

## CONTRACT



**WITI-TV**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414) 355-6666**

And:

**GMMB/Greer Margolis Mitchell & Burns**  
**1010 Wisconsin Avenue**  
**Suite 800**  
**Washington, DC 20007**

<u>Contract / Revision</u> 9656 /		<u>Alt Order #</u> 07419352
<u>Product</u> BURKE FOR GOV 9/30		
<u>Contract Dates</u> 09/30/14 - 10/06/14		<u>Estimate #</u> 3661
<u>Advertiser</u> Burke/D/Gov		<u>Original Date / Revision</u> 09/29/14 / 10/03/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI-TV	<u>Account Executive</u> Nick Welte	<u>Sales Office</u> NSO Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8020	<u>Advertiser Code</u> 188	<u>Product Code</u> 201
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	6	09/30/14	10/06/14	Real, The	1:00 PM-2:00 PM		:30				NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				4	\$150.00	0.00			
N 2	6	09/30/14	10/06/14	FOX 6 News @ 10p	10:00 PM-10:35 PM		:30				NM	1	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				1	\$1,150.00	0.00			
N 3	6	09/30/14	10/06/14	Wendy Williams	10:00 AM-11:00 AM		:30				NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				4	\$200.00	0.00			
N 4	6	09/30/14	10/06/14	M-F 1035p-1105p	10:35 PM-11:05 PM		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$400.00	0.00			
N 5	6	09/30/14	10/06/14	M-F 105a-135a	1:00 XM-1:35 XM		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				1	\$100.00	0.00			
N 6	6	09/30/14	10/06/14	FOX 6 News @ 11a	11:00 AM-11:30 AM		:30				NM	4	\$930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				4	\$300.00	0.00			
N 7	6	09/30/14	10/06/14	M-F 1105p-1135p	11:05 PM-11:35 PM		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$250.00	0.00			
N 8	6	09/30/14	10/06/14	FOX 6 News @ 11a	11:30 AM-12:00 PM		:30				NM	4	\$915.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				4	\$285.00	0.00			
N 9	6	09/30/14	10/06/14	M-F 1135p-1205a	11:35 PM-12:05 AM		:30				NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$175.00	0.00			
N 10	6	09/30/14	10/06/14	TMZ Live	12:00 PM-1:00 PM		:30				NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				4	\$150.00	0.00			
N 11	6	09/30/14	10/06/14	M-F 2p-3p	2:00 PM-3:00 PM		:30				NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				4	\$150.00	0.00			
N 12	6	09/30/14	10/06/14	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	4	\$800.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 9656 /		<u>Alt Order #</u> 07419352
<u>Contract Dates</u> 09/30/14 - 10/06/14	<u>Product</u> BURKE FOR GOV 9/30	<u>Estimate #</u> 3661
<u>Advertiser</u> Burke/D/Gov		<u>Original Date / Revision</u> 09/29/14 / 10/03/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				4	\$200.00	0.00			
N 13	6	09/30/14	10/06/14	Studio A	4:00 PM-5:00 PM		:30				NM	4	\$860.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				4	\$215.00	0.00			
N 14	6	09/30/14	10/06/14	FOX 6 Wake Up News	4:30 AM-4:59 AM		:30				NM	5	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				5	\$135.00	0.00			
N 15	6	09/30/14	10/06/14	M-F 5a-530a	5:00 AM-5:30 AM		:30				NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$375.00	0.00			
N 16	6	09/30/14	10/06/14	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	4	\$2,340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				4	\$585.00	0.00			
N 17	6	09/30/14	10/06/14	M-F 530a-6a	5:30 AM-6:00 AM		:30				NM	2	\$870.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$435.00	0.00			
N 18	6	09/30/14	10/06/14	M-F 530p-6p	5:30 PM-6:00 PM		:30				NM	4	\$2,340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				4	\$585.00	0.00			
N 19	6	09/30/14	10/06/14	FOX 6 Wake Up News	6:00 AM-6:30 AM		:30				NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$475.00	0.00			
N 20	6	09/30/14	10/06/14	FOX 6 News @ 6	6:00 PM-6:30 PM		:30				NM	4	\$2,660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				4	\$665.00	0.00			
N 21	6	09/30/14	10/06/14	FOX 6 Wake Up News	6:30 AM-7:00 AM		:30				NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$550.00	0.00			
N 22	6	09/30/14	10/06/14	TMZ	6:30 PM-7:00 PM		:30				NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				5	\$700.00	0.00			
N 23	6	09/30/14	10/06/14	FOX 6 Wake Up News	7:00 AM-7:30 AM		:30				NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$550.00	0.00			
N 24	6	09/30/14	10/06/14	FOX 6 Wake Up News	7:30 AM-8:00 AM		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$500.00	0.00			
N 25	6	09/30/14	10/06/14	FOX 6 Wake Up News	8:00 AM-8:30 AM		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$450.00	0.00			
