

Cherie

From: Cherie <cmarovich@crawfordbroadcasting.com>
Sent: Friday, June 24, 2022 2:52 PM
To: 'Cheryl'
Cc: 'Cherie M.'
Subject: FW: POLITICAL COACTION PAC WSRB WYCA
Attachments: POLITICAL COACTION PAC.pdf

SENT TO MARKETRON

AGENCY IN HOUSE

**BRIAN GORMAN - CLIENT
POLITICAL COACTION PAC
11351 S. MAY
CHICAGO, IL 60643**

BUYER (TEEFA)

**Cheryl Roberts- Haile, Senior Account Executive
Mobile Marketing Manager
WPWX 92.3 FM / WSRB 106.3 FM/WYCA 102.3 FM Chicago
WYRB 106.3 FM Rockford
6336 Calumet Ave.**

Hammond, IN 46324
Cell 708-945-3531

POLITICAL COACTION PAC

From: Cheryl Roberts-Haile
 Phone: (312) 649-2436
 Email: cherylroberts@wpwxsales.com
 6/24/2022 2:00 PM



Flight Dates: 06/25/2022 - 06/28/2022
 Demo: P 12+

Radio Market: CHICAGO
 Survey: MAR22
 Geography: Metro

ScheduleDescription:
 ONE WEEK SAMPLE RATES 2022

| Daypart | Spots | Unit Rate | Length | Schedule Cume Persons | Total Cost |
|--------------------|-----------|----------------|--------|-----------------------|-------------------|
| Radio Total | 83 | \$60.24 | | \$10,000 | \$5,000.00 |
| WWSR-FM | 45 | \$56.89 | | 281,000 | \$2,650.00 |
| Flight A | 23 | \$47.83 | | 80,400 | \$1,100.00 |
| 6/20/22 | 23 | \$47.83 | | 80,400 | \$1,100.00 |
| Sa 6A-10A | 3 | \$50.00 | 60 | 15,200 | \$150.00 |
| Sa 10A-3P | 3 | \$50.00 | 60 | 20,600 | \$150.00 |
| Sa 3P-7P | 3 | \$50.00 | 60 | 24,200 | \$150.00 |
| Sa 7P-10P | 3 | \$40.00 | 60 | 15,000 | \$120.00 |
| Su 6A-10A | 3 | \$50.00 | 60 | 7,400 | \$150.00 |
| Su 10A-3P | 3 | \$50.00 | 60 | 22,800 | \$150.00 |
| Su 3P-7P | 3 | \$50.00 | 60 | 14,800 | \$150.00 |
| Su 7P-10P | 2 | \$40.00 | 60 | 15,800 | \$80.00 |
| Flight B | 22 | \$70.45 | | 169,500 | \$1,550.00 |
| 6/27/22 | 22 | \$70.45 | | 169,500 | \$1,550.00 |
| M-F 6A-10A | 6 | \$75.00 | 60 | 66,300 | \$450.00 |
| M-F 10A-3P | 6 | \$75.00 | 60 | 65,700 | \$450.00 |
| M-F 3P-6P | 6 | \$75.00 | 60 | 87,300 | \$450.00 |
| M-F 7P-10P | 4 | \$50.00 | 60 | 58,300 | \$200.00 |
| WYCA-FM | 38 | \$81.84 | | 31,200 | \$2,350.00 |
| Flight A | 16 | \$50.00 | | 13,200 | \$800.00 |
| 6/20/22 | 16 | \$50.00 | | 13,200 | \$800.00 |
| Sa 6A-10A | 2 | \$50.00 | 60 | 4,300 | \$100.00 |
| Sa 10A-3P | 2 | \$50.00 | 60 | 3,700 | \$100.00 |

The first demo listed is the Primary Demo.
 This report was created in TAPSCAN using the following Radio information: CHICAGO; MAR22; Metro; Multiple Dayparts Used; P 12+; See Detailed Sourcing Page for Complete Details.
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POLITICAL COACTION PAC



