

From: [Rachael Schaaf](#)
To: [CELA](#)
Cc: [Kathryn Ross](#)
Subject: FEC Complaint Response - MUR 7759
Date: Sunday, August 02, 2020 5:03:21 PM
Attachments: [LandslydeEmails.zip](#)

To Whom It May Concern,

Please let the record note that I as an individual as well as on behalf of Southeastern Strategies and our affiliate company, Landslyde Media Group, are more than happy to fully cooperate with any questions or inquiries related to Dr. William Figlesthaler's campaign for Congress.

That being said, the complaint filed by Mr. Brown seems rather confusing and misleading in nature. I am not exactly sure what FEC rule or regulation he is alleging has been violated. Dr. Figlesthaler's campaign has been since day one contracted with Southeastern Strategies. The campaign also receives services from several of our affiliate companies including Landslyde Media Group. The contracted work is handled by a number of individuals including myself. All payments are made from the campaign directly to the respective corporations facilitating the work. This is a standard practice that takes place with all of our clients.

Mr. Hurley helped secure the contract with Dr. Figlesthaler's campaign for several of the campaigns' vendors. Mr. Brown's allegations are baseless, as Dr. Figlesthaler was never aware of Mr. Hurley's outside financial issues until they were brought to light by local media.

The notion that I have not been intricately involved in the campaign's management, budgeting, or outside expenditures is entirely ludicrous. As evidence, I have attached several email correspondence between myself and the various media vendors named by Mr. Brown in his complaint. This correspondence clearly displays that I am the main point of contact and facilitator of the campaign's advertising expenditures. Allegations that the binding signatures are not my own are entirely false and baseless.

Moreover, I, as well as the companies, continue to cooperate with all proper discovery and disclosures related to Mr. Hurley's outstanding creditors.

If you have any other specific questions or concerns, please do not hesitate to ask, and I will be happy to get you the answers you may need.

Thanks,
Rachael Schaaf
Landslyde Digital
(239) 770-1735
rschaaf@landslyde.digital



Proposal ID: 56439
 Market: FT. MYERS-NAPLES [53]
 Station: WBBH
 Schedule Date: 4/7/2020 - 5/4/2020
 Spot Length(s): :30
 Book: WZVN 1stQ 2021 Estimate
 Report: Planner
 Author: Bob Beville

Acct. Exec: Bob Beville
 FAX #: 239-939-9025
 Email: Bbeville@water.net

Advertiser or agency warrants that all necessary rights including music rights have been obtained for the use of any advertiser material on Waterman Broadcasting or Montclair Communications properties and to the extent applicable via internet delivery. Rates are subject to change based on availability.

Flight Dates: 4/7/2020-5/4/2020

Program Time	Spot Length	AP 7	AP 13	AP 20	AP 27	MY 4	DMA HH RTG	DMA HH 000	W k	Rate Spots
WBBH										
NBC-2 News Today 6am	:30	--	1	--	1	--	4.56	25.735		
GRPs/Impressions							9.12	51.47		2
SHR							17.6	17.6		
Mo-Fr 6:00a-7:00a										
							Book: WBBH 1stQ 2021 Estimate			
Today Show I	:30	1	--	1	--	1	5.66	31.938		
GRPs/Impressions							16.98	95.81		3
SHR							17.4	17.4		
Mo-Fr 7:00a-8:00a										
							Book: WBBH 1stQ 2021 Estimate			
NBC-2 News at 11am	:30	--	1	--	1	--	2.99	16.854		
GRPs/Impressions							5.98	33.71		2
SHR							8.7	8.7		
Mo-Fr 11:00a-12:00p										
							Book: WBBH 1stQ 2021 Estimate			
NBC-2 News First at 4pm	:30	1	--	1	--	1	3.80	21.424		
GRPs/Impressions							11.40	64.27		3
SHR							8.8	8.8		
Mo-Fr 4:00p-5:00p										
							Book: WBBH 1stQ 2021 Estimate			
NBC-2 News at 6p	:30	--	1	--	1	--	9.64	54.415		
GRPs/Impressions							19.28	108.83		2
SHR							17.5	17.5		
Mo-Fr 6:00p-6:30p										
							Book: WBBH 1stQ 2021 Estimate			
NBC Nightly News at 6:30p	:30	1	--	1	--	1	11.66	65.768		
GRPs/Impressions							34.98	197.30		3
SHR							19.6	19.6		
Mo-Fr 6:30p-7:00p										
							Book: WBBH 1stQ 2021 Estimate			
WZVN										
ABC-7 News at 6am	:30	1	--	--	--	1	1.38	7.809		
GRPs/Impressions							2.76	15.62		2
SHR							5.0	5.0		
Mo-Fr 6:00a-7:00a										
							Book: WZVN 1stQ 2021 Estimate			
Good Morning America	:30	--	1	1	1	--	1.61	9.107		
GRPs/Impressions							4.83	27.32		3
SHR							4.8	4.8		
Mo-Fr 7:00a-9:00a										
							Book: WZVN 1stQ 2021 Estimate			
ABC News at 6pm	:30	1	--	1	--	1	3.49	19.707		
GRPs/Impressions							10.47	59.12		3
SHR							6.6	6.6		
Mo-Fr 6:00p-6:30p										
							Book: WZVN 1stQ 2021 Estimate			
ABC World News	:30	--	1	--	1	--	4.70	26.532		
GRPs/Impressions							9.40	53.06		2
SHR							8.3	8.3		
Mo-Fr 6:30p-7:00p										
							Book: WZVN 1stQ 2021 Estimate			
ABC-7 News 7pm	:30	1	--	1	--	1	3.29	18.565		
GRPs/Impressions							9.87	55.70		3
SHR							5.6	5.6		
Mo-Fr 7:00p-7:30p										
							Book: WZVN 1stQ 2021 Estimate			
ABC News at 11pm Mon - Fri	:30	1	--	1	--	1	2.08	11.763		
GRPs/Impressions							6.24	35.29		3
SHR							4.3	4.3		
Mo-Fr 11:00p-11:35p										

