

## 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:**

WMY6

**Date:**

9/8/14

I, Laura Bassett  
 being/on behalf of: FL Dem Party - Crist, Sheldon & Rankin  
 a legally qualified candidate of the Democratic Party  
 political party for the office of: Governor, Attorney General & CFB  
 in the General Election  
 election to be held on: 11/4/2014  
 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:

FL Dem Party: Crist, Sheldon & Rankin

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:

Sanford B Horowitz 200 Central Ave #710 (786) 300-1783  
St. Petersburg, FL 33701

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**

9/8/2014

Date



Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

Todd Senter

Printed Name

GM

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.

214 South Bronough Street  
Tallahassee, Florida 32301  
850.222.3411 | 850.222.0916  
www.floridadems.org

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## Florida Democratic Party

William Rankin for Florida Chief Financial Officer

265 South Federal Highway #258  
Deerfield Beach, FL 33441

June 23, 2014

To whom it may concern:

Pursuant to Section 106.143 of the Florida campaign finance code, please let this letter serve as authorization of the advertisement paid for by the Florida Democratic Party. I approve of the content of this advertisement.

Sincerely,



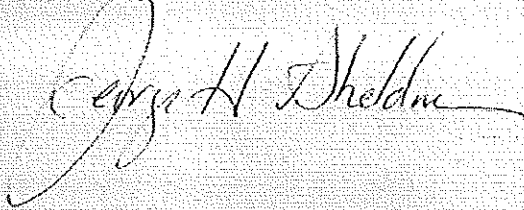
William Rankin

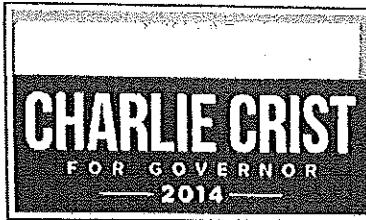
July 16, 2014

To Whom It May Concern:

Pursuant to Section 106.143 of Florida Statutes, please let this letter serve as authorization of the advertisement paid for by the Florida Democratic Party. I approve of the content of this advertisement.

Sincerely,

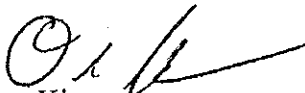
A handwritten signature in cursive script, reading "George H. Sheldon". The signature is written in dark ink and is positioned below the word "Sincerely,".



August 2, 2014

Pursuant to Section 106.143 of Florida Statutes, please let this letter serve as authorization of the advertisement paid for by the Florida Democratic Party. I approve of the content of this advertisement.

Sincerely,

  
Omar Khan  
Campaign Manager  
Charlie Crist for Governor

## ORDER



wmyg - gainesville

**Orders**  
**Order / Rev:** 56744  
**Alt Order #:** 10393640  
**Product Desc:** FDP 3PAC  
**Estimate:** 3520  
**Flight Dates:** 09/09/14 - 09/15/14  
**Original Date / Rev:** 09/08/14 / 09/08/14  
**Order Type:** GENERAL

**Primary AE:** Washington DC Millennium  
**Sales Office:** M-WDC  
**Sales Region:** National

**Agency Name:** Greer Margolis & Mitchell  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St. NW  
 Washington, DC 20007

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

**Advertiser Name:** Florida Democratic Party  
**Demographic:** A35+  
**Product Codes:** State Candidates  
**Priority:** P-XX  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/01/14	09/15/14	20	\$570.00	\$484.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	20	\$570.00	\$484.50	0.00
<b>Totals</b>	<b>20</b>	<b>\$570.00</b>	<b>\$484.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Washington DC Millennium			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
E 1	WMYG	09/09/14	09/15/14	M-F 10a-11a M-F 10a-11a	CM	M-F 10a-11a	MTWTF--	:30	2	\$10.00	P-04	0.00	NM	2	\$20.00
STEVE HARVEY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/09/14	09/15/14	MTWTF--			2			\$10.00		0.00			
E 2	WMYG	09/09/14	09/15/14	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	1	\$10.00	P-04	0.00	NM	1	\$10.00
MAURY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/09/14	09/15/14	MTWTF--			1			\$10.00		0.00			
E 3	WMYG	09/09/14	09/15/14	M-F 3p-4p M-F 3p-4p	CM	3p-4p	MTWTF--	:30	2	\$20.00	P-04	0.00	NM	2	\$40.00
RAYMOND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/09/14	09/15/14	MTWTF--			2			\$20.00		0.00			
E 4	WMYG	09/09/14	09/15/14	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	2	\$20.00	P-04	0.00	NM	2	\$40.00
JUDGE MATHIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/09/14	09/15/14	MTWTF--			2			\$20.00		0.00			
E 5	WMYG	09/09/14	09/15/14	M-F 5p-6p 5:00 PM-5:30 PM	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	MTWTF--	:30	1	\$10.00	P-04	0.00	NM	1	\$10.00
30 ROCK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/09/14	09/15/14	MTWTF--			1			\$10.00		0.00			

