KXAN 36 AUSTIN | AUSTIN'S WB | KXAM 14 HILL COUNTRY

POLITICAL INQUIRY PERMANENT RECORD

Inquiry date: 10/22/12 Political Party: Republican

Candidate: Scott Field

For the candidacy to: Court of Appeals District 3

Name of Requestor: Todd Olsen

Name of Committee: Scott Field Campaign
(If applicable) (Name of Chairman)

Name of Agent: _____

Address for billing: Political Party: 1609 Shoalcreek Blvd, Suite 203

Telephone number: (512) 583-7114 Austin, TX 78701
(Business) (Home)

List (2) committee Chief Executive Officers and address of a chairman.

1. Chairman: _____
2. Treasurer: Scott Field
3. Member: Todd Olsen

Disposition (if commercial, indicate date of contract, exact time and facilities furnished, charges made, along with terms of payment.)

_____

_____

_____

Reason if rejected:

_____

_____

_____

Signature : _____
Station Representative

P.O. Box 490 * Austin, Texas 78767

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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, Todd Olsen

Being/on behalf of: Scott Field, a legally

Qualified candidate of the Republican political

Party for the office of: Court of Appeals District 3

in the general

Election to be held on: November 7, 2012

Do hereby request station time as follows:

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

Total charges: $10,242.50

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

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

Scott Field campaign

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:

Scott Field

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable for federal candidates).

To Be Signed By Candidate or Authorized Committee

10/23/12
Date

Todd Olsen
Signature

To Be Signed By Station Representative

Accepted | Accepted in Part | Rejected

Signature | Printed Name | Title

POL/Scott Field
CSM Media Works

Dates: 10/24/12-11/05/12

KNVA, KXAN
Travis Wilky
Travis.Wilky@kxan.com
(512)703-5380

Proposal ID: 24839
Description: Poiitical
Flight: 10/24/12-11/05/12

Books: KNVA: 4Q Estimate Book, KXAN: 4Q Estimate Book

Program			October 10/22	November 10/29	11/05	Total	Book(s)		Primary A35+	A50+
KNVA										
KXAN News 9PM		:30	$175	$175	$175	$1,400	4Q Estimate Boo	Rtg	0.6	0.6
M-Su 9-9:30 PM	TFN	Units	2	5	1	8		Shr	1	1
		CPP				$292		H/P	51	58

Program			October 10/22	November 10/29	11/05	Total	Book(s)		Primary A35+	A50+
KXAN										
KXAN NEWS 5A-530A		:30	$150	$150	$150	$450	4Q Estimate Boo	Rtg	1.0	1.0
M-F 5-5:30 AM	TFN	Units	1	1	1	3		Shr	13	12
		CPP				$150		H/P	8	8
The Today Show		:30		$900	$900	$3,600	4Q Estimate Boo	Rtg	2.4	3.2
M-F 7-9 AM	TFN	Units		2	2	4		Shr	16	18
		CPP				$375		H/P	16	18
KXAN News Today- Sat		:30	$225	$225		$450	4Q Estimate Boo	Rtg	1.6	2.3
Sa 7-9 AM	TFN	Units	1	1		2		Shr	12	13
		CPP				$141		H/P	14	18
KXAN News Today- Sun		:30	$325	$325		$650	4Q Estimate Boo	Rtg	2.1	2.6
Su 7-9 AM	TFN	Units	1	1		2		Shr	13	13
		CPP				$155		H/P	16	20
The Today Show II & III		:30	$200	$200		$400	4Q Estimate Boo	Rtg	1.1	1.4
M-F 9-11 AM	TFN	Units	1	1		2		Shr	9	9
		CPP				$182		H/P	13	16
KXAN News at Noon		:30	$150	$150	$150	$450	4Q Estimate Boo	Rtg	1.4	1.7
M-F 12-1 PM	TFN	Units	1	1	1	3		Shr	10	9
		CPP				$107		H/P	14	18
Dr. Phil		:30	$200	$200	$200	$600	4Q Estimate Boo	Rtg	2.1	3.5
M-F 3-4 PM	TFN	Units	1	1	1	3		Shr	12	15
		CPP				$95		H/P	17	23
JEOPARDY HOUR		:30	$350	$350	$350	$1,050	4Q Estimate Boo	Rtg	3.5	5.7
M-F 4 PM-5 PM	TFN	Units	1	1	1	3		Shr	18	23
		CPP				$100		H/P	19	25
KXAN NEWS @ 10P		:30	$1,500	$1,500		$3,000	4Q Estimate Boo	Rtg	4.4	5.4
M-Su 10-10:35 PM	TFN	Units	1	1		2		Shr	11	12
		CPP				$341		H/P	40	45

PROPOSAL SUMMARY			October 10/22	November 10/29	11/05	Total		DEMO SUMMARY A35+	A50+
		Total $	$3,450	$5,775	$2,825	$12,050			
		Units	10	15	7	32			
		GRPs	18.4	25.0	13.4	56.8		56.8	76.7
	Austin	Reach	15.3	18.2	10.3	30.7		30.7	38.0
		Frequenc	1.2	1.4	1.3	1.9		1.9	2.0

Todd Olsen
SIGNATURE

10/22/12
DATE