

Wisconsin Democracy Campaign

February 7, 2002

APPENDIX I

EXAMPLES OF STATIONS CHARGING MORE THAN THEIR HIGHEST RATE

Station	Candidate	Date	Time of Ad	Program	# of Ads	Length	Cost Per Ad	Total Paid	LUC Per Ad	Total LUC	Overcharge Per Ad	Overcharge Total	Overcharge %	Highest Listed Rate
WDJT - CBS	Kohl	10/09 to 10/15	500-530p.m.	CBS-58 News at 5:00 pm	1	60	\$400	\$400	\$200	\$200	\$200	\$200	100%	\$350
WDJT - CBS	Kohl	10/09 to 10/15	1000-1030p.m.	CBS-58 News at 10:00 pm	1	60	\$800	\$800	\$400	\$400	\$400	\$400	100%	\$700
WDJT - CBS	Kohl	10/09 to 10/15	1030-1130p.m.	Late Show with David Letterman	1	60	\$400	\$400	\$200	\$200	\$200	\$200	100%	\$350
WDJT - CBS	Kohl	10/09 to 10/15	700-800p.m.	Touched by an Angel	1	60	\$2,800	\$2,800	\$1,800	\$1,800	\$1,000	\$1,000	56%	\$1,800
WDJT - CBS	Kohl	10/02 to 10/08	600-700p.m.	60 Minutes II	1	60	\$2,800	\$2,800	\$1,200	\$1,200	\$1,600	\$1,600	133%	\$1,800
WDJT - CBS	Kohl	10/02 to 10/08	300-400p.m.	People's Court	1	60	\$400	\$400	\$200	\$200	\$200	\$200	100%	\$350
WDJT - CBS	Kohl	10/02 to 10/08	500-530p.m.	CBS-58 News at 5:00 pm	1	60	\$400	\$400	\$200	\$200	\$200	\$200	100%	\$350
WDJT - CBS	Kohl	10/02 to 10/08	1000-1030p.m.	CBS-58 News at 10:00 pm	1	60	\$800	\$800	\$400	\$400	\$400	\$400	100%	\$700
WDJT - CBS	Kohl	10/02 to 10/08	1030-1130p.m.	Late Show with David Letterman	1	60	\$400	\$400	\$200	\$200	\$200	\$200	100%	\$350
WDJT - CBS	Kohl	10/02 to 10/08	1100a-1200p.m.	The Young & The Restless	1	60	\$400	\$400	\$200	\$200	\$200	\$200	100%	\$350
WDJT - CBS	Kohl	10/02 to 10/08	600-630p.m.	CBS-58 News at 6:00 pm	1	60	\$400	\$400	\$200	\$200	\$200	\$200	100%	\$350
WLUK-FOX	Flaherty	10/27/00/10/30/00	500-600p.m.	Good Evening Wisconsin	2	30	\$400	\$800	\$125	\$250	\$275	\$550	220%	\$300
WLUK-FOX	Flaherty	10/26/00-10/27/00	1000-1030p.m.	News@10p.m.	2	30	\$400	\$800	\$155	\$310	\$245	\$490	158%	\$350
WLUK-FOX	Hansen	11/1/00-11/6/00	900-1000p.m.	News @9p.m.	3	30	\$800	\$2,400	\$255	\$765	\$545	\$1,635	214%	\$750
WLUK-FOX	Kohl	11/6/2000	500-600p.m.	Good Evening Wisconsin	1	30	\$400	\$400	\$125	\$125	\$275	\$275	220%	\$300
WLUK-FOX	Kohl	11/6/2000	900-1000p.m.	News @9p.m.	1	30	\$800	\$800	\$255	\$255	\$545	\$545	214%	\$750
WLUK-FOX	Kohl	10/30/00-11/3/00	500-600p.m.	Good Evening Wisconsin	4	30	\$400	\$1,600	\$125	\$500	\$275	\$1,100	220%	\$300
WLUK-FOX	Kohl	10/30/00-11/3/00	900-1000p.m.	News @9p.m.	2	30	\$800	\$1,600	\$255	\$510	\$545	\$1,090	214%	\$750
