

## 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, Jesse 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

☐ Rejected

Larry Forsgren  
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.

# ORDER WORKSHEET

Rep Order# 10414653 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 09/26/14 4:53 PM  
Last Received: 09/26/14 4:51 PM  
Showing Buylines: All Rep Changes or Last Station Changes

1 of 3

Station WMSN-TV MADISON  
Advertiser (NW80) POLITICAL  
Product BURKE FOR WISCONSIN  
Estimate# 3662  
Buyer Jesse Demastrie

Agency (GRER) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 188/201/3662  
Flight Dates 09/30/14-10/06/14

Rep Firm MILLENNIUM SALES & MARKETING  
Sales Office (DC) WASHINGTON  
Salesperson (BPH) BRAD PHILLIPS  
Sales Assistant  
Salesperson Phone# 202-955-5342  
Salesperson Fax# 202-955-5348

## --- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

## --- REMARKS ---

NEW ORDER FOR BURKE - PLEASE CNFM, THANKS

Ln	RTG/IMP	Dates	Time	Program	Len	Rate	Day	Spots/ Week	Num of Weeks	Total Spots	Total Cost
1	-	09/30-10/06	730A-8A	EVERYBODY LOVES RAYMOND	30	\$6.00	Tu-F, M	2	1	2	\$12.00
2	-	09/30-10/06	8A-830A	SEINFELD	30	\$6.00	Tu-F, M	2	1	2	\$12.00
3	-	09/30-10/06	830A-9A	SEINFELD	30	\$6.00	Tu-F, M	2	1	2	\$12.00
4	-	10/05-10/05	9A-10A	FOX NEWS SUNDAY	30	\$20.00	Su	1	1	1	\$20.00
5	-	09/30-10/06	9A-10A	JERRY SPRINGER	30	\$6.00	Tu-F, M	2	1	2	\$12.00
6	-	09/30-10/06	10A-11A	STEVE WILKOS	30	\$6.00	Tu-F, M	2	1	2	\$12.00
7	-	09/30-10/06	11A-12P	MAURY POVICH	30	\$10.00	Tu-F, M	1	1	1	\$10.00
8	-	09/30-10/06	12P-1230P	FAMILY FEUD	30	\$10.00	Tu-F, M	1	1	1	\$10.00
9	-	09/30-10/06	1230P-1P	FAMILY FEUD	30	\$10.00	Tu-F, M	1	1	1	\$10.00
10	-	09/30-10/06	1P-130P	JUSTICE FOR ALL	30	\$10.00	Tu-F, M	1	1	1	\$10.00
11	-	09/30-10/06	130P-2P	SUPREME JUSTICE	30	\$10.00	Tu-F, M	1	1	1	\$10.00

## ORDER WORKSHEET

Rep Order# 10414653 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed:  
Last Received:

09/26/14 4:53 PM  
09/26/14 4:51 PM

2 of 3

Showing Buylines:

All Rep Changes or Last Station Changes

Station WMSN-TV MADISON  
Advertiser (NW80) POLITICAL  
Product BURKE FOR WISCONSIN  
Estimate# 3662  
Buyer Jesse Demastrie

Agency (GRER) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 188/201/3662  
Flight Dates 09/30/14-10/06/14

Rep Firm MILLENNIUM SALES & MARKETING  
Sales Office (DC) WASHINGTON  
Salesperson (BPH) BRAD PHILLIPS  
Sales Assistant  
Salesperson Phone# 202-955-5342  
Salesperson Fax# 202-955-5348

