30-second radio and TV spots at [www.nab.org/TheFutureofTV](http://www.nab.org/TheFutureofTV). **We ask that you air these spots as often as possible between now and August 2.**

As a reminder, you must fill out the [PB-17](#) form that we have customized for stations airing these spots and place it in your public file.

On this website, you also will find additional tools and resources to help you educate your members of Congress, as well as listeners and viewers on the spectrum issue. These resources include a spectrum primer called Spectrum 101 and print and banner ads. You will also have the ability to call or send an email to your legislators to express your concerns that TV viewers are protected in any spectrum proposal that may be included in debt ceiling legislation.

We thank you for your support and participation in our efforts. Working together, we will ensure a strong future for broadcasting.

Sincerely,

Gordon H. Smith  
NAB President and CEO

Our records indicate that you have provided us with your email address.  
We value our reputation and want to ensure that you receive only the information of interest to you.  
We invite you to customize the information that you receive from NAB.

[Click here](#) to Opt In/Out and customize your NAB email newsletter subscriptions.



WKBT-TV

# ORDER

Flight Dates 07/20/11-08/02/11

Contract / Revision 40302 /

Original Date / Revision  
07/18/11 07/18/11

Advertiser WKBT

Agency WKBT

Buying Contact

141 6th St South  
La Crosse, WI 54601

Product  
Future of TV

Agency Com %

Billing Contact

141 6th St South  
La Crosse, WI 54601

Sales Office L-LOC

Sales Region LOC

Agency Ref

Order Sep 00:00:30

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes DIR GEN GEN

Product Codes Media

Priority P-3

Advertiser Ref

Primary Account Executive  
Sandi Matl

Account Executive	Order%	Start Date	End Date
Sandi Matl	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
ABCZ	%
CABLE	%
KQEG	%
OTHER	%
QBT	%
UNKWN	%
WEAU	%
WEUX	%
WLAX	%
WXOW	%

Order Totals					Billing Plan					
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount	
July 2011	30	\$0.00	\$0.00	0.00	06/27/11	07/31/11	30	\$0.00	\$0.00	
August 2011	11	\$0.00	\$0.00	0.00	08/01/11	08/02/11	11	\$0.00	\$0.00	
<b>Totals</b>	<b>41</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>0.00</b>						

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WKBT	07/20/11	08/02/11	M-F 5-9am M-F Early Morning	CM	M-F 5-9a	MTWTF--	:30	3	\$0.00	P-3	0.00	NM	9	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/11	07/24/11	--WTF--		3				\$0.00		0.00			
		Week: 07/25/11	07/31/11	MTWTF--		3				\$0.00		0.00			
		Week: 08/01/11	08/07/11	MT-----		3				\$0.00		0.00			
N 2	WKBT	07/20/11	08/02/11	M-F 12-1230p News 8 @ Noon	CM	M-F 12-1230p	MTWTF--	:30	2	\$0.00	P-3	0.00	NM	6	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/11	07/24/11	--WTF--		2				\$0.00		0.00			
		Week: 07/25/11	07/31/11	MTWTF--		2				\$0.00		0.00			
		Week: 08/01/11	08/07/11	MT-----		2				\$0.00		0.00			



WKBT-TV

Print Date: 07/18/11

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Contract / Revision **40302** Flight Dates **07/20/11-08/02/11**

