

8/10/2018

# BCRA Political Record

This Political Record is required by the Bipartisan Campaign Reform Act of 2002 (BCRA) to be completed every time a request is made to purchase broadcast time that (1) is made by or on behalf of a legally-qualified candidate for public office, or (2) communicates a message relating to any political matter of national importance, including references to a legally qualified candidate, any election to federal office, or a national legislative issue of public importance. The Political Record is not required for requests to purchase internet advertising. Once completed, the Political Record must be placed in the station's political file and must be retained for two years.

<b>This Record is for</b>	<input checked="" type="radio"/> a candidate request	<b>The request was</b>	<input checked="" type="radio"/> accepted #
	<input type="radio"/> an issue request *		<input type="radio"/> rejected

Candidate Named in Message: Greg Cranford  
Office Being Sought: NC House of Rep. District 89  
Election or Issue Referred to: NC General Election Nov 6, 2018  
Sponsor (or authorized candidate committee):  
Treasurer of authorized candidate committee: Greg Cranford  
Person Ordering Advertising: Greg Cranford

\* An "issue request" is a message purchased by someone other than a candidate or a candidate's authorized committee related to any political matter of national importance, including references to a legally qualified candidate, any election to Federal office, or a national legislative issue of public importance.

# If the request is accepted, attach the sales order showing the rate charged, the date(s) and time(s) the message is aired, and the class of time purchased. For an issue request, also attach the name, address, and phone number of a sponsor contact person, and a list of the chief executive officers or similar officials.

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WAIZ - Hickory, NC	<b>Date:</b> 8/10/2018
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I, Greg Cranford,

being/on behalf of: \_\_\_\_\_, a legally qualified candidate of the Democrat political party for the office of: NC House of Representatives District 89

in the General election to be held on: Nov. 6, 2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:60	Specified Time Periods	Sun-Sat	Guaranteed Placement	Various	10/17/18 - 11/6/18

**Total Charges:** 17 @ \$14.50 = \$246.50

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

N/A

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

Greg Cranford, candidate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

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

Greg Cranford

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

**To Be Signed By Candidate or Authorized Committee**

8/10/18  
Date

Greg Cranford  
Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

D. Lingafelt  
Signature

Dave Lingafelt  
Printed Name

Gen. Mgr.  
Title

Greg Cranford  
 Candidate  
NC House / Dist. 89  
 Office

Worksheet  
 General Election 2018

Account Number

\$ 14.50

Rate

.60

Length

**WAIZ**

105.9 FM 630 AM

Date	Day	# of Spots	5:30-6:00	6-7	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	Other	Other
10/01	Mon																
10/02	Tue																
10/03	Wed																
10/04	Thur																
10/05	Fri																
10/06	Sat																
10/07	Sun																
10/08	Mon																
10/09	Tue																
10/10	Wed																
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10/28	Sun																
10/29	Mon																
10/30	Tue																
10/31	Wed																
11/01	Thur																
11/02	Fri																
11/03	Sat																
11/04	Sun																
11/05	Mon																
11/06	Tue																

\* ↑  
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same as wnc  
 (36) simulcast

36

**For a Successful Radio Campaign**

- \*Start early
- \*Start light, end heavy with good saturation
- \*Use different dayparts to reach different audiences
- \*Run with frequency

(17)