Ln	RTG/IMP	Dates	Time	Program	Len	Rate	Day	Spots/ Week	Num of Weeks	Total Spots	Total Cost
12	-	09/30-10/06	2P-3P	JUDGE MATHIS	30	\$20.00	Tu-F, M	1	1	1	\$20.00
13	-	09/30-10/06	3P-4P	THE PEOPLE'S COURT	30	\$25.00	Tu-F, M	1	1	1	\$25.00
14	-	10/05-10/05	10A-1030A	PACKER NATION	30	\$25.00	Su	1	1	1	\$25.00
15	-	10/05-10/05	1030A-11A	INSIDE THE HUDDLE	30	\$50.00	Su	1	1	1	\$50.00
16	-	10/05-10/05	11A-12P	FOX NFL SUNDAY	30	\$450.00	Su	1	1	1	\$450.00
17	-	09/30-10/06	4P-5P	JUDGE JUDY 2X	30	\$25.00	Tu-F, M	2	1	2	\$50.00
18	-	09/30-10/06	5P-530P	TWO & A HALF MEN	30	\$50.00	Tu-F, M	2	1	2	\$100.00
19	-	09/30-10/06	530P-6P	BIG BANG THEORY	30	\$300.00	Tu-F, M	1	1	1	\$300.00
20	-	09/30-10/06	6P-630P	MODERN FAMILY	30	\$300.00	Tu-F, M	1	1	1	\$300.00
21	-	09/30-10/06	630P-7P	BIG BANG THEORY	30	\$500.00	Tu-F, M	1	1	1	\$500.00
22	-	09/30-10/06	9P-935P	FOX 47 NEWS AT 9	30	\$225.00	Tu-F, M	1	1	1	\$225.00
23	-	10/05-10/05	9P-935P	FOX NEWS AT 9PM	30	\$225.00	Su	1	1	1	\$225.00
24	-	09/30-10/06	935P-1005P	MODERN FAMILY	30	\$250.00	Tu-F, M	1	1	1	\$250.00
25	-	09/30-10/06	1005P-1035P	MIKE & MOLLY	30	\$45.00	Tu-F, M	2	1	2	\$90.00
26	-	09/30-10/06	1035P-1105P	MIKE & MOLLY	30	\$45.00	Tu-F, M	2	1	2	\$90.00
28	-	10/04-10/04	630P-10P	FOX COLLEGE FOOTBALL	30	\$100.00	Sa	1	1	1	\$100.00

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WASHINGTON, DC 20007  
Agency C/P1/P2/E 188/201/3662  
Flight Dates 09/30/14-10/06/14

Rep Firm MILLENNIUM SALES & MARKETING  
Sales Office (DC) WASHINGTON  
Salesperson (BPH) BRAD PHILPPS  
Sales Assistant  
Salesperson Phone# 202-955-5342  
Salesperson Fax# 202-955-5348

Ln	RTG/IMP	Dates	Time	Program	Len	Rate	Day	Spots/ Week	Num of Weeks	Total Spots	Total Cost
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## ---REPORT TOTALS---

Report Totals: 36 / \$2,930.00

## ---SALES MONTHLY TOTALS---

Oct2014: 36 / \$2,930.00

Order Totals: 36 / \$2,930.00 Total GRPS: 0.0

## ---COMPETITIVE---

Market Totals	\$70,944.31	CABL	.00%	UNKN	.00%	WBDW	.00%	WISC	32.43%	WKOW	28.20%
		WMSN	4.13%	WMTV	35.25%						

Books [null]  
Demos RA35+P

## ---CREDIT RISK---

STANDARD CREDIT TERMS



WMSN Madison  
7847 Big Sky Dr  
Madison, WI 53719

Greer Margolis Mitchell, Burns &  
Associates-Washington  
3050 K St NW  
Suite 100  
Washington, DC 20007

# Contract # 1940251

Schedule Dates 09/30/14-10/05/14  
Advertiser Burke for Wisconsin-R (91897)  
Agency Greer Margolis Mitchell, Burns & Associates-Washi  
Product POLITICAL CANDIDATE (ns) (1186)  
Brand BURKE FOR WISCONSIN / 3662 (664492)  
Salesperson Millennium/Dc, Washington DC (1108)  
Sales Office Millennium Washington DC  
Buyer Name Demastrie, Jesse  
Phone/Fax /  
CPE 188/201/3662  
Account Types National/Political Candidate Agency BRD  
Billing Type Weekly/Irregular  
Comments BURKE FOR WISCONSIN  
BRAD PHILIPPS

Date Entered 09/26/14  
Last Modified 09/26/14  
Entered By Ashley Wong  
CO-OP No  
Headline # ECR10414653  
Demo A35+R  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$439.50  
Net Total \$2,490.50  
Sales Tax

