

2018

BCRA POLITICAL RECORD

This Political Record is required by the Bipartisan Campaign Reform Act of 2002 (BCRA) to be completed every time a request is made to purchase broadcast time that (1) is made by or on behalf of a legally qualified candidate for public office, or (2) communicates a message relating to any political matter of national importance, including a legally qualified candidate, any election to federal office, or a national legislative issue of public importance. Once completed, the Political Record must be provided to the Custodian of the public inspection file along with all other required documentation to be placed in the file and retained for two (2) years. All fields are required. Please write "N/A" for all fields that are not applicable.

This record is for:

- ☒ a candidate request
☐ an election message request *
☐ an issue request *

The request was:

- ☒ accepted # 954488
☐ rejected

LSTWC

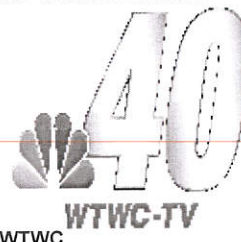
Candidate Named In Message: Adam PutnamOffice Being Sought: governorElection or Issue Referred to: primarySponsor (or authorized candidate committee): Adam Putnam for GovernorTreasurer of Authorized Candidate Committee: Abby DupreePerson Ordering Advertising: Fran Berg

* An "election message request" is a request made by anyone to broadcast a message that refers either to a legally qualified candidate or to any election to federal office.

An "issue request" is a message related to a national legislative issue of public importance or a political matter of national importance.

If the request is accepted, attach the sales order showing the rate charged, the date(s) and time(s) the message is aired, and the class of time purchased. For an issue request, also attach the name, address, and phone number of a contact person, and a list of the chief executive officers or members of the executive committee or of the board of directors of the sponsor.

ORDER



Orders	Order / Rev:	954488	
	Alt Order #:	26017239	
	Product Desc:	PUTFL/ORDR/612618	
	Estimate:	612618	
	Flight Dates:	06/11/18 - 06/24/18	Primary AE: New York Millennium/NY
	Original Date / Rev:	05/23/18 / 06/04/18	Sales Office: K-NYC
	Order Type:	GENERAL	Sales Region: NAT

Agency	Name:	Smart Media Group	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		1427 Leslie Ave	Billing Cycle: WEEKLY
		Alexandria, VA 22301	Agency Commission: 15%

Advertiser	Name:	Adam Putnam for Florida Governor-R	New Business Thru:	
	Demographic:	A50+	Order Separation:	00:15:00
	Product Codes:	Political Candidate	Advertiser External ID:	112228
	Priority:	Pol4	Agency External ID:	15623
	Revenue Code 1:	AGY	Unit Code:	General
	Revenue Code 2:	Political		
	Revenue Code 3:	Political Candidate		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/11/18	06/17/18	12	\$840.00	\$714.00
06/18/18	06/24/18	2	\$30.00	\$25.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2018	14	\$870.00	\$739.50	23.50
Totals	14	\$870.00	\$739.50	23.50

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
New York Millennium/NY	K-NYC	NAT	Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WTWC	12%	\$870.00
Market	100%	\$7,250.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
ETWC	0%	\$0.00
UNKWN	88%	\$6,380.00
WCTV	0%	\$0.00
WFSU	0%	\$0.00
WTLF	0%	\$0.00
WTLH	0%	\$0.00
WTXL	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTWC	06/12/18	06/12/18	M-F 9a-10a/Today Show	QM	9:00 AM-10:00 AM	-T-----	:30	1	\$15.00	Pol4	1.10	NM	1	\$15.00
Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		06/11/18	06/17/18	-T-----			1		\$15.00		1.10				
N 2	WTWC	06/13/18	06/13/18	M-F 9a-10a/Today Show	QM	9:00 AM-10:00 AM	-W----	:30	1	\$15.00	Pol4	1.10	NM	1	\$15.00
Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 954488
 Alt Order #: 26017239
 Flight Dates: 06/11/18 - 06/24/18

