

Order #598621: Sage Media/Michigan H../Brian Elde../8690

Date	Action	Comment	By	# Spots	Total \$	Expected GRF
05/20 11:49:07 AM	New order create	Imported EC Order	Naomi Callahan (naomi.callahan@cumu	36	\$912.00	0.00
05/20 11:51:22 AM	Ready for approv	new political	Naomi Callahan (naomi.callahan@cumu	36	\$912.00	0.00
0/05/20 1:06:14 PM	Approval Workflc	[Sales Manager - Ready Default]	Chris Monk (CHRIS.MONK@cumulus.c	36	\$912.00	0.00
0/05/20 1:07:43 PM	Approval Workflc	[Business Manager - Business Office Approval Needed Default]	Stacie May (STACIE.MAY@cumulus.co	36	\$912.00	0.00
0/05/20 1:07:46 PM	Approved		Stacie May (STACIE.MAY@cumulus.co	36	\$912.00	0.00
0/05/20 1:35:27 PM	Processed	<async process>	Kerrington Maddox (kerrington.maddox@	36	\$912.00	0.00
0/05/20 1:44:16 PM	CIA Spot status	<updated to Cleared> 3-16, 3-18, 1-12, 1-19, 2-19, 4-4, 3-13, 2-20, 2-18, 3-17, 2-11, 1-15, 2-15, 2-16, 2-12, 3-20, 3-11, 1-11, 1-13, 1-18, 3-19, 5-8, 3-14, 5-6, 3-15, 2-14, 5-5, 1-20, 1-17, 2-13, 4-3, 1-14, 3-12, 2-17, 5-7, 1-16	Stacie May (STACIE.MAY@cumulus.co	36	\$912.00	0.00
0/14/20 9:14:39 AM	Spot(s) Madegoc	[No Copy]	Kerrington Maddox (kerrington.maddox@	36	\$912.00	0.00
0/14/20 12:35:11 PM	CIA Spot status	<updated to Cleared> 3-22, 3-21	Mary Lester (MARY.LESTER@cumulus	36	\$912.00	0.00

[Sorted by: Date]

ORDER

Orders
Order / Rev: 598621
Alt Order #: 34385465
Product Desc: Brian Elder (MI HD96)-Candidate
Estimate: 8690
Flight Dates: 09/30/20 - 10/16/20
Original Date / Rev: 10/05/20 / 10/14/20
Order Type: GENERAL

WILZ-FM
Primary AE: Katz Philadelphia
Sales Office: K-7.5
Sales Region: N-Katz75

Agency Name: Sage Media
Buying Contact:
Billing Contact:
 1322 G Street SE
 Washington, DC 20003

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

Advertiser Name: Michigan House Democratic Fund
Demographic: A18+
Product Codes: Issues/Propositions
Revenue Code 1: AGY-AVAIL
Revenue Code 2: POL-ISS
Revenue Code 3: POL-STATE
Priority: P-100

New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/16/20	36	\$912.00	\$775.20

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	36	\$912.00	\$775.20	0.00
Totals	36	\$912.00	\$775.20	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Philadelphia			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	WILZ	09/30/20	10/12/20	M-F AM Drive M-F	CM	6:00 AM-10:00 AM	3-232--	1:00	10	\$30.00	P-30	0.00	NM	10	\$300.00
AM -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/30/20	10/06/20	-----			0			\$30.00			0.00		
Week:		10/07/20	10/13/20	3-232--			10			\$30.00			0.00		
N 2	WILZ	09/30/20	10/12/20	M-F Midday M-F	CM	10:00 AM-3:00 PM	2-323--	1:00	10	\$30.00	P-30	0.00	NM	10	\$300.00
MD -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/30/20	10/06/20	-----			0			\$30.00			0.00		
Week:		10/07/20	10/13/20	2-323--			10			\$30.00			0.00		
N 3	WILZ	09/30/20	10/12/20	M-F PM Drive M-F	CM	3:00 PM-7:00 PM	3-232--	1:00	10	\$20.00	P-30	0.00	NM	10	\$200.00
PM -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/30/20	10/06/20	-----			0			\$20.00			0.00		
Week:		10/07/20	10/13/20	3-232--			10			\$20.00			0.00		

Order / Rev: 598621
 Alt Order #: 34385465
 Flight Dates: 09/30/20 - 10/16/20

Advertiser: Michigan House Democratic Fund
 Product Desc: Brian Elder (MI HD96)-Candidate
 Estimate: 8690
 WILZ-FM

