

# Order #799647: Jacobs 4 T./Jacobs/R/K./Primary 2022/

Date	Action	Line	Comment	By	Total \$	# Spots	Expected GRI
04/14/22 12:58:17 PM	Processed		<async process>	Ashley Riti	\$1,580.00	32	0.00
04/14/22 12:35:15 PM	Approved			Teri King (	\$1,580.00	32	0.00
04/14/22 12:35:13 PM	Approval Workflow		[Business Manager - Business Office Approval Needed Default]	Teri King (	\$1,580.00	32	0.00
04/14/22 12:32:09 PM	Approval Workflow		[Sales Manager - Ready Default]	Kimberly F	\$1,580.00	32	0.00
04/14/22 11:01:26 AM	Ready for approval		New order	Debbie Mc	\$1,580.00	32	0.00
04/14/22 10:56:13 AM	New order created		<new order>	Debbie Mc	\$0.00	0	0.00

[Sorted by: Date]

# ORDER

**Orders**  
**Order / Rev:** 799647  
 Alt Order #: \_\_\_\_\_  
**Product Desc:** Primary 2022  
 Estimate: \_\_\_\_\_  
**Flight Dates:** 04/18/22 - 05/02/22  
**Original Date / Rev:** 04/14/22 / 04/14/22  
**Order Type:** GENERAL

**WNML-FM/AM**  
**Primary AE:** Debbie Moss  
**Sales Office:** L-KNO  
**Sales Region:** Local

**Agency**  
**Name:** Jacobs 4 Trustee  
**Buying Contact:** Richard Jacobs  
**Billing Contact:** \_\_\_\_\_  
1015 Shadow Brook Drive  
Knoxville, TN 37922

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

**Advertiser**  
**Name:** Jacobs/R/Knox County Trustee  
**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	13	\$640.00	\$544.00
04/25/22	05/02/22	19	\$940.00	\$799.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	13	\$640.00	\$544.00	0.00
May 2022	19	\$940.00	\$799.00	0.00
<b>Totals</b>	<b>32</b>	<b>\$1,580.00</b>	<b>\$1,343.00</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	04/18/22	05/02/22	M-F AM Drive M-F	CM	6a-10a	MTWTF--	:30	5	\$50.00	P-60	0.00	NM	12	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/18/22	04/24/22	MTWTF--					5	\$50.00		0.00			
		Week: 04/25/22	05/01/22	MTWTF--					5	\$50.00		0.00			
		Week: 05/02/22	05/08/22	M-----					2	\$50.00		0.00			
N 2	WNML	04/18/22	05/02/22	M-F Midday M-F	CM	10a-3p	MTWTF--	:30	5	\$45.00	P-60	0.00	NM	12	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/18/22	04/24/22	MTWTF--					5	\$45.00		0.00			
		Week: 04/25/22	05/01/22	MTWTF--					5	\$45.00		0.00			
		Week: 05/02/22	05/08/22	M-----					2	\$45.00		0.00			
N 3	WNML	04/18/22	05/02/22	M-F PM Drive M-F	CM	3p-7p	MTWTF--	:30	3	\$55.00	P-60	0.00	NM	8	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/18/22	04/24/22	MTWTF--					3	\$55.00		0.00			
		Week: 04/25/22	05/01/22	MTWTF--					3	\$55.00		0.00			
		Week: 05/02/22	05/08/22	M-----					2	\$55.00		0.00			
<b>Totals</b>													<b>32</b>	<b>\$1,580.00</b>	

# Richard Jacobs Sports



From: Debbie Moss  
 Phone: (865) 588-6511  
 Email: debbie.moss@cumulus.com  
 4/14/2022 10:40 AM

Flight Dates: 04/20/2022 - 05/02/2022  
 Demo: P 18+

Radio Market: KNOXVILLE  
 Survey: DEC21 SD (OCT-DEC) / JUN21 SD (APR-JUN)  
 Geography: TSA

ScheduleDescription:  
 Knox County Trustee

	Daypart	Daypart Code	Spots	Length	Unit Rate	Frequency	CPM	Schedule Cume Persons	Total Cost
<b>Radio Total</b>			<b>32</b>		<b>\$49.38</b>	<b>2.9</b>	<b>\$11.76</b>	<b>68,600</b>	<b>\$1,580.00</b>
<b>*WNML AF</b>			<b>32</b>		<b>\$49.38</b>	<b>2.9</b>	<b>\$11.76</b>	<b>68,600</b>	<b>\$1,580.00</b>
Flight A - 2 wks (04/18, 04/25)									
			26		\$49.23	2.8	\$12.01	57,700	\$1,280.00
<b>One Week Total</b>			<b>13</b>		<b>\$49.23</b>	<b>2.1</b>	<b>\$12.01</b>	<b>44,600</b>	<b>\$640.00</b>
	M-F 6A-10A	AM	5	30	\$50.00	1.6	\$13.89	29,800	\$250.00
	M-F 10A-3P	MD	5	30	\$45.00	1.7	\$9.57	32,700	\$225.00
	W-F 3P-7P		3	30	\$55.00	1.4	\$14.47	23,300	\$165.00
Flight B - 1 wk (05/02)									
			6		\$50.00	1.9	\$10.87	29,300	\$300.00
<b>One Week Total</b>			<b>6</b>		<b>\$50.00</b>	<b>1.9</b>	<b>\$10.87</b>	<b>29,300</b>	<b>\$300.00</b>
	M 6A-10A		2	30	\$50.00	1.4	\$12.50	15,300	\$100.00
	M 10A-3P		2	30	\$45.00	1.5	\$8.82	16,800	\$90.00
	M 3P-7P		2	30	\$55.00	1.4	\$11.96	16,600	\$110.00

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: KNOXVILLE; DEC21 SD (OCT-DEC) / JUN21 SD (APR-JUN); TSA; Multiple Dayparts Used; P 18+; Station Combos Used: \*WNML AF = WNML-AM,WNML-FM; See Detailed Sourcing Page for Complete Details.