Madison (WMSN)		
By Broadcast Month	Spots	Rate
Oct. 2014	36	\$2,930.00
Grand Total:	36	\$2,930.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/30/14-10/03/14	5	:30	7:30A- Everybody Loves Raymond 2	2		X	X	X	X			2	\$6.00	\$12.00	Madison (WMSN)	EVERYBODY LOVES RAYMOND	9/26/14
2.0	Normal Line / SPOT (2)	09/30/14-10/03/14	5	:30	8A- Seinfeld	2		X	X	X	X			2	\$6.00	\$12.00	Madison (WMSN)	SEINFELD	9/26/14
3.0	Normal Line / SPOT (3)	09/30/14-10/03/14	5	:30	8:30A- Seinfeld 2	2		X	X	X	X			2	\$6.00	\$12.00	Madison (WMSN)	SEINFELD	9/26/14
4.0	Normal Line / SPOT (4)	10/05/14-10/05/14	2	:30	8A- FOX-FOX News Sunday								1	1	\$20.00	\$20.00	Madison (WMSN)	FOX NEWS SUNDAY	9/26/14
5.0	Normal Line / SPOT (5)	09/30/14-10/03/14	5	:30	9A- Jerry Springer	2		X	X	X	X			2	\$6.00	\$12.00	Madison (WMSN)	JERRY SPRINGER	9/26/14
6.0	Normal Line / SPOT (6)	09/30/14-10/03/14	5	:30	10A- Steve Wilkos	2		X	X	X	X			2	\$6.00	\$12.00	Madison (WMSN)	STEVE WILKOS	9/26/14
7.0	Normal Line / SPOT (7)	09/30/14-10/03/14	5	:30	11A- Maury Povich	1		X	X	X	X			1	\$10.00	\$10.00	Madison (WMSN)	MAURY POVICH	9/26/14
8.0	Normal Line / SPOT (8)	09/30/14-10/03/14	5	:30	12P- Family Feud	1		X	X	X	X			1	\$10.00	\$10.00	Madison (WMSN)	FAMILY FEUD	9/26/14
9.0	Normal Line / SPOT (9)	09/30/14-10/03/14	5	:30	12:30P- Family Feud 2	1		X	X	X	X			1	\$10.00	\$10.00	Madison (WMSN)	FAMILY FEUD	9/26/14
10.0	Normal Line / SPOT (10)	09/30/14-10/03/14	5	:30	1P- Celebrity Name Game	1		X	X	X	X			1	\$10.00	\$10.00	Madison (WMSN)	CELEB NAME GAME	9/26/14
11.0	Normal Line / SPOT (11)	09/30/14-10/03/14	5	:30	1:30P- Celebrity Name Game 2	1		X	X	X	X			1	\$10.00	\$10.00	Madison (WMSN)	CELEB NAME GAME	9/26/14
12.0	Normal Line / SPOT (12)	09/30/14-10/03/14	5	:30	2P- Judge Greg Mathis	1		X	X	X	X			1	\$20.00	\$20.00	Madison (WMSN)	JUDGE MATHIS	9/26/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WMSN Madison  
7847 Big Sky Dr  
Madison, WI 53719

Greer Margolis Mitchell, Burns &  
Associates-Washington  
3050 K St NW  
Suite 100  
Washington, DC 20007

# Contract # 1940251

Schedule Dates	09/30/14-10/05/14	Date Entered	09/26/14
Advertiser	Burke for Wisconsin-R (91897)	Last Modified	09/26/14
Agency	Greer Margolis Mitchell, Burns & Associates-Washi	Entered By	Ashley Wong
Product	POLITICAL CANDIDATE (ns) (1186)	CO-OP	No
Brand	BURKE FOR WISCONSIN / 3662 (664492)	Headline #	ECR10414653
Salesperson	Millennium/DC, Washington DC (1108)	Demo	A35+R
Sales Office	Millennium Washington DC	Order Type	Normal
Buyer Name	Demastrie, Jesse	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	188/201/3662	Commission	\$439.50
Account Types	National/Political Candidate Agency BRD	Net Total	\$2,490.50
Billing Type	Weekly/Irregular	Sales Tax	
Comments	BURKE FOR WISCONSIN BRAD PHILLIPS		