WLUK-FOX	Kohl	10/23/00-10/27/00	500-600p.m.	Good Evening Wisconsin	2	30	\$400	\$800	\$125	\$250	\$275	\$550	220%	\$300
WLUK-FOX	Kohl	10/23/00-10/27/00	900-1000p.m.	News @9p.m.	2	30	\$800	\$1,600	\$255	\$510	\$545	\$1,090	214%	\$750
WLUK-FOX	Kohl	10/19/00-10/20/00	500-600p.m.	Good Evening Wisconsin	1	30	\$400	\$400	\$125	\$125	\$275	\$275	220%	\$300
WLUK-FOX	Weycker	10/30/2000	800-900a.m.	Good Day Wisconsin	1	30	\$155	\$155	\$45	\$45	\$110	\$110	244%	\$150
WLUK-FOX	Petri	10/18/00-10/20/00	500-600p.m.	Good Evening Wisconsin	3	30	\$400	\$1,200	\$125	\$375	\$275	\$825	220%	\$300
WLUK-FOX	Petri	10/19/00-10/20/00	900-1000p.m.	News @9p.m.	1	30	\$800	\$800	\$255	\$255	\$545	\$545	214%	\$750
WLUK-FOX	Petri	10/19/00-10/20/00	1000-1030p.m.	News @10p.m.	1	30	\$400	\$400	\$155	\$155	\$245	\$245	158%	\$350
WLUK-FOX	Petri	10/21/2000	930-1000p.m.	Sportswrap	1	30	\$650	\$650	\$200	\$200	\$450	\$450	225%	\$500
WLUK-FOX	Petri	10/25/00-10/27/00	500-600p.m.	Good Evening Wisconsin	1	30	\$400	\$400	\$125	\$125	\$275	\$275	220%	\$300
WLUK-FOX	Petri	10/27/2000	900-1000p.m.	News @9p.m.	1	30	\$800	\$800	\$255	\$255	\$545	\$545	214%	\$750
WLUK-FOX	Petri	10/25/00-10/27/00	1000-1030p.m.	News @10p.m.	1	30	\$400	\$400	\$155	\$155	\$245	\$245	158%	\$350
WLUK-FOX	Petri	10/29/2000	930-1000p.m.	Sportswrap	1	30	\$650	\$650	\$200	\$200	\$450	\$450	225%	\$500
WLUK-FOX	Petri	10/30/00-11/6/00	500-600p.m.	Good Evening Wisconsin	2	30	\$400	\$800	\$125	\$250	\$275	\$550	220%	\$300
WLUK-FOX	Petri	11/6/2000	1000-1030p.m.	News @10p.m.	1	30	\$400	\$400	\$155	\$155	\$245	\$245	158%	\$350
WLUK-FOX	Petri	11/5/2000	930-1000p.m.	Sportswrap	1	30	\$650	\$650	\$200	\$200	\$450	\$450	225%	\$500
WGBA-NBC	Drzewiecki	11/2/2000	800-1000a.m.	Today Show	1	30	\$160	\$160	\$50	\$50	\$110	\$110	220%	\$100
WGBA-NBC	Drzewiecki	11/6/2000	700-800p.m.	3rd Rock	1	30	\$300	\$300	\$200	\$200	\$100	\$100	50%	\$250
WBAY-ABC	Drzewiecki	11/5 to 11/5	100p-400p	Tour Championship Golf	1	30	\$600	\$600	\$325	\$325	\$275	\$275	85%	\$325
WFRV-CBS	Petri	10/23/00-10/27/00	600-630p.m.	Eyewitness News at 6	2	30	\$600	\$1,200	\$225	\$450	\$375	\$750	167%	\$275
WFRV-CBS	Petri	10/23/00-10/27/00	1000-1035p.m.	Eyewitness News at 10	2	30	\$650	\$1,300	\$275	\$550	\$375	\$750	136%	\$325
WFRV-CBS	Petri	10/25/00-10/27/00	630-700p.m.	Wheel of Fortune	2	30	\$750	\$1,500	\$300	\$600	\$450	\$900	150%	\$350
WFRV-CBS	Petri	10/23/00-10/27/00	1200-1230p.m.	Noon News	3	30	\$130	\$390	\$40	\$120	\$90	\$270	225%	\$55