Advertiser: Adam Putnam for Florida Governor-R
 Product Desc: PUTFL/ORDR/612618
 Estimate: 612618
WTWC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	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:		06/11/18	06/17/18	--W----					1	\$15.00		1.10			
N 3	WTWC	06/14/18	06/14/18	M-F 9a-10a/Today Show	QM	9:00 AM-10:00 AM	---T---	:30	1	\$15.00	Pol4	1.10	NM	1	\$15.00
		Today Show													
1		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/18	06/17/18	---T---					1	\$15.00		1.10			
N 4	WTWC	06/15/18	06/15/18	M-F 9a-10a/Today Show	QM	9:00 AM-10:00 AM	----F--	:30	1	\$15.00	Pol4	1.10	NM	1	\$15.00
		Today Show													
1		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/18	06/17/18	----F--					1	\$15.00		1.10			
N 5	WTWC	06/18/18	06/18/18	M-F 9a-10a/Today Show	QM	9:00 AM-10:00 AM	M-----	:30	1	\$15.00	Pol4	1.10	NM	1	\$15.00
		Today Show													
1		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/18/18	06/24/18	M-----					1	\$15.00		1.10			
N 6	WTWC	06/12/18	06/12/18	M-F 10a-11a/Today Sh	CM	10:00 AM-11:00 AM	A-T-----	:30	1	\$15.00	Pol4	0.80	NM	1	\$15.00
		Today Show 10a													
2		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/18	06/17/18	-T-----					1	\$15.00		0.80			
N 7	WTWC	06/13/18	06/13/18	M-F 10a-11a/Today Sh	CM	10:00 AM-11:00 AM	A--W----	:30	1	\$15.00	Pol4	0.80	NM	1	\$15.00
		Today Show 10a													
2		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/18	06/17/18	--W----					1	\$15.00		0.80			
N 8	WTWC	06/14/18	06/14/18	M-F 10a-11a/Today Sh	CM	10:00 AM-11:00 AM	A---T---	:30	1	\$15.00	Pol4	0.80	NM	1	\$15.00
		Today Show 10a													
2		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/18	06/17/18	---T---					1	\$15.00		0.80			
N 9	WTWC	06/15/18	06/15/18	M-F 10a-11a/Today Sh	CM	10:00 AM-11:00 AM	A----F--	:30	1	\$15.00	Pol4	0.80	NM	1	\$15.00
		Today Show 10a													
2		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/18	06/17/18	----F--					1	\$15.00		0.80			
N 10	WTWC	06/18/18	06/18/18	M-F 10a-11a/Today Sh	CM	10:00 AM-11:00 AM	AM-----	:30	1	\$15.00	Pol4	0.80	NM	1	\$15.00
		Today Show 10a													
2		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/18/18	06/24/18	M-----					1	\$15.00		0.80			
N 12	WTWC	06/12/18	06/12/18	Tuesday Prime Specials	CM	8:00 PM-10:00 PM	-T-----	:30	2	\$225.00	Pol4	3.90	NM	2	\$450.00
		AMERICAS GOT TALENT TUE(8:00 PM-10:00 PM)													
4		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/18	06/17/18	-T-----					2	\$225.00		3.90			
N 13	WTWC	06/12/18	06/12/18	Tuesday Prime C	CM	10:00 PM-11:00 PM	PI-T-----	:30	2	\$135.00	Pol4	3.10	NM	2	\$270.00
		NBC-World of Dance TUE													
5		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/18	06/17/18	-T-----					2	\$135.00		3.10			
Totals													14	\$870.00	



est 55th St
ork, NY 10019

ATZ TELEVISION
GROUP

Contract # 26017239		Changes as of: 6/5/2018 at 10:59 AM		Version: Current State Version 2	
CPE: PUTFL/ORDR/612618		Flight: 6/12/18 - 6/18/18		Station: WTWC	
Agency: Smart Media Group 1427 LESLIE AVE SUITE #102 ALEXANDRIA, VA 22301		Advertiser: FL Grown PC / Putnam Product: ORDR Agency Order #: 30054921 Buyer: berg, fran		Market: Tallahassee Office: NEW YORK Service: Nielsen Primary Demo: Adults 50+	
		Salesperson: RACHEL CHASON 212-373-8163		Assistant: STEVE SEVERE 212-373-8200	
		Separation:		Traffic #: 954488	

Comments: REV ORDER FOR PUTNAM/FLA GROWN EST 612618 TO SHOW CANCELLING SPOTS. SEE COMMENTS ALL YOUR TOTALS HAVE CHANGED PLS CNFM; THANKS FRAN