Total Cost: \$22,505.00
 Agency Commission @ 15% \$3,375.75
 Net Cost: \$19,129.25

Signature

William Figlesthaler for Congress - District 19

WFTX-TV FOX 4



Landslyde Digital
 2310 SW 17th PL #305
 Cape Coral, FL 33991
 Rachael Schaaf 239-770-1735
 rshaaf@landslyde.digital

SUGGESTED SCHEDULE:

DAY	TIME	PROGRAM	LENGTH	RATE	# OF SPOTS 3/9/20 - 3/15/20	TOTAL SPOTS	TOTAL COST
M-F	430-5A	FOX 4 NEWS @ 430A	:90-SECOND	30	10	10	300
M-F	5-6A	FOX 4 NEWS @ 5A	:90-SECOND	60	5	5	300
M-F	6-7A	FOX 4 NEWS @ 6A	:90-SECOND	60	5	5	300
M-F	7-8A	FOX 4 NEWS @ 7A	:90-SECOND	60	5	5	300
M-F	8-9A	FOX 4 NEWS @ 8A	:90-SECOND	60	5	5	300
M-F	5-6P	FOX 4 NEWS @ 5P	:90-SECOND	150	10	10	1,500
M-F	6-7P	FOX 4 NEWS @ 6P	:90-SECOND	150	10	10	1,500
M-SU	10-11P	FOX 4 NEWS @ 10P	:90-SECOND	255	14	14	3,570
M-F	11-1130P	FOX 4 NEWS @ 11P	:90-SECOND	210	5	5	1,050
SU	9-10AM	FOX NEWS SUNDAY	:90-SECOND	150	1	1	150
WED	8-9PM	THE MASKED SINGER	:90-SECOND	2,400	1	1	2,400
GROSS GRAND TOTAL					71	71	11,670
MINUS 15% AGENCY COMMISSION							1,750.5
NET PAYMENT DUE TO STATION							9,919.5

Buyer Signature

Date

Brandano, Laura

FW: Republican Viewership - FTM

To: rschaaf@landslyde.digital

Fox National March 5, 2020 at 5:08 PM

LB

 Siri found updated contact info in this email: Laura Brandano laura_brandano@comcast.com[update...](#)

Rachael,

I look forward to meeting you tomorrow at 10am with Fran.

In the mean time attached are LUR and OOW rates for our 2020 Political season.

I've also included some research which shows what other networks are watched by registered republicans.

Please let me know if you have any questions.

Thank you!

Laura Brandano-Lauta
Director of Sales, West Florida



5246 Red Cedar Drive
Fort Myers, FL 33907
tel (561) 459-9630



FTM

Republ...ns.pptx



Dr. Fig for

Congre...(tv).xls



Dr. Fig for

Congre...(tv).xls

 Siri found new contact info in this email: Fran Perpich fran_perpich@comcast.com

[add to Contacts...](#)

Hello Rachael,

Glad to hear the schedule looks good!

