

REP HEADLINE# 7470254 TRF# 627547  
\$\$\$ MOD# 1: APPROVED REV #0 \$\$\$

REP: TEL# 703 528 7800  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703 528 7880  
CREDIT RISK !!  
HARRIS REPORT FROM STATION  
OCT30/14 18.17  
\*\*\* WXML-TV \*\*\*

ADV #	ADV. NAME	POLI/F	UPTON/R/CON/MI	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	1053	COMMUNICATIONS	BUYER NAME	MEDIA	BUYER
		5014	GLENDURGAN CT.	SALES PRSN	WA-	JUSTIN VOTTA
			HOLT, MI 48842			
ORDER #		CONTRACT #	7470254	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	UPTON FOR CONGRESS	EST#		COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	OCT29/14	NOV3/14	WK-1			
CITY TAX		STATE TAX		CO-OP BILLING NEEDED		DATE OCT30/14 18.17

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 26250.00  
TOTAL SPOTS 28

FAX# 703 528 7880  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
OCT29/14 14.33  
\*\*CHANGES\*\* \*\*\* WXML-TV \*\*\*

REP. #	OFF. #	SALESMAN #
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
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100	100	100

BUYER NAME MEDIA BUYER

SALES PRSN WA- JUSTIN VOTTA

	CLASS: NATL.	LOCAL	REGIONAL
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ICE)

10.1111/j.1365-3113.2011.04601.x

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE
			OCT29/14 14.33

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	: SPTS
10	S		800P-900P	30		\$1,700.00	10/29	10/29	0		WED	0
PROGRAM : HELL'S												
CON COM1: HELL'S												
16	A		700P-1100P	30		\$3,400.00	10/29	10/29	1		WED	1
PROGRAM : WORLD SERIES												
ORD COM1: PROGRAM CHANGE, OFFERING 1X WORLD SERIES GM ON 10/29												
THIS IS A MAKE-GOOD FOR OCT29 ON LINE-10 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT29 ON LINE-11 FOR 1 SPOT/WK												
11	S		900P-1000P	30		\$1,700.00	10/29	10/29	0		WED	0
PROGRAM : RED BAND												
CON COM1: RED BAND												

REP: TEL# 703 528 7800 FAX# 703 528 7880  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT29/14 14.33  
REP HEADLINE# 7470254 TRF# 627547 \*\*\*CHANGES\*\*\* \*\* WXMI-TV \*\*\*  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:												
M1	OK'D	BUY#10	MISSED:WED/800P-900P				OCT29		30S	\$1,700.00	(OCT29/14)	
		BUY#11	WED/900P-1000P				OCT29		30S	\$1,700.00		
			OFFER:WED/700P-1100P				OCT29		30S	\$3,400.00	PLS ADVISE.	
			CMT:PROGRAM CHANGE, OFFERING 1X WORLD SERIES GM ON 10/29									

NOV/14 26250.00 CONTRACT TOTAL 26250.00  
TOTAL SPOTS 28

MARKET TOTALS \$262,500 WXMI 10% WOTV 1% WZZM 21% WWMT 38% WOOD 30% WXSP 0% CABL 0%  
EWMT 0% WZPX 0%

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 7470254 TRF# 627547 REP: TEL# 703 528 7800 FAX# 703 528 7880  
 \$\$\$ MOD# 0: APPROVED REV #0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM STATION OCT29/14 13.14  
 \*\*\* WXTV-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/F UPTON/R/CON/MI REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME 1053 COMMUNICATIONS BUYER NAME MEDIA BUYER  
 5014 GLENDURGAN CT. SALES PRSN WA- JUSTIN VOTTA  
 HOLT, MI 48842  
 ORDER # \_\_\_\_\_ CONTRACT # 7470254 CLASS: NATL. \_\_\_\_\_ LOCAL \_\_\_\_\_ REGIONAL \_\_\_\_\_  
 PRDCT UPTON FOR CONGRESS EST# \_\_\_\_\_ COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES OCT29/14 NOV3/14 WK-1  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT29/14 13.14

STA: \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 CON CM

STATION MAKEGOOD OFFERS:  
 M1 UNRESL BUY#10 MISSED:WED/800P-900P OCT29 30S \$1,700.00 (OCT29/14)  
 BUY#11 WED/900P-1000P OCT29 30S \$1,700.00  
 OFFER:WED/700P-1100P OCT29 30S \$3,400.00 PLS ADVISE.  
 CMT:PROGRAM CHANGE, OFFERING 1X WORLD SERIES GM ON 10/29  
 CONTRACT TOTAL 26250.00  
 TOTAL SPOTS 29

REP HEADLINE# 7470254 TRF# 627547 REP: TEL# 703 528 7800 FAX# 703 528 7880  
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! OCT28/14 14.54  
ORDER WORKSHEET HARRIS REPORT FROM STATION \*\*\* WMMI-TV \*\*\*