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:		10/07/20	10/13/20	3-232--					10	\$20.00		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>		
18	WILZ	10/07/20-10/13/20	M-F PM Drive		3:00 PM-7:00 PM		M-WThF----	1:00		(\$20.00)		0.00	NM		
		See MG 3.21,3.22													
19	WILZ	10/07/20-10/13/20	M-F PM Drive		3:00 PM-7:00 PM		M-WThF----	1:00		(\$20.00)		0.00	NM		
		See MG 3.21,3.22													
21	WILZ	10/15/20-10/16/20	M-F PM Drive		3:00 PM-7:00 PM		---ThF----	1:00		\$20.00		0.00	NM		
		Ⓜ MG for 3.18,3.19 [No Copy]													
22	WILZ	10/15/20-10/16/20	M-F PM Drive		3:00 PM-7:00 PM		---ThF----	1:00		\$20.00		0.00	NM		
		Ⓜ MG for 3.18,3.19 [No Copy]													
N 4	WILZ	09/30/20	10/12/20	Sa-Su Prime Sa-Su	CM	6:00 AM-7:00 PM	-----2-	1:00	2	\$20.00	P-30	0.00	NM	2	\$40.00
		WK -													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/30/20	10/06/20	-----					0	\$20.00		0.00			
Week:		10/07/20	10/13/20	-----2-					2	\$20.00		0.00			
N 5	WILZ	09/30/20	10/12/20	Sa-Su Prime Sa-Su	CM	6:00 AM-7:00 PM	-----4	1:00	4	\$18.00	P-30	0.00	NM	4	\$72.00
		WK -													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/30/20	10/06/20	-----					0	\$18.00		0.00			
Week:		10/07/20	10/13/20	-----4					4	\$18.00		0.00			
													Totals	36	\$912.00

Makegood Details (Bundle #: 1)

WILZ-FM

<u>Order</u> 598621	<u>Order Dates</u> 09/30/20-10/16/20	<u>Alt Order #</u> 34385465	<u>Product Code</u>
<u>Advertiser</u> Michigan House Democ	<u>Product Description</u> Brian Elder (MI HD96)-Candidate	<u>Account Executive</u> Katz Philadelphia	
<u>Agency</u> Sage Media	<u>Advertiser Code</u>	Phone: (555) 555-5555 Fax:	<u>Estimate #</u> 8690

Original Spots

Line	Spot	Air Date	Eligible Days	Channel	Inventory Description	Display Times	Length	Imp (000)	Rate	Rating	Program	Type		
3	18	10/12/20	M-WThF----	WILZ	M-F	3:00 PM-7:00 PM	1:00	0	\$20.00	0.00		NM		
				[1] WILZ										
3	19	10/12/20	M-WThF----	WILZ	M-F	3:00 PM-7:00 PM	1:00	0	\$20.00	0.00		NM		
				[1] WILZ										
Totals											2		\$40.00	0.00

Makegood Spots

Line	Spot	Air Date	Eligible Days	Channel	Inventory Description	Display Times	Length	Imp (000)	Rate	Rating	Program	Type		
3	21	10/16/20	--ThF--	WILZ	M-F	3:00 PM-7:00 PM	1:00	0	\$20.00	0.00		NM		
				[1] WILZ										
3	22	10/15/20	--ThF--	WILZ	M-F	3:00 PM-7:00 PM	1:00	0	\$20.00	0.00		NM		
				[1] WILZ										
Totals											2		\$40.00	0.00

Reason:

[No Copy]



Political Broadcast Agreement Form for Candidate Advertisements (PB-19)



Political Broadcast Agreement Form for Candidate Advertisements (PB-19)

This form may serve as a model agreement for the sale of political broadcast advertising time and to facilitate compliance with the Federal Communications Commission's (FCC) record retention requirements. Broadcasters seeking information on how the FCC's political broadcast rules and record retention requirements apply to their specific circumstances should seek the advice of their own attorney.

Please note:

You will be prompted to save this form after each entry of your electronic signature. Make sure to re-save the form if you enter any information after entering your electronic signature.

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A companion to this form is NAB's Political Broadcast Catechism. To assist with your understanding of the political advertising rules, an all-new Political Advertising Primer course will become available via Broadcast Education in March 2020.

Broadcast Education is NAB's home for online educational offerings, including live and on-demand webcasts, podcasts and certificate courses. For more information, visit [education.nab.org](https://www.nab.org/education).

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit [nab.org/MemberTools](https://www.nab.org/MemberTools).

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, McKenna Media, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Brian Elder

Authorized committee:

MHDF/Brian Elder- Michigan House Democratic Fund, PO Box 16193, Lansing, MI 48901

Agency requesting time (and contact information):

N/A McKenna Media

Candidate's political party:

Democratic

Office sought (no acronyms or abbreviations):

State Representative - Michigan HD96

Date of election:

November 3, 2020

General

Primary

Treasurer of candidate's authorized committee:

Ben Miller

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 (not applicable to federal candidates).

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: marthas-macbook-pro.local <small>Digitally signed by marthas-macbook-pro.local Date: 2020.09.03 11:31:38 -04'00'</small>	Signature:
Name: Martha McKenna	Name:
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: 10.05.20

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:

marthas-macbook-pro.local

Digitally signed by marthas-macbook-pro.local
Date: 2020.09.03 11:32:07 -04'00'

Name: Martha McKenna

Date: 09/03/20

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station? Yes No Date ad received: 10/5/2020

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

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:

McKenna_Elder_Radio_093020_FullM xv1

*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 #: 598621

Station Call Letters: WJLZ-FM

Date Received/Requested: 10-5-2020

Est. #: 8090

Station Location: Saginaw, MI

Run Start and End Dates: 10/10 - 10/16/2020

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.