Copyright © 2022 The Nielsen Company. All rights reserved.



# Richard Jacobs Sports



From: Debbie Moss  
 Phone: (865) 588-6511  
 Email: debbie.moss@cumulus.com  
 4/14/2022 10:40 AM

## Schedule Grand Totals: 3 Weeks

Stations	Spots	Unit Rate	Frequency	CPM	Schedule Cume Persons	Total Cost
Radio Total	32	\$49.38	2.9	\$11.76	68,600	\$1,580.00
*WNML AF	32	\$49.38	2.9	\$11.76	68,600	\$1,580.00

Accepted by Station

Date

Accepted by Client

Date

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: KNOXVILLE; DEC21 SD (OCT-DEC) / JUN21 SD (APR-JUN); TSA; Multiple Dayparts Used; P 18+; Station Combos Used: \*WNML AF = WNML-AM,WNML-FM; See Detailed Sourcing Page for Complete Details.

Copyright © 2022 The Nielsen Company. All rights reserved.



## Detailed Sourcing Summary

Radio Market: KNOXVILLE

Survey: Average of Nielsen Radio Summary Data December 2021 (October - December), Nielsen Radio Summary Data June 2021 (April - June)

Geography: TSA

Daypart: Multiple Dayparts Used

---

### Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 18+ (Primary)	1,281,100	4,654

---

Stations: User Selected

Combos: \*WNML AF = WNML-AM, WNML-FM

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.

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

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 diarykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report 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.arbitron.com/downloads/MRC\\_Accredited\\_Services\\_Markets.pdf](http://www.arbitron.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.

---

Ascription Website: <http://ascription.nielsen.com>  
Rating Reliability Estimator: <https://rre.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/CR8/2021DEC/0121/pdfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/CR8/2021JUN/0121/pdfs/SpecialNotices.pdf>

Report: Copyright 2008 Nielsen. Software: Copyright 2008-2020 Nielsen. Nielsen Radio Data: Copyright 2021 Nielsen. All rights reserved. For use pursuant to a license from The Nielsen Company. Subject to the limitations and qualifications disclosed in the data and reports.

TAPSCAN is a mark of TAPSCAN Inc. used under license. Nielsen and the Nielsen logo are trademarks or registered trademarks of CZT/ACN Trademarks, L.L.C.

Copyright © 2022 The Nielsen Company. All rights reserved.



## Debbie Moss

---

**From:** richard jacobs <rbjacobsx@gmail.com>  
**Sent:** Thursday, April 14, 2022 1:42 PM  
**To:** Debbie Moss  
**Subject:** [EXT]Re: WNML Sports Animal  
**Attachments:** Richard Jacobs Sports.pdf

We want to do this as well

Please send me an invoice and we drop a check off

Sent from my iPhone

On Apr 14, 2022, at 1:26 PM, richard jacobs <rbjacobsx@gmail.com> wrote:

Let's do it

Sent from my iPhone

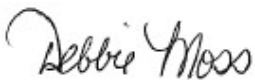
On Apr 14, 2022, at 11:18 AM, Debbie Moss <Debbie.Moss@cumulus.com> wrote:

Hi Richard,

I have attached a proposal to this email for you to review. It runs from 4/18 through to 5/2, and the gross cost is \$1,580, and the net cost to you is \$1,343. Please let me know by early tomorrow morning if you want to run on The Sports Animal.

Thanks,

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you know the sender and you are sure the content is safe. Please report the message using the Report Message feature in your email client if you believe the email is suspicious.



*Debbie Moss Ghrist*  
*Sr. Account Executive*

**WOKI** NewsTalk 98.7FM [www.newstalk987.com](http://www.newstalk987.com)  
**WNML** Sports Radio WNML [www.sportsradiownml.com](http://www.sportsradiownml.com)  
**WIVK** The Frog Station [www.wivk.com](http://www.wivk.com)

Direct: 865.212.4590  
Main: 865.588.6511 ext. 3090  
Mobile: 865.661.7071  
Fax: 865.588-3725  
[linkedin](#)



KNOXVILLE



## CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Trustee 4 Jacobs, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name: Richard Jacobs

Authorized committee: JACOBS 4 TRUSTEE

Agency requesting time (and contact information):  
 N/A

Candidate's political party: Republican

Office sought (no acronyms or abbreviations):  
TRUSTEE

Date of election: 5/3/22       General       Primary

Treasurer of candidate's authorized committee:  
David Hendrick

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:	Signature:
Name: <u>Richard Jacobs</u>	Name: <u>Debbie Moss</u>
Date of Request to Purchase Ad Time: <u>4/7/22</u>	Date of Station Agreement to Sell Time: <u>4/7/22</u>