

Political Candidate Advertisements

Agreement Form

Candidate Type: Federal Candidate State or Local Candidate

Today's Date: April 1, 2024

Station and Location: WAJR-AM / Morgantown

I, Natalie Sal,

[select one] Being

On behalf of: _____, a legally

qualified candidate associated with the Non Partisan political party or organization, and seeking the office of Circuit Court Judge

in the Primary election to be held on May 14, 2024,

do hereby request advertising time as follows:

LENGTH OF BROADCAST	DAYPART, PKG. OR ROTATION	DAYS OF THE WEEK	CLASS OF TIME	TIMES PER WEEK	NUMBER OF WEEKS
:30 Seconds	6a-10a 10a-3p 3p-7p	Mon-Fri	Tier 2	22/week 108 Total	4 Weeks + 2 days
<p>TOTAL CHARGES: <u>\$ 3,386.⁰⁰ (Includes streaming & Quu)</u></p>					

This station does not discriminate in the sale of advertising time, and will accept no advertising, which is placed with the intent to discriminate on the basis of race 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, national origin, or ancestry.

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

Committee to Elect Natalie Sal

You are authorized to announce the time as paid for by such person or entity. I represent that the person or entity is either a legally qualified candidate or an authorized committee or organization of the legally qualified candidate.

The name of the Treasurer of the candidate's authorized committee is:

Stephanie Hines

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

TO BE SIGNED BY CANDIDATE OR AUTHORIZED COMMITTEE:

SIGNATURE:

Natalie Sal

DATE OF SIGNATURE:

4/1/2024

Name: Natalie Sal

Title: _____

TO BE SIGNED BY STATION REPRESENTATIVE:

Accepted Accepted in Part Rejected

SIGNATURE:

Darla Zini

DATE OF SIGNATURE:

Darla Zini

Name: Darla Zini

4.1.2024

Title: Senior AE

This station does not discriminate in the sale of advertising time, and will accept no advertising, which is placed with the intent to discriminate on the basis of race 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, national origin, or ancestry.

ORDER



Orders
Order / Rev: 739986
Alt Order #:
Product Desc: Primary Election
Estimate:
Flight Dates: 04/15/24 - 05/14/24
Original Date / Rev: 04/01/24 / 04/01/24
Order Type: COMM

WAJR-AM
Primary AE: Darla Zini
Sales Office: MGTWN
Sales Region: Local

Agency Name: Committee to Elect Natalie Sal
Buying Contact: Natalie Sal
Billing Contact:
 11 Commerce Drive
 Westover, WV 26501

Billing Type: Cash
Billing Calendar: Calendar
Billing Cycle: EOM/EOC
Agency Commission: 0%

Advertiser Name: Committee to Elect Natalie Sal
Demographic: HH
Product Codes: PL02
Revenue Code 1: DIR
Revenue Code 2: POL
Revenue Code 3: POL CAND
Priority: LROS

New Business End:
Advertiser External ID: 111312
Agency External ID: 110627
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/30/24	53	\$1,484.00	\$1,484.00
05/01/24	05/14/24	55	\$1,540.00	\$1,540.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	53	\$1,484.00	\$1,484.00	0.00
May 2024	55	\$1,540.00	\$1,540.00	0.00
Totals	108	\$3,024.00	\$3,024.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Darla Zini			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	WAJRA	04/15/24	05/10/24	M-F 6a-10a M-F	CM	6a-10a	MTWTF--	:30	8	\$28.00	LRO	0.00	NM	32	\$896.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/15/24	04/21/24	MTWTF--					8	\$28.00		0.00			
		Week: 04/22/24	04/28/24	MTWTF--					8	\$28.00		0.00			
		Week: 04/29/24	05/05/24	MTWTF--					8	\$28.00		0.00			
		Week: 05/06/24	05/12/24	MTWTF--					8	\$28.00		0.00			
N 2	WAJRA	04/15/24	05/10/24	M-F 10a-3p M-F	CM	10a-3p	MTWTF--	:30	7	\$28.00	LRO	0.00	NM	28	\$784.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/15/24	04/21/24	MTWTF--					7	\$28.00		0.00			
		Week: 04/22/24	04/28/24	MTWTF--					7	\$28.00		0.00			
		Week: 04/29/24	05/05/24	MTWTF--					7	\$28.00		0.00			
		Week: 05/06/24	05/12/24	MTWTF--					7	\$28.00		0.00			
N 3	WAJRA	04/15/24	05/10/24	M-F 3p-7p M-F	CM	3p-7p	MTWTF--	:30	7	\$28.00	LRO	0.00	NM	28	\$784.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/15/24	04/21/24	MTWTF--					7	\$28.00		0.00			
		Week: 04/22/24	04/28/24	MTWTF--					7	\$28.00		0.00			
		Week: 04/29/24	05/05/24	MTWTF--					7	\$28.00		0.00			
		Week: 05/06/24	05/12/24	MTWTF--					7	\$28.00		0.00			
N 4	WAJRA	05/13/24	05/14/24		CM	6a-10a	MT-----	:30	7	\$28.00	LRO	0.00	NM	7	\$196.00