ADV # ADV. NAME POLI/F UPTON/R/CON/MI REP. # OFF. # SALESMAN #  
AGY # AGY. NAME 1053 COMMUNICATIONS BUYER NAME MEDIA BUYER

5014 GLENDURGAN CT. SALES PRSN WA- JUSTIN VOTTA  
HOLT, MI 48842

ORDER # CONTRACT # 7470254 CLASS: NATL. LOCAL REGIONAL

PRDCT UPTON FOR CONGRESS EST# COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT29/14 NOV3/14 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT28/14 14.54

REP: TO ODENE  
FROM OLDER  
NEW ORDER  
\$26250/29 SPOTS  
PLEASE CONFIRM AND THANK YOU

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 26250.00  
TOTAL SPOTS 29

OCT28/14 13.41  
\*\*\* WXML-TV \*\*\*

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

REP HEADLINE# 7470254  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703 528 7800 FAX# 703 528 7880  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
OCT28/14 13.41  
\*\*\* WXTM-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5			500A-600A PROGRAM : NEWS CON COM1: NEWS	30		\$150.00	11/1	11/1	1		SAT	1
6			1000P-1100P PROGRAM : LATE NEWS CON COM1: LATE NEWS	30		\$1,000.00	11/2	11/2	1		SUN	1
7			1100P-1135P PROGRAM : LATE NEWS CON COM1: LATE NEWS	30		\$400.00	11/2	11/2	1		SUN	1
8			800P-900P PROGRAM : GOTHAM CON COM1: GOTHAM	30		\$1,700.00	11/3	11/3	1		MON	1
9			900P-1000P PROGRAM : SLEEPY HOLLOW CON COM1: SLEEPY HOLLOW	30		\$1,900.00	11/3	11/3	1		MON	1
10			800P-900P PROGRAM : HELL'S CON COM1: HELL'S	30		\$1,700.00	10/29	10/29	1		WED	1
11			900P-1000P PROGRAM : RED BAND CON COM1: RED BAND	30		\$1,700.00	10/29	10/29	1		WED	1
12			800P-900P PROGRAM : BONES CON COM1: BONES	30		\$2,000.00	10/30	10/30	1		THU	1
13			1100A-1200N PROGRAM : LIONS REPORT CON COM1: LIONS REPORT	30		\$600.00	11/2	11/2	1		SUN	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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14			1200N-100P	30		\$2,200.00	11/2	11/2	1		SUN	1
PROGRAM : NFL PREGAME CON COM1: NFL PREGAME												
15			800P-1130P	30		\$5,000.00	10/29	10/29	1		WED	1
PROGRAM : WORLD SERIES CON COM1: WORLD SERIES												

NOV/14 26250.00

CONTRACT TOTAL 26250.00

TOTAL SPOTS 29

MARKET TOTALS \$262,500

WXMI 10% WOTV 1% WZZM 21% WMMT 38% WOOD 30% WXSP 0% CABL 0%

EWMT 0% WZPX 0%

SVC- NSI

DEMOS- RA35+\*



**ORDER**

WXMI-TV

**Orders**  
**Order / Rev:** 627547  
**Alt Order #:** 07470254  
**Product Desc:** UPTON FOR CONGRESS  
**Estimate:**  
**Flight Dates:** 10/29/14 - 11/03/14  
**Original Date / Rev:** 10/28/14 / 10/29/14  
**Order Type:** GENERAL  
**Primary AE:** Justin Votta  
**Sales Office:** TWDC  
**Sales Region:** National

**Agency**  
**Name:** 1053 Communications  
**Buying Contact:**  
**Billing Contact:**  
 5014 Glendurgan Court  
 Holt, MI 48842  
**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Upton/Rep/Congress  
**Demographic:** A35+  
**Product Codes:** PL1,PL4  
**Priority:** 01  
**Revenue Codes:** AGY, 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
10/27/14	11/03/14	28	\$26,250.00	\$22,312.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2014	28	\$26,250.00	\$22,312.50	0.00
<b>Totals</b>	<b>28</b>	<b>\$26,250.00</b>	<b>\$22,312.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Justin Votta			Start Of Order - End Of Order	100%

Order Share	Share	Total
WXMI-TV	10%	\$26,250.00
Market	100%	\$262,500.00

Competitive Share	Share	Total
2WOOD	30%	\$78,750.00
3WZZM	21%	\$55,125.00
4WWMT	38%	\$99,750.00
5WOTV	1%	\$2,625.00
6WXSP	0%	\$0.00
7WZPX	0%	\$0.00
8CABL	0%	\$0.00
9UNKW	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	17	10/29/14	11/03/14	M-F 5a News W-F,M 5a News	CM	5a-6a	M-WTF--	:30	8	\$100.00	01	0.00	NM	8	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/14	11/04/14	M-WTF--			8		\$100.00			0.00			
2	17	10/29/14	11/03/14	M-F 6a News W-F,M 6a News	CM	6a-7a	M-WTF--	:30	5	\$300.00	01	0.00	NM	5	\$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:		10/29/14	11/04/14	M-WTF--			5		\$300.00			0.00			
3	17	10/29/14	11/03/14	M-F Fox17 News at 10p W-F,M Fox 17 News at 10p	CM	10p-11p	M-WTF--	:30	4	\$1,200.00	01	0.00	NM	4	\$4,800.00