From: Cheryl Roberts-Haile
 Phone: (312) 649-2436
 Email: cherylroberts@wpwxsales.com
 6/24/2022 2:00 PM

| | Daypart | Spots | Unit Rate | Length | Schedule Cume Persons | Total Cost |
|----------------------------|------------|-------|-----------|--------|-----------------------|------------|
| WYCA-FM (continued) | | | | | | |
| | Sa 3P-7P | 2 | \$50.00 | :60 | 1,000 | \$100.00 |
| | Sa 7P-10P | 2 | \$50.00 | :60 | 3,900 | \$100.00 |
| | Su 6A-10A | 2 | \$50.00 | :60 | 3,700 | \$100.00 |
| | Su 10A-3P | 2 | \$50.00 | :60 | 7,500 | \$100.00 |
| | Su 3P-7P | 2 | \$50.00 | :60 | 5,500 | \$100.00 |
| | Su 7P-10P | 2 | \$50.00 | :60 | 2,100 | \$100.00 |
| Flight B | | | | | | |
| 6/27/22 | | 22 | \$70.45 | | 18,800 | \$1,550.00 |
| | | 22 | \$70.45 | | 18,800 | \$1,550.00 |
| | M-F 6A-10A | 6 | \$75.00 | :60 | 13,500 | \$450.00 |
| | M-F 10A-3P | 6 | \$75.00 | :60 | 6,400 | \$450.00 |
| | M-F 3P-6P | 6 | \$75.00 | :60 | 8,200 | \$450.00 |
| | M-F 7P-10P | 4 | \$50.00 | :60 | 4,300 | \$200.00 |

The first demo listed is the Primary Demo.
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POLITICAL COACTION PAC



From: Cheryl Roberts-Haile
 Phone: (312) 649-2436
 Email: cherylroberts@wpwxsales.com
 6/24/2022 2:00 PM

Schedule Grand Totals: 2 Weeks

| Radio Station | Spots | Unit Rate | Schedule Cume Persons | Total Cost |
|--------------------|-----------|----------------|-----------------------|-------------------|
| Radio Total | 83 | \$60.24 | 310,000 | \$5,000.00 |
| WSRB-FM | 45 | \$59.89 | 281,000 | \$2,650.00 |
| WYCA-FM | 38 | \$61.84 | 31,200 | \$2,350.00 |

Accepted by Station _____ Date _____

Accepted by Client _____ Date _____

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.
 This report was created in TAPSCAN using the following Radio information: CHICAGO, MAR22, Metro, Multiple Dayparts Used; P. 12+; See Detailed Sourcing Page for Complete Details.
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Detailed Sourcing Summary

Radio Market: CHICAGO
Survey: Nielsen Radio March 2022
Geography: Metro
Daypart: Multiple Dayparts Used

Demo/Intab/Population:

| | Population | | Intab | |
|-----------------------|------------|------------|-----------|------------|
| Age/Gender | Avg Daily | Avg Weekly | Avg Daily | Avg Weekly |
| Persons 12+ (Primary) | 8,031,900 | 8,031,900 | 1,954 | 1,724 |

Stations: User Selected
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. 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 panelist.

PPM estimates are derived from the PPM technology and methodology 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_Serv/ces_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/PP6/2022MAR/0005/pdfs/SpecialNotices.pdf>

PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

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**ISSUE (Non-candidate) ADVERTISEMENT
AGREEMENT FORM**

I, Brian Gorman, hereby request station time as follows: See Order for proposed schedule and charges. See Invoice for actual schedule and charges.

Check one:

Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.

Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by: Brian Gorman

Agency name: info@politicalcoactionpac.com

Address:

Contact: Brian Gorman

Phone number: (708) 514-0607

Email: info@politicalcoactionpac.com

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: Political Coaction Inc.