#	Day/Time	DP	Program	Rate	A50P Rating	A50P Impre ssion	A35P Rating	A35P Impre ssion	Len	6/12 - 6/18							Total Spots	Total \$	Cpp*	GRP*
										6/12	6/13	6/14	6/15	6/16	6/17	6/18				
1	M-F 9a-10a		MEGYN KELLY TODAY-NB	\$15.00	1.1	2,600	0.0	0	30	1	1	1	1	0	0	1	5	\$75.00	\$13.64	5.5
CANCEL 1/DAY																				
2	M-F 10a-11a		TODAY SHOW WITH KATH	\$15.00	0.8	1,900	0.0	0	30	1	1	1	1	0	0	1	5	\$75.00	\$18.75	4.0
3	M-F 6:30p-7p		NBC NIGHTLY NEWS	\$115.00	2.4	5,700	0.0	0	30	0	0	0	0	0	0	0	0	\$0.00	\$47.92	0.0
CANCEL																				
4	Tu 8p-10p		AMERICASGOT TALENT	\$225.00	3.9	16,400	0.0	0	30	0	0	0	0	0	0	0	0	\$0.00	\$57.69	0.0
5	Tu 10p-11p		WORLD OF DANCE-NBC	\$135.00	3.1	14,800	0.0	0	30	2	0	0	0	0	0	0	2	\$270.00	\$43.55	6.2
6	M 8p-10p		American Ninja Warrior	\$225.00	3.9	16,400	0.0	0	30	0	0	0	0	0	0	2	2	\$450.00	\$57.69	7.8
TOTALS:										4	2	2	2	0	0	4	14	\$870.00	\$37.02	23.5



est 55th St
ork, NY 10019

ATZ TELEVISION
GROUP

Contract # 26017239 **Changes as of:** 6/5/2018 at 10:59 AM **Version:** Current State Version 2

CPE: PUTFL/ORDR/612618 **Flight:** 6/12/18 - 6/18/18 **Station:** WTWC

Agency: Smart Media Group **Advertiser:** FL Grown PC / Putnam **Market:** Tallahassee

1427 LESLIE AVE **Product:** ORDR **Office:** NEW YORK

SUITE #102 **Agency Order #:** 30054921 **Service:** Nielsen

ALEXANDRIA, VA **Buyer:** berg, fran **Primary Demo:** Adults 50+

22301

Salesperson: RACHEL CHASON **Assistant:** STEVE SEVERE **Traffic #:** 954488

212-373-8163 212-373-8200

Separation:

Line	Comments
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Order Level Comments		
Line	Added by	Comment
8 10:59 AM	jill mudryk	pls see NA online 4 d/t no avail
8 12:17 PM	System	Notice Received.
8 9:15 AM	GOTOSTRATA1107793	REV ORDER FOR PUTNAM/FLA GROWN EST 612618 TO SHOW CANCELLING SPOTS. SEE COMMENTS ALL YOUR TOTALS HAVE CHANGED PLS CNFM; THANKS FRAN
8 12:21 PM	System	Notice Received.
8 10:55 AM	STEVE SEVERE	NEW ORDER FOR PUTNAM-FLA GROWN EST 612618 PLEASE CNFM; THANKS FRAN

Competitive Information	
Net Budget:	\$3,792
WC Share:	12%
Comment:	
Unknown:	88%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	14	\$870.00	23.5
Total	100%	14	\$870.00	23.5

Monthly Summary		
Month	Spots	Dollars
2018-Jun	14	\$870.00
Total	14	\$870.00

Transaction History					
Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
6/5/18 10:59 AM	jill mudryk	Sent To Rep	2	2	\$0
6/4/18 9:15 AM	GOTOSTRATA1107793	Confirmed		6	\$-190.00
5/21/18 12:42 PM					\$0
5/21/18 10:55 AM	STEVE SEVERE	Confirmed	20		\$1,060.00
					\$1,060.00

discrimination	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 MEDIA GROUP (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.
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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:

WTWC-TV, Tallahassee, FL

Date:

6/11/2018

I, Smart Media Group,

being/on behalf of: Florida Grown / Putnam,

a legally qualified candidate of the Republican

political party for the office of: _____

in the Primary

election to be held on: 8/28/2018

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): \$739.50

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

Florida Grown / Putnam

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:

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

6/11/2018

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected


Signature

Halley Stuchert
Printed Name

DES
Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Florida Grown / Putnam

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ **does**

☒ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Florida Grown / Putnam

printed name

6/11/2018

date

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

Attach proposed schedule with charges (if available): \$739.50

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.