Order / Rev: 627547  
 Alt Order #: 07470254  
 Flight Dates: 10/29/14 - 11/03/14

Advertiser: Upton/Rep/Congress  
 Product Desc: UPTON FOR CONGRESS  
 Estimate: WXMI-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	17	10/29/14	11/03/14	M-F Fox17 News at 10p W-F,M Fox 17 News at 10p	CM	10p-11p	M-WTF--	:30	4	\$1,200.00	01	0.00	NM	4	\$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: 10/29/14	11/04/14	M-WTF--					4	\$1,200.00		0.00			
4	17	10/31/14	10/31/14	Fox17 Blitz Fox 17 Blitz	CM	1030p-11p	----1--	:30	1	\$800.00	01	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	----1--					1	\$800.00		0.00			
5	17	11/01/14	11/01/14	AM News 5a SA/SU AM News 5a Sat	CM	5a-6a	-----1-	:30	1	\$150.00	01	0.00	NM	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: 10/27/14	11/02/14	-----1-					1	\$150.00		0.00			
6	17	11/02/14	11/02/14	SU Fox17 News at 10p Su Fox 17 News at 10p	CM	10p-11p	-----1	:30	1	\$1,000.00	01	0.00	NM	1	\$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: 10/27/14	11/02/14	-----1					1	\$1,000.00		0.00			
7	17	11/02/14	11/02/14	SA/SU Fox17 News at 10p Fox 17 11p News (Sun)	CM	11p-1135p	-----1	:30	1	\$400.00	01	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	-----1					1	\$400.00		0.00			
8	17	11/03/14	11/03/14	Mon Prime A Monday Prime 758p-9p	CM	758p-9p	1-----	:30	1	\$1,700.00	01	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/14	11/09/14	1-----					1	\$1,700.00		0.00			
9	17	11/03/14	11/03/14	Mon Prime B Mon Prime 9p-10p	CM	9p-10p	1-----	:30	1	\$1,900.00	01	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/14	11/09/14	1-----					1	\$1,900.00		0.00			
10	17	10/29/14	10/29/14	Wed Prime A Wed Prime 758p-9p	CM	758p-9p	--1----	:30	1	\$1,700.00	01	0.00	NM	1	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	--1----					1	\$1,700.00		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	17	10/27/14-11/02/14	Wed Prime A		758p-9p	--W-----	:30		<del>(\$1,700.00)</del>		0.00	NM		
			See MG 10.2 [Program Change-WS game #7] Program Change												
	2	17	10/29/14-10/29/14	World Series on FOX		7-11p	(7:00 PM-11:00 PM) --W-----	:30		\$3,400.00		0.00	NM		
			Ⓜ MG for 11.1,10.1												
11	17	10/29/14	10/29/14	Wed Prime B Wed Prime 9p-10p	CM	9p-10p	--1----	:30	1	\$1,700.00	01	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	--1----					1	\$1,700.00		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	17	10/27/14-11/02/14	Wed Prime B		9p-10p	--W-----	:30		<del>(\$1,700.00)</del>		0.00	NM		
			See MG 10.2 [Program Change-WS game #7] Program Change												
12	17	10/30/14	10/30/14	Thur Prime A Thur Prime 758p-9p	CM	758p-9p	---1---	:30	1	\$2,000.00	01	0.00	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: 10/27/14	11/02/14	---1---					1	\$2,000.00		0.00			
13	17	11/02/14	11/02/14	Su 11a-12p Lions Report	CM	11a-12p	-----1	:30	1	\$600.00	01	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	-----1					1	\$600.00		0.00			
14	17	11/02/14	11/02/14	NFL Reg Ssn Pre-Game NFL on FOX Pre-Game	CM	12p-1p (12:00 PM-1:00 PM)	-----1	:30	1	\$2,200.00	01	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	-----1					1	\$2,200.00		0.00			
15	17	10/29/14	10/29/14		CM	8p-11p	--1----	:30	1	\$5,000.00	01	0.00	NM	1	\$5,000.00

**WXMI-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				World Series on FOX											
				World Series on FOX		(8:00 PM-11:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	--1----		1				\$5,000.00		0.00			
													Totals	28	\$26,250.00

NAB Form PB-18 Candidates

## 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>	<b>Date:</b> 9.19.14
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I, Laura Lancaster

being/on behalf of: Fred Upton

a legally qualified candidate of the Republican

political party for the office of: MI CD06

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

**Attach proposed schedule with charges (if available): SEE ORDER**

NAB Form PB-18 Candidates

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

UPTON FOR ALL OF US, P.O. BOX 490, ST. JOSEPH, MI 49085

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:

Gerbel, Robert Mr.

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**

9.19.14

Date

Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title