

Order #1014146: Smith Grou../Save Nashv../9/18-9/14 ../

Date	Action	Line	Comment	By	Total \$	# Spots	Expected GR
09/07/23 10:53:29 AM	Processed		<async process>	Joshua Hi	\$2,945.00	36	0.00
09/07/23 10:50:55 AM	Approved			Lori Jacks	\$2,945.00	36	0.00
09/07/23 10:50:52 AM	Approval Workflow		[Centralized AR - Business Office Approval Needed Default]	Lori Jacks	\$2,945.00	36	0.00
09/07/23 10:47:34 AM	Approval Workflow		[Sales Manager - Ready Default] new order	Dave Elliot	\$2,945.00	36	0.00
09/07/23 10:42:40 AM	Ready for approval Cr		new	Dave Elliot	\$2,945.00	36	0.00
09/07/23 10:36:37 AM	New order created		<new order>	Dave Elliot	\$0.00	0	0.00

[Sorted by: Date]

ORDER

Orders
Order / Rev: 1014146
Alt Order #:
Product Desc: 9/18-9/14 Mayor Run off
Estimate:
Flight Dates: 09/08/23 - 09/14/23
Original Date / Rev: 09/07/23 / 09/07/23
Order Type: GENERAL

WGFX-FM
Primary AE: Jeff Cook
Sales Office: L-NAS
Sales Region: Local

Agency
Name: Smith Group, The
Buying Contact:
Billing Contact: Carman Geryl
 PO Box 149
 Goodlettsville, TN 37070

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Save Nashville PAC
Demographic: A25-54
Product Codes: Issues/Propositions
Revenue Code 1: AGY-AVAIL
Revenue Code 2: POL-ISS
Revenue Code 3: POL-LR
Priority: P-100

New Business End:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/28/23	09/14/23	36	\$2,945.00	\$2,503.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2023	36	\$2,945.00	\$2,503.25	0.00
Totals	36	\$2,945.00	\$2,503.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jeff Cook	L-NAS	Local	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WGFX	09/08/23	09/14/23	M-F AM Drive M-F	CM	6a-10a	MTWTF--	:30	5	\$100.00	P-50	0.00	NM	10	\$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: 09/04/23	09/10/23	----F--		4				\$100.00		0.00			
		Week: 09/11/23	09/17/23	MTWT---		6				\$100.00		0.00			
N 2	WGFX	09/08/23	09/14/23	M-F Midday M-F	CM	10a-3p	MTWTF--	:30	5	\$75.00	P-50	0.00	NM	9	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/23	09/10/23	----F--		4				\$75.00		0.00			
		Week: 09/11/23	09/17/23	MTWT---		5				\$75.00		0.00			
N 3	WGFX	09/08/23	09/14/23	M-F PM Drive M-F	CM	3p-7p	MTWTF--	:30	5	\$110.00	P-50	0.00	NM	9	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/23	09/10/23	----F--		4				\$110.00		0.00			
		Week: 09/11/23	09/17/23	MTWT---		5				\$110.00		0.00			
N 4	WGFX	09/08/23	09/14/23	M-F Evening M-F	CM	7p-12a	MTWTF--	:30	5	\$35.00	P-50	0.00	NM	8	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/23	09/10/23	----F--		2				\$35.00		0.00			
		Week: 09/11/23	09/17/23	MTW----		6				\$35.00		0.00			
Totals													36	\$2,945.00	

Alice Rolli for Mayor

From: Jeffrey Cook
 Phone: (615) 291-7292
 Email: jeff.cook@cumulus.com
 9/6/2023 1:16 PM

Flight Dates: 09/07/2023 - 09/14/2023

Demo: P 35+

Radio Market NASHVILLE

Survey: JUL23

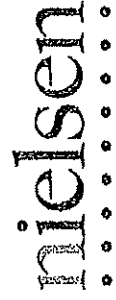
Geography: Metro

Schedule Description:

Mayoral Schedule

Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	Frequency	GIs	CPM
Radio Total		92		\$86.79	\$7,985.00	0.4%	3.0	372,200	\$21.70
WWTN-FM		86		\$90.00	\$5,040.00	0.5%	3.8	282,800	\$19.15
Flight A - 1 wk (09/04)									
		24		\$86.25	\$2,070.00	0.5%	2.9	109,800	\$18.75
One Week Total		24		\$86.25	\$2,070.00	0.5%	2.9	109,800	\$18.75
Th-F 6A-10A		6	30	\$100.00	\$600.00	0.7%	2.2	41,400	\$14.49
Th-F 10A-3P		6	30	\$90.00	\$540.00	0.5%	1.8	30,000	\$18.00
Th-F 3P-7P		6	30	\$125.00	\$750.00	0.6%	1.8	33,000	\$22.73
Th-F 7P-12M		6	30	\$30.00	\$180.00	0.1%	1.4	5,400	\$33.33
Flight B - 1 wk (09/11)									
		32		\$92.81	\$2,970.00	0.5%	3.2	152,800	\$19.34
One Week Total		32		\$92.81	\$2,970.00	0.5%	3.2	152,800	\$19.34
M-Th 6A-10A		10	30	\$100.00	\$1,000.00	0.6%	2.3	62,000	\$16.13
M-Th 10A-3P		6	30	\$90.00	\$540.00	0.5%	1.6	30,600	\$17.65
M-Th 3P-7P		10	30	\$125.00	\$1,250.00	0.6%	2.1	56,000	\$22.92
M-Th 7P-12M		6	30	\$30.00	\$180.00	0.1%	1.2	4,200	\$42.86
WGFX-FM		36		\$91.31	\$2,945.00	0.3%	2.1	109,600	\$27.27
Flight A - 1 wk (09/04)									
		16		\$84.06	\$1,345.00	0.3%	1.9	53,100	\$25.47
One Week Total		16		\$84.06	\$1,345.00	0.3%	1.9	53,100	\$25.47
Th-F 6A-10A		5	30	\$100.00	\$500.00	0.3%	1.5	16,500	\$30.30
Th-F 10A-3P		4	30	\$75.00	\$300.00	0.4%	1.4	17,200	\$17.44
Th-F 3P-7P		4	30	\$110.00	\$440.00	0.4%	1.4	17,600	\$25.00