N 26	6	09/30/14	10/06/14	FOX 6 Wake Up News	8:30 AM-9:00 AM		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$450.00	0.00			
N 27	6	09/30/14	10/06/14	Real Milwaukee	9:00 AM-10:00 AM		:30				NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				5	\$250.00	0.00			
N 28	6	09/30/14	10/06/14	FOX 6 News @ 9p	9:00 PM-9:30 PM		:30				NM	1	\$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:		09/30/14	10/06/14	MTWTF--				1	\$1,200.00	0.00			
N 29	6	09/30/14	10/06/14	FOX 6 News @ 9p	9:30 PM-10:00 PM		:30				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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<u>Contract Dates</u> 09/30/14 - 10/06/14		<u>Product</u> BURKE FOR GOV 9/30
<u>Advertiser</u> Burke/D/Gov		<u>Estimate #</u> 3661
<u>Original Date / Revision</u> 09/29/14 / 10/03/14		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				1	\$1,100.00	0.00			
N 30	6	10/06/14	10/06/14	Gotham	7:00 PM-8:00 PM		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	1-----				1	\$2,000.00	0.00			
N 31	6	10/04/14	10/04/14	Sa 7a-8a	7:00 AM-8:00 AM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1-				1	\$300.00	0.00			
N 32	6	10/04/14	10/04/14	Sa 8a-9a	8:00 AM-9:00 AM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1-				1	\$300.00	0.00			
N 33	6	10/05/14	10/05/14	FOX 6 News @ 5	5:00 PM-5:30 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1				1	\$500.00	0.00			
N 34	6	10/05/14	10/05/14	FOX 6 News @ 5	5:30 PM-6:00 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1				1	\$500.00	0.00			
N 35	6	10/05/14	10/05/14	Su 7a-8a	7:00 AM-8:00 AM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1				1	\$250.00	0.00			
N 36	6	10/05/14	10/05/14	Su 8a-9a	8:00 AM-9:00 AM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1				1	\$250.00	0.00			
N 37	6	10/05/14	10/05/14	FOX News Sunday 9a-10a	9:00 AM-10:00 AM		:30				NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1				1	\$525.00	0.00			
N 38	6	10/02/14	10/02/14	Bones	7:00 PM-8:00 PM		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	---1---				1	\$2,000.00	0.00			
N 39	6	09/30/14	09/30/14	Utopia	7:00 PM-8:00 PM		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-1-----				1	\$2,000.00	0.00			
N 40	6	10/01/14	10/01/14	Hell's Kitchen	7:00 PM-8:00 PM		:30				NM	1	\$2,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	--1----				1	\$2,350.00	0.00			
N 41	6	10/05/14	10/05/14	FOX 6 News @ 5	5:00 PM-5:30 PM		:30				NM	1	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1				1	\$495.00	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>		
		1	6	09/29/14-10/05/14	FOX 6 News @ 5	5:00 PM-5:30 PM	-----Su	:30	\$495.00	0.00	NM		
		See MG 41.2											
		2	6	09/29/14-10/05/14	FOX 6 News @ 5	5:30 PM-6:00 PM	-----Su	:30	\$495.00	0.00	NM		
		Ⓜ MG for 41.1 10/05											
Totals										0.00		97	\$43,110.00

Time Period	# of Spots	Gross Amount	Net Amount
09/29/14 - 10/06/14	97	\$43,110.00	\$36,643.50
<b>Totals</b>	97	\$43,110.00	\$36,643.50

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Contract Agreement Between:



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**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414) 355-6666**

<u>Contract / Revision</u>	<u>Alt Order #</u>
9656 /	07419352

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/30/14 - 10/06/14	BURKE FOR GOV 9/30	3661

<u>Advertiser</u>	<u>Original Date / Revision</u>
Burke/D/Gov	09/29/14 / 10/03/14

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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## 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:
-----------------------	-------

I, Jerse Demastrie - authorized media buyer,  
 being/on behalf of: Mary Burke,  
 a legally qualified candidate of the Democratic  
 political party for the office of: Governor of Wisconsin  
 in the General  
 election to be held on: November 4, 2014

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

Burke for Wisconsin

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:

Sheda Conroy

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***

3/5/14  
Date

[Signature]  
Signature

***To Be Signed By Station Representative***

☒ Accepted  
[Signature]  
Signature

☐ Accepted in Part

MICHAEL NOBLE  
Printed Name

☐ Rejected

G.S.M.  
Title

### AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

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

Attach proposed schedule with charges (if available):

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.