Order / Rev: 739986
 Alt Order #:
 Flight Dates: 04/15/24 - 05/14/24

Advertiser: Committee to Elect Natalie Sal
 Product Desc: Primary Election
 Estimate:
 WAJR-AM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6a-10a M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	MT-----					7	\$28.00		0.00			
N 5	WAJRA	05/13/24	05/14/24	M-F 10a-3p M-F	CM	10a-3p	MT-----	:30	7	\$28.00	LROE	0.00	NM	7	\$196.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	MT-----					7	\$28.00		0.00			
N 6	WAJRA	05/13/24	05/14/24	M-F 3p-7p M-F	CM	3p-7p	MT-----	:30	6	\$28.00	LROE	0.00	NM	6	\$168.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	MT-----					6	\$28.00		0.00			
*Tax 1 Note: QUU & Streaming 12% - 362.88													Totals	108	\$3,024.00

3386.88

Natalie Sal

Radio Scripts

#1 - "Echo Chamber"

:30

Female: Hello

SFX: Hello...Hello (echoes)

Female: Does anyone hear me?...

SFX: Does anyone hear me... (echoes)

Natalie Sal: Everyone deserves a chance to be heard. I'm Natalie Sal, Candidate for Circuit Court Judge in Monongalia County and I hear you. It's important for judges to listen with an open mind, fairly and impartially. I have spent my legal career representing folks from every walk of life, and hearing their stories. As a Circuit Court Judge I will bring that perspective to the Bench and provide a Fair and Just forum for ALL litigants to be heard.

Vote for Fairness for All – Vote for Natalie Sal for Circuit Court Judge in Monongalia County.

Paid for by the Candidate.

#2 - "Fragile Lesson"

:30

Natalie Sal: I'm Natalie Sal, candidate for Circuit Court Judge in Monongalia County. My great-grandfather worked in the local glass factory, and left a legacy of hard work and love of this community. I'm the fourth generation of our family to live, work, and raise a family in Mon County, and I plan to honor that legacy in my work as Circuit Court Judge. Justice requires hard work and uncompromising fairness to all who appear in our courts.

Vote for Fairness for All – Vote for Natalie Sal for Circuit Court Judge in Monongalia County.

Paid for by the Candidate.

#3 - "My Promise"

:30

Natalie Sal: Hi, I'm Natalie Sal, Candidate for Circuit Court Judge in Monongalia County. I was raised to treat people fairly - Not just certain folks, but people from ALL WALKS OF LIFE. As a judge I promise to handle all cases with respect, to preserve the dignity of the office, and to stay committed to providing a FAIR FORUM FOR ALL LITIGANTS WHO COME BEFORE THE BENCH. That's just who I am.

Vote for Fairness for All – Vote for Natalie Sal for Circuit Court Judge in Monongalia County.

Paid for by the Candidate.

#4 - "The Assignment"

:30

Natalie Sal: Hi, I'm Natalie Sal, Candidate for Circuit Court Judge in Monongalia County. To me, the position of Judge comes down to UNDERSTANDING. UNDERSTANDING how your decisions impact people's lives. UNDERSTANDING the needs and resources of the community, and that serving the community is a privilege. UNDERSTANDING that a commitment to fairness isn't an option, but it's the JOB. I'm Natalie Sal and I UNDERSTAND.

Announcer: Vote for Fairness for All – Vote for Natalie Sal for Circuit Court Judge in Monongalia County.

Paid for by the Candidate.

Natalie Sal for Circuit Judge

:30 FOR APPROVAL

TALENT:

MUSIC:

:30

Born in Mon County. Raised in Mon County. Serving Mon County. Hi, I'm Natalie Sal, candidate for Mon County Circuit Judge. As a fourth generation citizen of Monongalia County with deep roots in our community, I have spent my entire 29-year legal career in the courtroom protecting and fighting for the rights of folks from every walk of life. From Child Welfare to criminal justice, my experience and perspective makes me the most qualified candidate for Circuit Judge.

Announcer: On May 14th – Vote Fairness for ALL – Vote Natalie Sal. Paid for by the candidate.

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