

Order #870318: Sexton/R/S../Sexton/R/S../Cameron Se../

Date	Action	Line	Comment	By	Total \$	# Spots	Expected GRP
09/30/22 12:25:45 PM	CIA Spot status		<updated to Cleared> 1-2, 1-1	Teri King (\$2,280.00	24	0.00
09/30/22 9:41:07 AM	Processed		<async process>	Ashley Rit	\$2,280.00	24	0.00
09/30/22 9:23:55 AM	Approved			Teri King (\$2,280.00	24	0.00
09/30/22 9:23:53 AM	Approval Workflow		[Centralized AR - Business Office Approval Needed Default]	Teri King (\$2,280.00	24	0.00
09/30/22 9:03:33 AM	Approval Workflow		[Sales Manager - Ready Default]	Jack Lee (\$2,280.00	24	0.00
09/30/22 9:02:44 AM	Ready for approval		Uploaded correct form.	Debbie Mc	\$2,280.00	24	0.00
09/30/22 6:49:36 AM	Unapproved		Please upload the completed (bottom portion as well on 2nd page) and attach so I can approve	Teri King (\$2,280.00	24	0.00
09/30/22 6:37:34 AM	Approval Workflow		[Sales Manager - Ready Default]	Jack Lee (\$2,280.00	24	0.00
09/30/22 6:33:10 AM	User Comment		Checked by KL	Kelli Lee (\$2,280.00	24	0.00
09/30/22 5:15:23 AM	Ready for approval		Had wrong length.	Debbie Mc	\$2,280.00	24	0.00
09/30/22 5:11:17 AM	Ready for approval		New order	Debbie Mc	\$2,280.00	24	0.00
09/30/22 5:04:30 AM	New order created		<new order>	Debbie Mc	\$0.00	0	0.00

[Sorted by: Date]

ORDER

Orders
Order / Rev: 870318
 Alt Order #: _____
 Product Desc: Cameron Sexton WNML 2022
 Estimate: _____
 Flight Dates: 10/03/22 - 10/21/22
 Original Date / Rev: 09/30/22 / 09/30/22
 Order Type: GENERAL

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

Agency
Name: Sexton/R/State Representative-Cross
 Buying Contact: _____
 Billing Contact: Cameron Sexton
5 Woodland Court
Crossville, TN 38558

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

Advertiser
Name: Sexton/R/State Representative-Cross
 Demographic: A25-54
 Product Codes: Candidates
 Revenue Code 1: DIR
 Revenue Code 2: POL-CAND
 Revenue Code 3: POL-STATE
 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
10/01/22	10/20/22	24	\$2,280.00	\$2,280.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2022	24	\$2,280.00	\$2,280.00	0.00
Totals	24	\$2,280.00	\$2,280.00	0.00

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	10/03/22	10/21/22	M-F PM Drive M-F	CM	3p-7p	2222---	1:00	8	\$95.00	P-30	0.00	NM	24	\$2,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/22	10/09/22	2222---		8				\$95.00		0.00			
		Week: 10/10/22	10/16/22	2222---		8				\$95.00		0.00			
		Week: 10/17/22	10/23/22	2222---		8				\$95.00		0.00			
													Totals	24	\$2,280.00

Debbie Moss

From: Cameron Sexton <cameronasexton@gmail.com>
Sent: Friday, September 23, 2022 3:12 PM
To: Debbie Moss
Subject: [EXT]Re: [EXT]Re: Political Rate Card
Attachments: NAB-PB-19_CandidateAdvertisements.pdf; Credit Card Authorization and Payment Schedule Form - Rev 10-2-20.pdf

Thank you! Placing for self - but as long as I don't get bumped of HHH then I'm good with the \$90 rate

Sent from my iPhone

On Sep 23, 2022, at 12:44 PM, Debbie Moss <Debbie.Moss@cumulus.com> wrote:

Hi Cameron,

Yes, we do quite a bit of political on WIVK, and they have a HUGE cume.

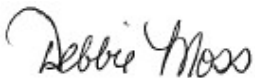
I would stay with the fixed rate on WNML (\$95/spot in SportsTalk) because we are low on inventory, but on WOKI (NewsTalk) I think you can go with the \$90 rate for HHH. If we use those rates I come up with \$1480 per week times 3 weeks which would be \$4,440. If you are placing the advertisement for a candidate you act as an agency and you receive a 15% discount, so your net would be \$3774.

I have attached the NAB forms for you to fill out and return, and I have also attached a credit card authorization form.

Please let me know if you have any questions!

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

WNML Sports Radio WNML www.sportsradiownml.com

WIVK The Frog Station www.wivk.com

Direct: 865.212.4590

Main: 865.588.6511 ext. 3090

Mobile: 865.661.7071

Fax: 865.588-3725

[linkedin](#)



KNOXVILLE



From: Cameron Sexton <cameronasexton@gmail.com>

Sent: Thursday, September 22, 2022 10:56 PM

To: Debbie Moss <Debbie.Moss@cumulus.com>

Subject: [EXT]Re: Political Rate Card

Does WIVK do state candidates?

Here is what I would like to do on other stations - 60 second ad, starting October 3rd through October 21st

HHH \$110 - Mon (2) Tues (2) Wed (2), Thurs (2) = \$880

Sports talk \$95 - Mon (2) Tues (2) Wed (2) Thurs (2) = \$760

I think my math works () is number of spots per show on that day - total \$1640 per week I believe

Sent from my iPhone

On Sep 20, 2022, at 1:26 PM, Debbie Moss <Debbie.Moss@cumulus.com> wrote:

Hi Cameron,

My name is Debbie Moss and I handle the political advertising at Cumulus Knoxville. Jack Lee forwarded your message to me to follow up on. I have attached our most current political rate card for your review. Please let me know if you have any questions.

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

*Debbie Moss Ghrist
Sr. Account Executive*

WOKI NewsTalk 98.7FM www.newstalk987.com
WNML Sports Radio WNML www.sportsradiownml.com
WIVK The Frog Station 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.

Canon Sexta for State Rep hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE
 STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name: *Canon Sexta*
Authorized committee: *Canon Sexta for State Rep*
Agency requesting time (and contact information):
 N/A
Candidate's political party: *Republican*
Office sought (no acronyms or abbreviations): *State Representative*
Date of election: General Primary
Treasurer of candidate's authorized committee: *Mark Elmer, Treasurer*

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: <i>[Signature]</i>	Signature: <i>Debbie Moss</i>
Name: <i>Canon Sexta</i>	Name: <i>Debbie Moss</i>
Date of Request to Purchase Ad Time: <i>9/29/22</i>	Date of Station Agreement to Sell Time: <i>9/29/22</i>

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:

Date:

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station? Yes No

Date ad received: 9/29/22

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 #: 870318 870320 Station Call Letters: WNML & WOXL Date Received/Requested: 9/29/22

Est. #: Station Location: Knoxville, TN Run Start and End Dates: 10/3/22 - 10/21/22

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.