WFRV-CBS	Petri	10/23/00-10/27/00	500-530p.m.	Eyewitness News at 5	2	30	\$450	\$900	\$160	\$320	\$290	\$580	181%	\$200
WFRV-CBS	Petri	10/23/00-10/27/00	1000-1100a.m.	The Price is Right	1	30	\$175	\$175	\$75	\$75	\$100	\$100	133%	\$90
WFRV-CBS	Petri	10/30/00-11/3/00	600-630p.m.	Eyewitness News at 6	2	30	\$600	\$1,200	\$225	\$450	\$375	\$750	167%	\$275
WFRV-CBS	Petri	11/6/2000	600-630p.m.	Eyewitness News at 6	1	30	\$600	\$600	\$225	\$225	\$375	\$375	167%	\$275
WFRV-CBS	Petri	10/30/00-11/3/00	1000-1035p.m.	Eyewitness News at 10	2	30	\$650	\$1,300	\$275	\$550	\$375	\$750	136%	\$325
WFRV-CBS	Petri	11/6/2000	1000-1035p.m.	Eyewitness News at 10	1	30	\$650	\$650	\$275	\$275	\$375	\$375	136%	\$325
WFRV-CBS	Petri	11/1/00-11/3/00	630-700p.m.	Wheel of Fortune	2	30	\$750	\$1,500	\$300	\$600	\$450	\$900	150%	\$350

WFRV-CBS	Petri	10/30/00-11/3/00	1200-1230p.m.	Noon News	2	30	\$130	\$260	\$40	\$80	\$90	\$180	225%	\$55
WFRV-CBS	Petri	10/30/00-11/3/00	500-530p.m.	Eyewitness News at 5	2	30	\$450	\$900	\$160	\$320	\$290	\$580	181%	\$200
WFRV-CBS	Petri	11/5/2000	800-1000p.m.	CBS Sunday Night Movie	1	30	\$475	\$475	\$475	\$475	\$0	\$0	0%	
WFRV-CBS	Petri	10/30/00-11/3/00	1000-1100a.m.	The Price Is Right	2	30	\$175	\$350	\$75	\$150	\$100	\$200	133%	\$90
WFRV-CBS	Petri	11/5/2000	800-930a.m.	CBS Sunday Morning	1	30	\$100	\$100	\$65	\$65	\$35	\$35	54%	\$90
WFRV-CBS	Petri	11/6/2000	500-530p.m.	Eyewitness News at 5	1	30	\$450	\$450	\$160	\$160	\$290	\$290	181%	\$200
WFRV-CBS	Petri	11/5/2000	1000-1035p.m.	Eyewitness News at 10	1	30	\$650	\$650	\$275	\$275	\$375	\$375	136%	\$325
WFRV-CBS	Petri	11/6/2000	1200-1230p.m.	Noon News	1	30	\$130	\$130	\$40	\$40	\$90	\$90	225%	\$55
WFRV-CBS	Petri	10/16/00-10/22/00	600-700p.m.	Wheel of Fortune	1	30	\$300	\$300	\$175	\$175	\$125	\$125	71%	\$200
WFRV-CBS	Petri	10/16/00-10/22/00	900-1000p.m.	Walker, Texas Ranger	1	30	\$450	\$450	\$375	\$375	\$75	\$75	20%	\$425
WFRV-CBS	Krawczyk	11/6/2000	900-1000a.m.	Regis	1	30	\$140	\$140	\$65	\$65	\$75	\$75	115%	\$85
WFRV-CBS	Krawczyk	11/6/2000	1000-1100a.m.	The Price Is Right	1	30	\$175	\$175	\$75	\$75	\$100	\$100	133%	\$90
WFRV-CBS	Krawczyk	11/6/2000	1200-1230p.m.	Noon News	1	30	\$130	\$130	\$40	\$40	\$90	\$90	225%	\$55
WFRV-CBS	Krawczyk	11/5/2000	800-930p	CBS Sunday Morning	1	30	\$100	\$100	\$65	\$65	\$35	\$35	54%	\$90
WFRV-CBS	Krawczyk	10/16/00-10/20/00	600-630p.m.	Eyewitness News at 6	1	30	\$600	\$600	\$225	\$225	\$375	\$375	167%	\$275