Madison (WMSN)		
By Broadcast Month	Spots	Rate
Oct. 2014	36	\$2,930.00
Grand Total:	36	\$2,930.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / SPOT (13)	09/30/14-10/03/14	5	:30	3P- Peoples Court	1	X	X	X	X	X			1	\$25.00	\$25.00	Madison (WMSN)	THE PEOPLES COURT	9/26/14
14.0	Normal Line / Sports/Other (14)	10/05/14-10/05/14	5	:30	10A- Sports-Green Bay Nation								1	1	\$25.00	\$25.00	Madison (WMSN)	PACKER NATION	9/26/14
15.0	Normal Line / Sports/Other (15)	10/05/14-10/05/14	5	:30	10:29A- Sports-Inside The Huddle								1	1	\$50.00	\$50.00	Madison (WMSN)	INSIDE THE HUDDLE	9/26/14
16.0	Normal Line / Pre Game (16)	10/05/14-10/05/14	5	:30	11A- Sports-FOX NFL Sunday Pre Game								1	1	\$450.00	\$450.00	Madison (WMSN)	FOX NFL SUNDAY	9/26/14
17.0	Normal Line / SPOT (17)	09/30/14-10/03/14	5	:30	4P- 4:58P (CST)	2	X	X	X	X	X			2	\$25.00	\$50.00	Madison (WMSN)	JUDGE JUDY 2X	9/26/14
18.0	Normal Line / SPOT (18)	09/30/14-10/03/14	5	:30	4:58P- Two And A Half Men	2	X	X	X	X	X			2	\$50.00	\$100.00	Madison (WMSN)	TWO & A HALF MEN	9/26/14
19.0	Normal Line / SPOT (19)	09/30/14-10/03/14	1	:30	5:28P- Big Bang Theory 2	1	X	X	X	X	X			1	\$300.00	\$300.00	Madison (WMSN)	BIG BANG THEORY	9/26/14
20.0	Normal Line / Access (20)	09/30/14-10/03/14	1	:30	6P- Modern Family	1	X	X	X	X	X			1	\$300.00	\$300.00	Madison (WMSN)	MODERN FAMILY	9/26/14
21.0	Normal Line / Access (21)	09/30/14-10/03/14	1	:30	6:28P- Big Bang Theory	1	X	X	X	X	X			1	\$500.00	\$500.00	Madison (WMSN)	BIG BANG THEORY	9/26/14
22.0	Normal Line / News (22)	09/30/14-10/03/14	5	:30	9P- News-FOX 47 News At 9	1	X	X	X	X	X			1	\$225.00	\$225.00	Madison (WMSN)	FOX 47 NEWS AT 9	9/26/14
23.0	Normal Line / News (23)	10/05/14-10/05/14	5	:30	9P- News-FOX 47 News At 9								1	1	\$225.00	\$225.00	Madison (WMSN)	FOX NEWS AT 9PM	9/26/14
24.0	Normal Line / SPOT (24)	09/30/14-10/03/14	2	:30	9:35P- Modern Family 2	1	X	X	X	X	X			1	\$250.00	\$250.00	Madison (WMSN)	MODERN FAMILY	9/26/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:





WMSN Madison  
7847 Big Sky Dr  
Madison, WI 53719

Greer Margolis Mitchell, Burns &  
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3060 K St NW  
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Brand	BURKE FOR WISCONSIN / 3662 (664492)	Headline #	ECR10414653
Salesperson	Millennium/DC, Washington DC (1108)	Demo	A35+R
Sales Office	Millennium Washington DC	Order Type	Normal
Buyer Name	Demastie, Jesse	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	188/201/3662	Commission	\$439.50
Account Types	National/Political Candidate Agency/ BRD	Net Total	\$2,490.50
Billing Type	Weekly/Irregular	Sales Tax	
Comments	BURKE FOR WISCONSIN BRAD PHILLIPS		

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25.0	Normal Line / SPOT (25)	09/30/14-10/03/14	5	:30	10:05P- Mike and Molly	2		X	X	X	X			2	\$45.00	\$90.00	Madison (WMSN)	MIKE & MOLLY	9/26/14
26.0	Normal Line / SPOT (26)	09/30/14-10/03/14	1	:30	10:35P- Mike and Molly 2	2		X	X	X	X			2	\$45.00	\$90.00	Madison (WMSN)	MIKE & MOLLY	9/26/14
27.0	Normal Line / Football (28)	10/04/14-10/04/14	2	:30	6:30P- Sports-FOX College Football 2							1		1	\$100.00	\$100.00	Madison (WMSN)	FOX COLLEGE FOOTBALL	9/26/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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