Hiatus Dates

Original Date / Revision 07/18/11/ 07/18/11

Order Sep 00:00:30

Advertiser **WKBT**

Product **Future of TV**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WKBT	07/20/11	08/02/11	M-Su 5a-5xm M-Su 5a-5xm	CM	M-Su 5a-5xm (5:00 PM-7:00 PM)	MTWTF--	:30	2	\$0.00	P-3	0.00	NM	6	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/11	07/24/11	--WTF--					2	\$0.00		0.00			
		Week: 07/25/11	07/31/11	MTWTF--					2	\$0.00		0.00			
		Week: 08/01/11	08/07/11	MT-----					2	\$0.00		0.00			
N 4	WKBT	07/20/11	08/02/11	M-Su 10-1035p News 8 @ 10	CM	M-Su 10-1035p	MTWTFSS	:30	3	\$0.00	P-3	0.00	NM	8	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/11	07/24/11	--WTFSS					3	\$0.00		0.00			
		Week: 07/25/11	07/31/11	MTWTFSS					3	\$0.00		0.00			
		Week: 08/01/11	08/07/11	MT-----					2	\$0.00		0.00			
N 5	WKBT	07/21/11	08/02/11	M-Su 5a-5xm M-Su 5a-5xm	CM	M-Su 5a-5xm (5:00 AM-1:00 XM)	MTWTFSS	:30	5	\$0.00	P-3	0.00	NM	12	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/11	07/24/11	----TFSS					5	\$0.00		0.00			
		Week: 07/25/11	07/31/11	MTWTFSS					5	\$0.00		0.00			
		Week: 08/01/11	08/07/11	MT-----					2	\$0.00		0.00			
													Totals	41	\$0.00

# Spot Manager: All, 07/20/11-08/02/11

Line	Day	Time	Length	Product	Rate	Start	End	Spots	Station	Comments
40302	WKBT	2	2	WKBT	:30	Future of TV			\$0.00	M-F 12-1230p
40302	WKBT	1	1	WKBT	:30	Future of TV			\$0.00	M-F 5-9a
40302	WKBT	3	2	WKBT	:30	Future of TV			\$0.00	(5:00:00 PM-7:01WKBT
40302	WKBT	1	2	WKBT	:30	Future of TV			\$0.00	M-F 5-9a
40302	WKBT	5	1	WKBT	:30	Future of TV			\$0.00	(5:00:00 AM-1:01WKBT
40302	WKBT	5	4	WKBT	:30	Future of TV			\$0.00	(5:00:00 AM-1:01WKBT
40302	WKBT	4	3	WKBT	:30	Future of TV			\$0.00	M-Su 10-1035p
40302	WKBT	5	5	WKBT	:30	Future of TV			\$0.00	(5:00:00 AM-1:01WKBT
40302	WKBT	2	1	WKBT	:30	Future of TV			\$0.00	M-F 12-1230p
40302	WKBT	3	1	WKBT	:30	Future of TV			\$0.00	(5:00:00 PM-7:01WKBT
40302	WKBT	4	1	WKBT	:30	Future of TV			\$0.00	M-Su 10-1035p
40302	WKBT	5	2	WKBT	:30	Future of TV			\$0.00	(5:00:00 AM-1:01WKBT
40302	WKBT	4	2	WKBT	:30	Future of TV			\$0.00	M-Su 10-1035p
40302	WKBT	5	3	WKBT	:30	Future of TV			\$0.00	(5:00:00 AM-1:01WKBT
40302	WKBT	1	5	WKBT	:30	Future of TV			\$0.00	M-F 5-9a
40302	WKBT	2	3	WKBT	:30	Future of TV			\$0.00	M-F 12-1230p
40302	WKBT	3	3	WKBT	:30	Future of TV			\$0.00	(5:00:00 PM-7:01WKBT
40302	WKBT	5	6	WKBT	:30	Future of TV			\$0.00	(5:00:00 AM-1:01WKBT
40302	WKBT	5	8	WKBT	:30	Future of TV			\$0.00	(5:00:00 AM-1:01WKBT
40302	WKBT	5	9	WKBT	:30	Future of TV			\$0.00	(5:00:00 AM-1:01WKBT
40302	WKBT	2	4	WKBT	:30	Future of TV			\$0.00	M-F 12-1230p
40302	WKBT	3	4	WKBT	:30	Future of TV			\$0.00	(5:00:00 PM-7:01WKBT
40302	WKBT	1	4	WKBT	:30	Future of TV			\$0.00	M-F 5-9a

Filtered by: (Advertiser = WKBT) AND (Material Product = Future of TV) [Sorted by: Date]