WFRV-CBS	Krawczyk	10/16/00-10/20/00	600-630p.m.	Eyewitness News at 6	1	30	\$600	\$600	\$225	\$225	\$375	\$375	167%	\$275
WFRV-CBS	Krawczyk	10/23/00-10/27/00	1200-1230p.m.	Noon News	2	30	\$130	\$260	\$40	\$80	\$90	\$180	225%	\$55
WFRV-CBS	Weycker	10/26/00-10/27/00	400-500p.m.	Oprah	1	30	\$300	\$300	\$110	\$110	\$190	\$190	173%	\$140
WFRV-CBS	Weycker	10/30/2000	600-630p.m.	Eyewitness News at 6	1	30	\$600	\$600	\$275	\$275	\$325	\$325	118%	\$325
WFRV-CBS	Weycker	10/31/00-11/3/00	900-1000a.m.	Regis	2	30	\$140	\$280	\$65	\$130	\$75	\$150	115%	\$85
WFRV-CBS	Weycker	11/6/2000	1000-1100a.m.	The Price Is Right	1	30	\$175	\$175	\$75	\$75	\$100	\$100	133%	\$90
WFRV-CBS	Weycker	10/31/00-11/3/00	1000-1100a.m.	The Price Is Right	2	30	\$175	\$350	\$75	\$150	\$100	\$200	133%	\$90
WFRV-CBS	Weycker	11/6/2000	1200-1230p.m.	Noon News	1	30	\$130	\$130	\$40	\$40	\$90	\$90	225%	\$55
WFRV-CBS	Weycker	11/6/2000	600-630p.m.	Eyewitness News at 6	1	30	\$600	\$600	\$225	\$225	\$375	\$375	167%	\$275
WFRV-CBS	Weycker	11/1/00-11/3/00	630-700p.m.	Wheel of Fortune	1	30	\$750	\$750	\$300	\$300	\$450	\$450	150%	\$350
WFRV-CBS	Drzewiecki	11/6/2000	900-1000a.m.	Regis	1	30	\$140	\$140	\$65	\$65	\$75	\$75	115%	\$85
WFRV-CBS	Drzewiecki	11/2/00-11/3/00	900-1000a.m.	Regis	1	30	\$140	\$140	\$65	\$65	\$75	\$75	115%	\$85
WFRV-CBS	Drzewiecki	11/2/00-11/3/00	1200-1230p.m.	Noon News	1	30	\$130	\$130	\$40	\$40	\$90	\$90	225%	\$55
WFRV-CBS	Drzewiecki	11/2/00-11/3/00	300-400p.m.	Fraiser/Jeopardy	1	30	\$150	\$150	\$60	\$60	\$90	\$90	150%	\$75
WFRV-CBS	Drzewiecki	11/6/2000	400-500p.m.	Oprah	1	30	\$300	\$300	\$110	\$110	\$190	\$190	173%	\$140
WFRV-CBS	Drzewiecki	11/6/2000	500-530p.m.	Eyewitness News at 5	1	30	\$450	\$450	\$160	\$160	\$290	\$290	181%	\$200
WFRV-CBS	Drzewiecki	11/2/00-11/3/00	600-630p.m.	Eyewitness News at 6	1	30	\$600	\$600	\$225	\$225	\$375	\$375	167%	\$275
WFRV-CBS	Drzewiecki	11/6/2000	1000-1030p.m.	Eyewitness News at 10	1	30	\$650	\$650	\$275	\$275	\$375	\$375	136%	\$325
WFRV-CBS	Drzewiecki	11/1/2000	630-700p.m.	Wheel of Fortune	1	30	\$750	\$750	\$300	\$300	\$450	\$450	150%	\$350
WFRV-CBS	Drzewiecki	11/6/00-11/7/00	700-900a.m.	Early Show	1	30	\$60	\$60	\$25	\$25	\$35	\$35	140%	\$350
WFRV-CBS	Drzewiecki	11/6/00-11/7/00	1230-300p.m.	CBS Soaps	1	30	\$125	\$125	\$45	\$45	\$80	\$80	178%	\$60
WFRV-CBS	Drzewiecki	11/6/00-11/7/00	300-400p.m.	Fraiser/Jeopardy	1	30	\$150	\$150	\$60	\$60	\$90	\$90	150%	\$75
