





# Order #793989: Gary Loe P./Spangler/R./April 4-10./

Date	Action	Line	Comment	By	Total \$	# Spots	Expected GRI
04/25/22 12:50:32 PM	Processed		[cleared cash in adv]	Teri King (	\$5,360.00	86	0.00
 04/25/22 7:57:40 AM	Processed		<async process>	Ashley Riti	\$5,360.00	86	0.00
04/25/22 7:52:30 AM	Approved			Teri King (	\$5,360.00	86	0.00
04/25/22 7:52:28 AM	Approval Workflow		[Business Manager - Business Office Approval Needed Default]	Teri King (	\$5,360.00	86	0.00
04/25/22 7:45:46 AM	Approval Workflow		[Sales Manager - Ready Default]	Jack Lee (	\$5,360.00	86	0.00
04/25/22 7:24:17 AM	Ready for approval		Order revision...added to order.	Debbie Mc	\$5,360.00	86	0.00
04/25/22 7:20:07 AM	Put in Edit Mode			Debbie Mc	\$3,860.00	62	0.00
04/19/22 10:23:36 AM	Spot(s) Credited		[Per AE/Sales Manager]	Ashley Riti	\$3,860.00	62	0.00
04/18/22 12:20:22 PM	Processed		[cleared cash in adv]	Teri King (	\$4,000.00	64	0.00
 04/18/22 9:21:07 AM	Processed		<async process>	Ashley Riti	\$4,000.00	64	0.00
04/18/22 9:03:56 AM	Approved			Teri King (	\$4,000.00	64	0.00
04/18/22 9:03:52 AM	Approval Workflow		[Business Manager - Business Office Approval Needed Default]	Teri King (	\$4,000.00	64	0.00
04/18/22 8:49:58 AM	Approval Workflow		[Sales Manager - Ready Default]	Jack Lee (	\$4,000.00	64	0.00
04/18/22 8:47:40 AM	Ready for approval		Added to order.	Debbie Mc	\$4,000.00	64	0.00
04/18/22 8:43:22 AM	Put in Edit Mode			Debbie Mc	\$3,750.00	60	0.00
04/08/22 12:19:58 PM	Processed		[cleared cash in adv]	Teri King (	\$3,750.00	60	0.00
 04/08/22 7:56:26 AM	Processed		<async process>	Ashley Riti	\$3,750.00	60	0.00
04/08/22 7:55:22 AM	Approved			Teri King (	\$3,750.00	60	0.00
04/08/22 7:55:20 AM	Approval Workflow		[Business Manager - Business Office Approval Needed Default]	Teri King (	\$3,750.00	60	0.00
04/08/22 7:38:55 AM	Approval Workflow		[Sales Manager - Ready Default]	Jack Lee (	\$3,750.00	60	0.00
04/08/22 6:56:31 AM	Ready for approval		Added to order	Debbie Mc	\$3,750.00	60	0.00
04/08/22 6:53:54 AM	Put in Edit Mode			Debbie Mc	\$1,250.00	20	0.00
04/01/22 12:50:32 PM	Processed		[cleared cash in adv]	Teri King (	\$1,250.00	20	0.00
 04/01/22 9:11:21 AM	Processed		<async process>	Ashley Riti	\$1,250.00	20	0.00
04/01/22 9:10:40 AM	Approved			Teri King (	\$1,250.00	20	0.00
04/01/22 9:10:37 AM	Approval Workflow		[Business Manager - Business Office Approval Needed Default]	Teri King (	\$1,250.00	20	0.00
04/01/22 7:03:32 AM	Approval Workflow		[Sales Manager - Ready Default]	Jack Lee (	\$1,250.00	20	0.00
04/01/22 6:54:34 AM	Ready for approval		New order	Debbie Mc	\$1,250.00	20	0.00
04/01/22 6:52:30 AM	New order created		<new order>	Debbie Mc	\$0.00	0	0.00

[Sorted by: Date]

# ORDER

**Orders**  
**Order / Rev:** 793989  
 Alt Order #: \_\_\_\_\_  
 Product Desc: April 4-10 & April 11-24  
 Estimate: \_\_\_\_\_  
 Flight Dates: 04/04/22 - 05/03/22  
 Original Date / Rev: 04/01/22 / 04/25/22  
 Order Type: GENERAL

**WNML-FM/AM**  
 Primary AE: Debbie Moss  
 Sales Office: R-KNO  
 Sales Region: Regional

**Agency**  
**Name:** Gary Loe Productions  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
PO Box 50444  
Knoxville, TN 37950

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

**Advertiser**  
**Name:** Spangler/R/Sheriff  
 Demographic: A25-54  
 Product Codes: Candidates  
 Revenue Code 1: AGY-AVAIL  
 Revenue Code 2: POL-CAND  
 Revenue Code 3: POL-LR  
 Priority: P-100