The first demo listed is the Primary Demo.
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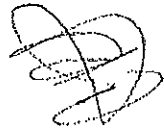


Alice Rolli for Mayor

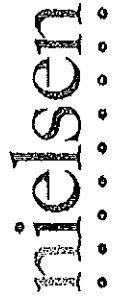


From: Jeffrey Cook
 Phone: (615) 291-7292
 Email: jeff.cook@cumulus.com
 9/6/2023 1:16 PM

Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	Frequency	GIs	CPM
Tr-F 7P-12M		3	:30	\$35.00	\$105.00	0.1%	1.1	1,800	\$58.33
WGFX-FM (continued)									
Flight B - 1 wk (09/11)									
		20		\$80.00	\$1,600.00	0.3%	1.7	56,500	\$28.57
One Week Total		20		\$80.00	\$1,600.00	0.3%	1.7	56,500	\$28.57
M-F 10A-10A		5	:30	\$100.00	\$500.00	0.2%	1.1	10,000	\$50.00
M-F 10A-3P	MD	5	:30	\$75.00	\$375.00	0.4%	1.3	21,000	\$17.86
M-F 3P-7P	PM	5	:30	\$110.00	\$550.00	0.4%	1.3	21,000	\$26.19
M-F 7P-12M	EVE	5	:30	\$35.00	\$175.00	0.1%	1.2	4,500	\$38.89



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Detailed Sourcing Summary

Radio Market: NASHVILLE
 Survey: Nielsen Radio July 2023
 Geography: Metro
 Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Avg Daily	Population	Avg Weekly	Avg Daily	Intab	Avg Weekly
Adults 35+ (Primary)	999,600	999,600	999,600	695		619

Stations: User Selected
 Additional
 Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day. Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area. Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one panelist.

PPM estimates are derived from the PPM technology and methodology and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.audion.com/downloads/MRC_Accredited_Services_Markets.pdf

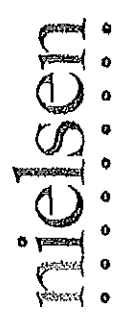
The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Subscription Website: <http://subscription.nielsen.com>
 Rating Reliability Estimator: <https://re.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.
<https://ebook.nielsen.com/secure/PR/2023/JUL/0073/index/SpecialNotices.pdf>

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Alice Rolli for Mayor

From: Jeffrey Cook
Phone: (615) 291-7292
Email: jeff.cook@cumulus.com
9/6/2023 1:16 PM

Schedule Grand Totals: 2 Weeks

Stations	Spots	Unit Rate	Total Cost	Average Rating	Frequency	Gs	CPM
Radio Total	192	\$36.75	\$7,035.00	2.5%	130	3,2200	\$21.70
WWTN-FM	56	\$30.00	\$5,040.00	0.5%	3.8	262,600	\$19.15
WGFX-FM	36	\$81.81	\$2,945.00	0.3%	2.1	109,600	\$27.27

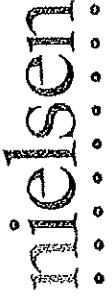
Accepted by Station

Jeffrey Cook
Accepted by Client

Date 9-5-23
Date for SAVE NASHVILLE PAC

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

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ISSUE (Non-candidate) ADVERTISEMENT
AGREEMENT FORM

I, CARMAN Gery, hereby request station time as follows: See Order for proposed schedule and charges. See Invoice for actual schedule and charges.

Check one:

Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.

Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by:

Agency name: The Smith Group Advertising
Address: 100 N. Main St. Goodlettsville, TN 37072
Contact: CARMAN R. Gery | Phone number: 615-815-4849 | Email: Carman@thesmithgroupad.com

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission (for federal committees) with no acronyms; name must match the sponsorship ID in ad):

Name: SAVE NASHVILLE PAC
Address: PO BOX 50432 NASHVILLE, TN 37205
Contact: TOM LANDSTREET | Phone number: 615-497-1161 | Email: tlfandstreet@gmail.com

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary):

TOM LANDSTREET

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

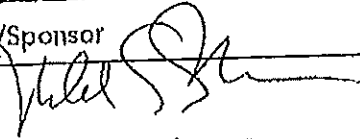

Date of election:

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

N/A

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor	Station Representative
Signature: 	Signature: 
Name: MICHAEL S. SMITH	Name: Dave Elliott
Date of Request to Purchase Ad Time: 6/23/23	Date of Station Agreement to Sell Time: 9.7.23

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: 9/7

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

Accepted
 Accepted IN PART (e.g., ad not received to determine content)*
 Rejected -- provide reason (optional):

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #: 1014146	Station Call Letters: W6FX	Date Received/Requested: 9/7
Est. #:	Station Location: Nashville	Run Start and End Dates: 9/8-9/14

For national issue ads only (not required for state/local issue ads)

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.