WFRV-CBS	Drzewiecki	11/6/00-11/7/00	500-700a.m.	Eyewitness News Early Show	2	30	\$70	\$140	\$20	\$40	\$50	\$100	250%	\$30
WFRV-CBS	Drzewiecki	11/4/2000	630-700a.m.	Eyewitness News This Week	1	30	\$75	\$75	\$15	\$15	\$60	\$60	400%	\$25
WFRV-CBS	Drzewiecki	11/4/2000	700-900a.m.	CBS Saturday Morning News	1	30	\$100	\$100	\$25	\$25	\$75	\$75	300%	\$40
WFRV-CBS	Drzewiecki	11/4/2000	1000-1035p.m.	Eyewitness News at 10	1	30	\$550	\$550	\$220	\$220	\$330	\$330	150%	\$275
WFRV-CBS	Drzewiecki	11/5/2000	800-930a.m.	Sunday Morning News	1	30	\$100	\$100	\$65	\$65	\$35	\$35	54%	\$90
WFRV-CBS	Drzewiecki	11/5/2000	1000-1035p.m.	Eyewitness News at 10	1	30	\$650	\$650	\$325	\$325	\$325	\$325	100%	\$350
WFRV-CBS	Drzewiecki	11/5/2000	1035-1105p.m.	Fifth Quarter	1	30	\$375	\$375	\$150	\$150	\$225	\$225	150%	\$250
WFRV-CBS	Kohl	10/23/00-10/27/00	600-630p.m.	Eyewitness News at 6	3	30	\$600	\$1,800	\$225	\$675	\$375	\$1,125	167%	\$275
WFRV-CBS	Kohl	10/23/00-10/27/00	1000-1035p.m.	Eyewitness News at 10	2	30	\$650	\$1,300	\$275	\$550	\$375	\$750	136%	\$325
WFRV-CBS	Kohl	10/23/00-10/27/00	1200-12300p.m.	Noon News	4	30	\$130	\$520	\$40	\$160	\$90	\$360	225%	\$55
WFRV-CBS	Kohl	10/23/00-10/27/00	500-530p.m.	Eyewitness News at 5	3	30	\$450	\$1,350	\$160	\$480	\$290	\$870	181%	\$200
WFRV-CBS	Kohl	10/28/2000	1100a.m.-230p.m.	Big 10 Football	1	30	\$475	\$475	\$200	\$200	\$275	\$275	138%	\$250
WFRV-CBS	Kohl	10/30/2000	600-630p.m.	Eyewitness News at 6	3	30	\$600	\$1,800	\$225	\$675	\$375	\$1,125	167%	\$275
WFRV-CBS	Kohl	11/1/00-11/3/00	630-700p.m.	Wheel of Fortune	3	30	\$750	\$2,250	\$300	\$900	\$450	\$1,350	150%	\$350
WFRV-CBS	Kohl	10/30/00-11/3/00	1000-1035p.m.	Eyewitness News at 10	3	30	\$650	\$1,950	\$275	\$825	\$375	\$1,125	136%	\$325
WFRV-CBS	Kohl	10/30/00-11/3/00	1200-1230p.m.	Noon News	4	30	\$130	\$520	\$40	\$160	\$90	\$360	225%	\$55
WFRV-CBS	Kohl	10/30/00-11/3/00	500-530p.m.	Eyewitness News at 5	3	30	\$450	\$1,350	\$160	\$480	\$290	\$870	181%	\$200
WFRV-CBS	Kohl	10/30/2000	800-900p.m.	Raymond/Becker	1	30	\$1,000	\$1,000	\$475	\$475	\$525	\$525	111%	\$575
WFRV-CBS	Kohl	11/4/2000	1000-1035p.m.	Eyewitness News at 10	1	30	\$550	\$550	\$220	\$220	\$330	\$330	150%	\$275
WFRV-CBS	Kohl	11/5/2000	700-800p.m.	Touched by an Angel	1	30	\$1,200	\$1,200	\$700	\$700	\$500	\$500	71%	\$750
WFRV-CBS	Kohl	11/4/2000	700-900a.m.	CBS News Saturday Morning	1	30	\$100	\$100	\$25	\$25	\$75	\$75	300%	\$40
WFRV-CBS	Kohl	11/6/2000	900-1000a.m.	Regis	1	30	\$140	\$140	\$65	\$65	\$75	\$75	115%	\$85