New Business Thru: \_\_\_\_\_  
 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
03/28/22	04/24/22	58	\$3,610.00	\$3,068.50
04/25/22	05/03/22	28	\$1,750.00	\$1,487.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	58	\$3,610.00	\$3,068.50	0.00
May 2022	28	\$1,750.00	\$1,487.50	0.00
<b>Totals</b>	<b>86</b>	<b>\$5,360.00</b>	<b>\$4,556.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Debbie Moss	L-KNO	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	WNML	04/04/22	05/03/22	M-F 9a-12p	CM	9a-12p	22222--	:30	10	\$55.00	P-30	0.00	NM	44	\$2,420.00
				M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	22222--					10	\$55.00		0.00			
		Week: 04/11/22	04/17/22	22222--					10	\$55.00		0.00			
		Week: 04/18/22	04/24/22	22222--					10	\$55.00		0.00			
		Week: 04/25/22	05/01/22	22222--					10	\$55.00		0.00			
		Week: 05/02/22	05/08/22	22-----					4	\$55.00		0.00			
N 2	WNML	04/04/22	05/03/22	M-F PM Drive	CM	3p-7p	22222--	:30	10	\$70.00	P-30	0.00	NM	42	\$2,940.00
				M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	22222--					10	\$70.00		0.00			
		Week: 04/11/22	04/17/22	22222--					10	\$70.00		0.00			
		Week: 04/18/22	04/24/22	22222--					10	\$70.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
21	WNML	04/18/22-04/24/22	M-F PM Drive			3p-7p	MTWThF----	:30		<del>(\$70.00)</del>		0.00	NM		
			Credited												
			[Per AE/Sales Manager]												
22	WNML	04/18/22-04/24/22	M-F PM Drive			3p-7p	MTWThF----	:30		<del>(\$70.00)</del>		0.00	NM		
			Credited												
			[Per AE/Sales Manager]												
		Week: 04/25/22	05/01/22	22222--					10	\$70.00		0.00			

Order / Rev: 793989  
 Alt Order #:  
 Flight Dates: 04/04/22 - 05/03/22

Advertiser: Spangler/R/Sheriff  
 Product Desc: April 4-10 & April 11-24  
 Estimate:

**WNML-FM/AM**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 04/25/22	05/01/22	22222--	10	\$70.00	0.00								
		Week: 05/02/22	05/08/22	22-----	4	\$70.00	0.00								
													Totals	86	\$5,360.00

## Debbie Moss

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**From:** gary loe <garyloe@outlook.com>  
**Sent:** Friday, April 1, 2022 3:10 AM  
**To:** Debbie Moss  
**Subject:** [EXT]Cumulus Media Buy / Spangler for Sheriff [3.31.2020]

Hello Debbie,

Please accept this schedule for Spangler for Sheriff to run one week from Monday, April 4, 2022 through Sunday, April 10, 2022.

These rates are from Cumulus Political Rate Card/Primary Election 5/3/2022, and are the :30 Fixed Ad Rate.

Please ensure total is accurate. I will drop off payment to you/station Friday morning.

**NewsTalk 6-10a Phil Williams:** 10 spots at 2 each weekday program 10 x \$55 = **\$550**  
[\$5 Price change per spot from \$60 to \$55]

**NewsTalk Sunday 12-2p State Your Case George Korda:** 4 spots each Sunday program 4 x \$15  
= **\$60**  
[No price change Korda]

**WNML 9-Noon Erik Ainge:** 10 spots at 2 each weekday program 10 x \$55 = **\$550**  
[\$5 Price change per spot from \$60 to \$55]

**WNML 3-7p Sports Talk Jimmy Hyams:** 10 spots at 2 each weekday program 25 x \$70 = **\$700**  
[No Price change per spot Sports Talk]

**\*\*\*Total Gross Investment = \$1,860 Net Investment = \$1,581**

Thanks Debbie,  
Gary  
(865)584-5842

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## CANDIDATE ADVERTISEMENT AGREEMENT FORM

See Order for proposed schedule and charges. See Invoice for actual schedule and charges.

I, GARY V. LOE, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

TOM SPANGLER

Authorized committee:

TOM SPANGLER FOR SHERIFF

Agency requesting time (and contact information):

 N/A

GARY LOE PRODUCTIONS

Candidate's political party:

REPUBLICAN

Office sought (no acronyms or abbreviations):

KNOX COUNTY REPUBLICAN

Date of election:

3 MAY 2022

General

Primary

Treasurer of candidate's authorized committee:

TOM SPANGLER FOR SHERIFF

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices.

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

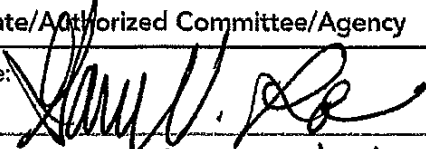
Candidate/Committee/Agency	Station Representative
Signature: <u>Gary V. Loe</u>	Signature: <u>Teri King</u>
Name: <u>GARY V. LOE</u>	Name: <u>Teri King</u>
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: <u>4/01/22</u>

**Federal Candidate Certification:**

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:



Name:

GARY V. LOE

Date:

21 JANUARY 2022

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?