Please fill out the attached forms and return to me along with confirmation of prepayment. You can call our BizOps Dept at 866-531-1721 to submit your payment and they will send you confirmation.

Let me know if you have any questions.

Thanks!

Fran

Fran Perpich
Regional AE



5246 Red Cedar Drive Ste 102
Fort Myers, FL 33907-7533
P: (239) 415-4709



ROR Candidate
Ads.docx



NAB Form.pdf



POLITICAL
CANDI.....docx

Rachael Schaaf

March 5, 2020 at 7:09 PM

RS

Re: Political Rate Request Form

To: Mike Moody

Mike,

Please triple the week 1 frequency and then run your suggested frequency for week 2-4.

Based on my calculations that should bring the total cost to \$10,320. Is that correct?

Thanks,

Rachael Schaaf

Landslyde Digital

(239) 770-1735

rschaaf@landslyde.digital[See More from Mike Moody](#)**Mike Moody**

March 5, 2020 at 8:12 PM

MM

Re: Political Rate Request Form

To: Rachael Schaaf



Yes, Rachael...that's correct.

I'll send you the form and invoice in the morning.

Thank you!

Sent from my iPhone

On Mar 5, 2020, at 7:09 PM, Rachael Schaaf <rschaaf@landslyde.digital> wrote:

#####
This e-mail message has been scanned by SEG Cloud
#####

[See More from Rachael Schaaf](#)

Hi Rachael:

MUR775900140

Hope this finds you safe and well!
Proposal attached for Dr. Fig's June run. Total is \$20,640 gross.
Let me know if this will work.

Thanks,



MIKE MOODY
SALES MANAGER
239.479.5545
Mike@925foxnews.com

#####
This e-mail message has been scanned by SEG Cloud
#####
Good afternoon,

With the coronavirus and less people driving to and from work, etc., we put a hold on our radio advertising. We would now like to start back up again for Monday, 6/1.

Can you put together a schedule for at least double the spots as our first run for the entire month of June?

Total gross budget is \$20,000.

I look forward to hearing from you.

Thanks,
Rachael Schaaf
Landslyde Digital
(239) 770-1735
rschaaf@landslyde.digital

#GulfshoreStrong



Campaign for
DR WM...-FM.xls

Dan Mills 

March 4, 2020 at 10:04 AM



FW: Candidate Rate Request
To: rschaaf@landslyde.digital

 Siri found new contact info in this email: Dan Mills dan.mills@sbroadcast.com

[add to Contacts...](#) 

DAN MILLS | NATIONAL SALES MANAGER | 239.479.5539 | dan.mills@fmbcmail.com



From: Dan Mills
Sent: Tuesday, March 3, 2020 3:47 PM
To: rschaaf@landslyde.digital
Subject: Candidate Rate Request

Rachel,

It was a pleasure speaking to you today.
Attached is the candidate rate request form.
Please complete, scan, and email back as soon as possible.

The stations political policies and procedures are attached as well for your records.

I'll get the rates to you as soon as I get the :90's priced out.

Feel free to call with any questions or comments.

Regards,
Dan

DAN MILLS | NATIONAL SALES MANAGER | 239.479.5539 | dan.mills@fmbcmail.com

Rachael Schaaf 

Political Candidate Ad Buy

To: ivyb@water.net

March 3, 2020 at 3:25 PM

RS

Good afternoon,

I left a phone message, but my name is Rachael Schaaf with Landslyde Digital.

I'm looking to get information for a political candidate of ours to purchase an ad buy beginning March 17-August 18.

We would like the rates first for a four week campaign from March 17-April 16 with the first 7 days being 90 second slots and the following 21 days with 30 second slots.

This would be for both NBC-2 and ABC-7. We would also like more information on your availability for your coverage during the Summer Olympic Games.

Please feel free to call or email me with more information.

Thanks,

Rachael Schaaf

Landslyde Digital

(239) 770-1735

rschaaf@landslyde.digital

Bob Beville 

March 3, 2020 at 4:21 PM

BB

Re: Political Candidate Ad Buy

To: Rachael Schaaf

 Siri found updated contact info in this email: Bob Beville bbeville@water.net[update...](#)

Rachael...

