





Order #1255659: We Can Do ../We Can Do ../Issue Adve../

|    | Date | Action | Line | Comment | By | Total \$ | # Spots | Expected GR |
|--|----------------------|---------------------|------|---|--------------|----------|---------|-------------|
| | 03/04/24 4:09:13 PM | Cash in Advance Rem | | [cleared cash in adv] received ck#1340 \$3035 paid in full | Jessica Le | \$740.00 | 17 | 0.00 |
|  | 03/04/24 3:40:26 PM | Processed | | <async process> | John Dillin | \$740.00 | 17 | 0.00 |
| | 03/04/24 3:32:58 PM | Approved | | | Jessica Le | \$740.00 | 17 | 0.00 |
| | 03/04/24 3:32:41 PM | Approval Workflow | | [Centralized AR - Business Office Approval Needed Default] | Jessica Le | \$740.00 | 17 | 0.00 |
| | 03/04/24 3:15:01 PM | Approval Workflow | | [Sales Manager - Ready Default] | John Row | \$740.00 | 17 | 0.00 |
| | 03/04/24 3:14:18 PM | Ready for approval | | Ready | John Row | \$740.00 | 17 | 0.00 |
| | 03/04/24 12:26:43 PM | Unapproved | | please upload the NAB form as well | Jessica Le | \$740.00 | 17 | 0.00 |
| | 03/04/24 12:00:09 PM | Ready for approval | | Ready | Bill Schultz | \$740.00 | 17 | 0.00 |
| | 03/04/24 11:50:19 AM | New order created | | <new order> | Bill Schultz | \$0.00 | 0 | 0.00 |

[Sorted by: Date]

ORDER

Orders
Order / Rev: 1255659
 Alt Order #: _____
Product Desc: Issue Advertising
 Estimate: _____
Flight Dates: 03/11/24 - 03/29/24
Original Date / Rev: 03/04/24 / 03/04/24
Order Type: GENERAL

WOSH-AM
Primary AE: Bill Schultz
Sales Office: L-APP
Sales Region: Local

Agency
Name: We Can Do Better
Buying Contact: _____
Billing Contact: Len Kachinsky
832 Neff Court
Neenah, WI 54956

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

Advertiser
Name: We Can Do Better
Demographic: A25-54
Product Codes: Issues/Propositions
Revenue Code 1: DIR
Revenue Code 2: POL-ISS
Revenue Code 3: GEN
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 |
|------------|----------|---------|--------------|------------|
| 03/01/24 | 03/29/24 | 17 | \$740.00 | \$740.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-----------------|-----------------|-------------|
| March 2024 | 17 | \$740.00 | \$740.00 | 0.00 |
| Totals | 17 | \$740.00 | \$740.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Bill Schultz | L-APP | 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 | WOSHA | 03/11/24 | 03/15/24 | M-F AM Drive M-F | CM | 6:00 AM-10:00 AM (6:00 AM-10:00 AM) | MTWTF-- | 1:00 | 6 | \$50.00 | P-50 | 0.00 | NM | 6 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 03/11/24 | 03/17/24 | MTWTF-- | | 6 | | \$50.00 | | 0.00 | | | | | |
| N 2 | WOSHA | 03/18/24 | 03/22/24 | M-F Midday M-F | CM | 10a-3p | MTWTF-- | 1:00 | 6 | \$40.00 | P-50 | 0.00 | NM | 6 | \$240.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 03/18/24 | 03/24/24 | MTWTF-- | | 6 | | \$40.00 | | 0.00 | | | | | |
| N 3 | WOSHA | 03/25/24 | 03/29/24 | M-F PM Drive M-F | CM | 3p-7p | MTWTF-- | 1:00 | 5 | \$40.00 | P-50 | 0.00 | NM | 5 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 03/25/24 | 03/31/24 | MTWTF-- | | 5 | | \$40.00 | | 0.00 | | | | | |
| | | | | | | | | | | | | | Totals | 17 | \$740.00 |

**ISSUE (Non-candidate) ADVERTISEMENT
AGREEMENT FORM**

I, Len Kachinsky, 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: Len Kachinsky

Agency name: We Can Do Better

Address: 832 Neff Court, Neenah, WI 54956-2031

Contact: Len Kachinsky

Phone number: 920-841-6706

Email: LKachinsky@core.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: Not applicable

Address:

Contact:

Phone number:

Email:

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.):

Len Kachinsky

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:

Len Kachinsky

Signature:

Bill Schulte

Name: Len Kachinsky (electronic signature)

Name:

Bill Schulte

Date of Request to Purchase Ad Time: March 1, 2024

Date of Station Agreement to Sell Time:

3/5/24

TO BE COMPLETED BY STATION ONLY

Ad submitted to station?

Yes

No

Date ad received:

3/2/24

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 #:

1255659

Station Call Letters:

WOSH AM

Date Received/Requested:

3/5/24 (2024)

Est #:

Station Location:

OshKosh

Run Start and End Dates:

3/11 - 3/29 (2024)

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.

From: Len Kachinsky <lkachinsky@core.com>
Sent: Saturday, March 2, 2024 6:11 PM
To: Bill Schultz <Bill.Schultz@cumulus.com>
Subject: Re: [EXT]We Can Do Better advertising on Cumulus

You don't often get email from lkachinsky@core.com. [Learn why this is important](#)

Bill-- Schedule is fine. I expect the Rust ad to inspire lots of hysteria from the LGBTQ folks even though it only targets free speech and not them. If you get inquiries, my name is releaseable as the principal behind We Can Do Better.

Check is made out. Money is in my attorney trust account to cover it for We Can Do Better. Check No. 1340.

I am a bit laid up right now so if you could pick it up, that would be great. I live by Fritse Park in Fox Crossing. When would you like to pick it up? I can put it taped on the front door.

On 3/2/2024 4:29 PM, Bill Schultz wrote:

Hi Len,

The phone number I received was (829) 841-6706. Didn't know if you left Neenah to retire in D.R. At any rate:

Your total for your schedule right now is only \$1,430. Here is my proposed schedule to be close to your \$3,000 budget

Schedule runs 3/11- 3/29

Week 1 M-F 6a-10a- 6x on WVBO (\$100 per ad), 6x on WOSH (\$50 per ad), 6x on WNAM (\$50 per ad) \$1,200 total

Week 2 M-F 10a-3p - 6x on WVBO (\$80 per ad), 6x on WOSH (\$40 per ad), 6x on WNAM (\$40 per ad) \$960 total

Week 3 M-F 3p-7p - 5x on WVBO (\$90 per ad), 6x on WOSH (\$40 per ad), 6x on WNAM (\$45 per ad) \$875 total

Total \$3,035

No problem on us doing the production and rotating the ads as you desire. For now, this confirmation by email will do for confirming the total. I need a check before I can

run a copy of the orders for you. Will this email do for the confirmation of the order? Once I place the order, I can send you an official confirmation. With political ads, my hands are tied, and I need the payment before I can run the orders. Make the check out to: Cumulus.

If this is okay, reply back to confirm and then let me know when you will be dropping off the check. I prefer you dropping off the check, or I can pick it up. I live in Neenah. Let me know.

Bill Schultz
Account Executive
Cumulus Radio Station Group / Appleton Oshkosh
O: 920-230-0801
M: 920-419-0425

491 S Washburn St. Oshkosh, Wi. 54904
cumulusmedia.com