Yes

No

Date ad received:

Federal candidate certification signed (above):

Yes

No

N/A

Disposition:

Accepted

Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\*

Rejected - provide reason (optional):

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

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #:

793989

Station Call Letters:

WNML

Date Received/Requested:

4/01/22

Est. #:

Station Location:

KNOXVILLE

Run Start and End Dates:

4/04/22-4/08/22

Upload order, this form and invoice (or traffic system print-out) or other documents 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 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.

## Debbie Moss

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**From:** gary loe <garyloe@outlook.com>  
**Sent:** Friday, April 8, 2022 4:26 AM  
**To:** Debbie Moss  
**Subject:** [EXT]Cumulus Media Buy 4.8.2022 / Spangler for Sheriff

Hello Debbie,

As you know, our one week **Cumulus** Media Buy runs from Monday, April 4<sup>th</sup> through Sunday, April 10<sup>th</sup>.

We would like to extend that same order for another two weeks to run from Monday, April 11<sup>th</sup> through Sunday, April 24, 2022.

Our order cost is:

**\$1,860 gross per week = \$1,581 net per week x 2 weeks = \$3,162**

Please let me know if this is available, and the net cost I listed is accurate, and I will bring by payment to the station today/Friday.

Thank you,  
Gary  
(865)584-5842

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## Debbie Moss

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**From:** gary loe <garyloe@outlook.com>  
**Sent:** Monday, April 18, 2022 2:18 AM  
**To:** Debbie Moss  
**Subject:** [EXT]Renew Cumulus Radio Buy with New Creative Spot - Spangler for Sheriff [4.19.2022]  
**Attachments:** Spangler for Sheriff 4 Sheriffs\_4182022.mp4

Hello Debbie,

Please run this new creative spot for all airtime purchased in this Cumulus Radio Buy.

Spangler for Sheriff campaign would like to renew our Cumulus Radio buy for an additional week, beginning Tuesday, April 19, through Monday, April 25, 2022.

### **TV/Radio Media Buy [4.19.2022]- Spangler for Sheriff**

•**Cumulus:** one week to run from Monday, April 19th through Monday, April 25th, 2022.

**NewsTalk 6-10a Phil Williams:** 10 spots at 2 each weekday program 10 x \$55 = \$550 week gross

**NewsTalk Sunday 12-2p State Your Case George Korda:** 4 spots each Sunday program 4 x \$15 = \$60 week gross

**WNML 9-Noon Erik Ainge:** 10 spots at 2 each weekday program 10 x \$55 = \$550 week gross

**WNML 3-7p Sports Talk Jimmy Hyams:** 10 spots at 2 each weekday program 25 x \$70 = \$700 week gross

**Total Gross = \$1,860 gross**

**Total Net = \$1,581 net**

Thank you,  
Gary  
(865)584-5842

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## Debbie Moss

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**From:** gary loe <garyloe@outlook.com>  
**Sent:** Friday, April 22, 2022 1:46 AM  
**To:** Debbie Moss  
**Subject:** [EXT]Cumulus Radio Buy [4.22.2022] Spangler for Sheriff

Debbie,

The existing Spangler campaign Cumulus radio buy goes through Monday, April 25, 2022, and we would like to purchase:

**•Cumulus Radio:** run from Tuesday, April 26th through Tuesday, May 3, 2022.

**NewsTalk 6-10a Phil Williams:** 6 days = 12 spots (2 each weekday program) 12 x \$55 = \$660 gross / \$561 net

Tuesday, April 26  
Wednesday, April 27  
Thursday, April 28  
Friday, April 29  
Monday, May 2  
Tuesday, May 3

**NewsTalk Sunday 12-2p State Your Case George Korda:** 4 spots on Sunday program (1 per half hour) 4 x \$15 = \$60 gross / \$51 net

Sunday, May 1

**WNML 9-Noon Erik Ainge:** 6 days = 12 spots (2 each weekday program) 12 x \$55 = \$660 gross / \$561 net

Tuesday, April 26  
Wednesday, April 27  
Thursday, April 28  
Friday, April 29  
Monday, May 2  
Tuesday, May 3

**WNML 3-7p Sports Talk Jimmy Hyams:** 6 days = 12 spots (2 each weekday program) 12 x \$70 = \$840 gross / \$714 net

Tuesday, April 26  
Wednesday, April 27  
Thursday, April 28  
Friday, April 29  
Monday, May 2  
Tuesday, May 3

\$561

51

561

714

**\$1,887 Net Total**

**Cumulus Radio Total Gross Investment = \$2,220 gross**

**Cumulus Radio Total Net Investment = \$1,887 net**

I can make payment Friday at the station.

Thanks Debbie,

Gary

(865)584-5842

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