WFRV-CBS	Kohl	11/6/2000	400-500p.m.	Oprah	1	30	\$300	\$300	\$110	\$110	\$190	\$190	173%	\$140
WFRV-CBS	Kohl	11/6/2000	600-630p.m.	Eyewitness News at 6	1	30	\$600	\$600	\$225	\$225	\$375	\$375	167%	\$275
WFRV-CBS	Kohl	11/6/2000	1000-1035p.m.	Eyewitness News at 10	1	30	\$650	\$650	\$275	\$275	\$375	\$375	136%	\$325
WFRV-CBS	Kohl	11/6/2000	1100a.m.-1200p.m	Young and the Restless	1	30	\$225	\$225	\$100	\$100	\$125	\$125	125%	\$140

WFRV-CBS	Kohl	11/6/2000	300-330p.m.	Fraiser/Jeopardy	1	30	\$150	\$150	\$60	\$60	\$90	\$90	150%	\$750
WFRV-CBS	Kohl	11/6/2000	500-530p.m.	Eyewitness News at 5	1	30	\$450	\$450	\$160	\$160	\$290	\$290	181%	\$200
WFRV-CBS	Kohl	11/6/2000	1230-300p.m.	CBS Soaps	2	30	\$250	\$500	\$45	\$90	\$205	\$410	456%	\$60
WFRV-CBS	Kohl	11/6/2000	1035-1135p.m.	David Letterman	1	30	\$250	\$250	\$55	\$55	\$195	\$195	355%	\$90
WFRV-CBS	Kohl	11/6/2000	500-700a.m.	Eyewitness News Early Show	2	30	\$70	\$140	\$20	\$40	\$50	\$100	250%	\$30
WFRV-CBS	Kohl	10/16/00-10/20/00	600-630p.m.	Eyewitness News at 6	3	30	\$600	\$1,800	\$225	\$675	\$375	\$1,125	167%	\$275
WFRV-CBS	Kohl	10/16/00-10/20/00	1000-1035p.m.	Eyewitness News at 10	2	30	\$650	\$1,300	\$275	\$550	\$375	\$750	136%	\$325
WFRV-CBS	Kohl	10/16/00-10/20/00	1100a.m.-1200p.m	Noon News	4	30	\$130	\$520	\$40	\$160	\$90	\$360	225%	\$55
WFRV-CBS	Kohl	10/16/00-10/20/00	500-530p.m.	Eyewitness News at 5	3	30	\$450	\$1,350	\$160	\$480	\$290	\$870	181%	\$200
WMSN-FOX	Baldwin	10/15/2000	930-1005p.m.	Spin City	1	30	\$600	\$600	\$75	\$75	\$525	\$525	700%	\$325
WMSN-FOX	Baldwin	10/28/2000	930-1005p.m.	The Simpson's	1	30	\$450	\$450	\$100	\$100	\$350	\$350	350%	\$350
WMSN-FOX	Kohl	11/6/2000	530-600p.m.	Spin City	1	30	\$300	\$300	\$75	\$75	\$225	\$225	300%	\$250
WMSN-FOX	Nelson	11/6/2000	1005-1035p.m.	Spin City	1	30	\$250	\$250	\$50	\$50	\$200	\$200	400%	\$200
WKOW-ABC	Sharpless	10/25/2000	800p-900p	Drew Carey/Spin City	2	30	\$4,000	\$8,000	\$700	\$1,400	\$3,300	\$6,600	83%	\$2,000
WISC-CBS	Baldwin	10/4/2000	700-1000p.m.	Wednesday Night Movie	1	30	\$1,300	\$1,300	\$350	\$350	\$950	\$950	271%	\$1,200

TOTALS

	# ADS	# ADS HIGHER THAN FIXED RATE	% ADS HIGHER THAN FIXED RATE	AMOUNT
ALL STATIONS	7272	184	3%	\$ 56,565
WDJT-CBS	226	11	5%	\$ 4,800
WLUK-FOX	359	35	10%	\$ 12,535
WGBA-NBC	403	2	0%	\$ 210
WBAY-ABC	811	1	0%	\$ 275
WFRV-CBS	748	128	17%	\$ 29,895
WMSN-FOX	167	4	2%	\$ 1,300
WKOW-ABC	764	2	0%	\$ 6,600
WISC-CBS	1144	1	0%	\$ 950