I'll be glad to help you...

Who is the candidate and what office is he/she running for?



Rachael Schaaf

MUR775900143

March 3, 2020 at 3:31 PM

RS

Political Ad Buy

To: Don.Wargo@fox4now.com

Good afternoon,

I left a phone message, but my name is Rachael Schaaf with Landslyde Digital.

I'm looking to get information for a political candidate of ours to purchase an ad buy beginning March 17-August 18.

We would like the rates first for a four week campaign from March 17-April 16 with the first 7 days being 90 second slots and the following 21 days with 30 second slots.

Please feel free to call or email me with more information.

Thanks,

Rachael Schaaf

Landslyde Digital

(239) 770-1735

rschaaf@landslyde.digital

George, Dana 

March 4, 2020 at 8:45 AM

DG

FW: Political Ad Buy

To: rschaaf@landslyde.digital

 Siri found new contact info in this email: Dana George dana.george@fox4now.com

[add to Contacts...](#)



Good Morning Rachael!

Just left you a voice mail message. Give me a call when you can.

I look forward to working with you!

Dana

Dana George | Senior Account Executive

WFTX-TV | Ft. Myers / Naples, FL

621 SW Pine Island Road | Cape Coral | FL 33991

Direct (239) 829.1093

dana.george@fox4now.com

Rachael Schaaf

Re: Political Ad Buy

To: George, Dana

March 4, 2020 at 2:22 PM



Dana,

Thank you for the call.

NAB is attached.

NAB-
PB-19_...py.pdf

Rachael Schaaf
Landslyde Digital
(239) 770-1735
rschaaf@landslyde.digital

[See More from George, Dana](#)**George, Dana**

RE: Political Ad Buy

To: Rachael Schaaf, Cc: Vantasell, Lisa

March 4, 2020 at 4:01 PM

[Details](#) Siri found new contact info in this email: Dana George dana.george@fox4now.com[add to Contacts...](#)

Hello Rachael,

Attached is our in-window political rate card.

Additionally, I'm sending you:

Good Morning!

One of Dr. Fig's spots (:90-second) @ \$150 that did not air Monday 3/9 in our 6pm news. We had breaking news and the news department ended up dropping some of the breaks.

So, I have \$150. The only place I have available this week is this Sunday 9-10am in FOX News Sunday. 1x is already scheduled but I can accommodate 1 more :90-second at the \$150.

Please confirm if this is ok. Please let me know today.

Second, will you be issuing a check for the next order that begins next Monday 3/16? We'll need payment by Friday 12noon at the latest.

Thank you!

Dana

Dana George | Senior Account Executive

WFTX-TV | Ft. Myers / Naples, FL

621 SW Pine Island Road | Cape Coral | FL 33991

Direct (239) 829.1093

dana.george@fox4now.com



Scripps Media, Inc., certifies that its advertising sales agreements do not discriminate on the basis of race or ethnicity. All advertising sales agreements contain nondiscrimination clauses.

Found in Sent - Landslyde Mailbox



Rachael Schaaf

March 11, 2020 at 12:13 PM



Re: Dr Fig...urgent

To: George, Dana

An extra spot on Sunday from 9-10 is fine.

Yes, I will bring by another check before Friday.

George, Dana 

Good Morning! Can you give me an approximate time you'll be dropping off the check today? Thanks!! Dana

To: Rachael Schaaf

 Siri found new contact info in this email: Dana George dana.george@fox4now.com[add to Contacts...](#) **Dana George | Senior Account Executive****WFTX-TV | Ft. Myers / Naples, FL**

621 SW Pine Island Road | Cape Coral | FL 33991

Direct (239) 829.1093dana.george@fox4now.com

Scripps Media, Inc., certifies that its advertising sales agreements do not discriminate on the basis of race or ethnicity. All advertising sales agreements contain nondiscrimination clauses.

Found in Sent - Landslyde Mailbox **Landslyde**

March 13, 2020 at 12:36 PM

L

Re: Good Morning! Can you give me an approximate time you'll be dropping off the check today? Thanks!! Dana

To: George, Dana

 Siri found new contact info in this email: Landslyde rschaaf@landslyde.digital[add to Contacts...](#) 

I'm about 30 minutes away. Should arrive around 1.

Thanks,
Rachael Schaaf
Landslyde Digital
(239) 770-1735
rschaaf@landslyde.digital

[See More from George, Dana](#)