Address: 11351 S. May Street Chicago IL 60643

Contact: Brian Gorman

Phone number: (708) 514-0607

Email: info@politicalcoactionpac.com

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

Brian Gorman-President
Joseph Anderson-Treasurer

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

N/A

Name(s) of every candidate referred to: ^{Charise Williams}
Charise Williams

Office(s) sought by such candidate(s) (no acronyms or abbreviations): ^{US House, IL District 1}
1st Congressional District

Date of election: **8/28/22 June 28, 2022**


Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

N/A

Economic development, criminal justice reform

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

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

| | |
|--|--|
| Advertiser/Sponsor | Station Representative |
| Signature:  | Signature: <i>Cherie Marovich</i> |
| Name: Brian Gorman | Name: <i>Cherie Marovich</i> |
| Date of Request to Purchase Ad Time: <i>6/24/22</i> | Date of Station Agreement to Sell Time: <i>6/24/22</i> |

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: *6/22/22*

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

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

- Accepted
 Accepted IN PART (e.g., ad not received to determine content)*
 Rejected – provide reason:

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

Date and nature of follow-ups, if any:

| | | |
|-------------|--|---|
| Contract #: | Station Call Letters: <i>WSRB WYCA</i> | Date Received/Requested: <i>6/21/22</i> |
| Est. #: | Station Location: <i>Chicago, IL</i> | Run Start and End Dates: <i>6/25/22-6/28/22</i> |

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material 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 (including date, time, class of time and reasons for any make-goods or rebates) 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.

WYCA Radio
 6336 CALUMET AVENUE
 HAMMOND, IN 46324
 219-933-4455

Client: **POLITICAL COACTION PAC**
 Order #: **4164-00003**
 Description: **POLITICAL COACTION PAC**
 Date Entered: **6/24/2022**
 P.O.#:
 Salesperson: **HAILE, CHERYL**
 Invoice Frequency: **Billed at end of Media Month, Sorted by Date**

POLITICAL COACTION PAC
 Attn: BRIAN GORMAN
 11351 S. MAY
 CHICAGO, IL 60643

On-Air Schedule

| Start Date | End Date | Station | Scheduled Time/Event | Repeated | Length | Qty | Rate | Total | M | Tu | W | Th | F | Sa | Su |
|--------------|-----------|---------|------------------------|----------|--------|-----|-------|--------|---|----|---|----|---|----|----|
| 1 6/25/2022 | 6/25/2022 | WYCA-FM | 03:00:00p to 07:00:00p | CUSTOM | :30 | 2 | 50.00 | 100.00 | N | N | N | N | N | Y | N |
| 6/25/2022 | 6/25/2022 | | | | | 2 | 50.00 | 100.00 | 0 | 0 | 0 | 0 | 0 | 2 | 0 |
| 2 6/26/2022 | 6/26/2022 | WYCA-FM | 03:00:00p to 07:00:00p | CUSTOM | :30 | 2 | 50.00 | 100.00 | N | N | N | N | N | N | Y |
| 6/26/2022 | 6/26/2022 | | | | | 2 | 50.00 | 100.00 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| 3 6/27/2022 | 6/28/2022 | WYCA-FM | 10:00:00a to 03:00:00p | CUSTOM | :30 | 6 | 75.00 | 450.00 | Y | Y | N | N | N | N | N |
| 6/27/2022 | 6/28/2022 | | | | | 6 | 75.00 | 450.00 | 3 | 3 | 0 | 0 | 0 | 0 | 0 |
| 4 6/27/2022 | 6/28/2022 | WYCA-FM | 03:00:00p to 06:00:00p | CUSTOM | :30 | 6 | 75.00 | 450.00 | Y | Y | N | N | N | N | N |
| 6/27/2022 | 6/28/2022 | | | | | 6 | 75.00 | 450.00 | 3 | 3 | 0 | 0 | 0 | 0 | 0 |
| 5 6/25/2022 | 6/25/2022 | WYCA-FM | 10:00:00a to 03:00:00p | CUSTOM | :30 | 2 | 50.00 | 100.00 | N | N | N | N | N | Y | N |
| 6/25/2022 | 6/25/2022 | | | | | 2 | 50.00 | 100.00 | 0 | 0 | 0 | 0 | 0 | 2 | 0 |
| 6 6/25/2022 | 6/25/2022 | WYCA-FM | 06:00:00a to 10:00:00a | CUSTOM | :30 | 2 | 50.00 | 100.00 | N | N | N | N | N | Y | N |
| 6/25/2022 | 6/25/2022 | | | | | 2 | 50.00 | 100.00 | 0 | 0 | 0 | 0 | 0 | 2 | 0 |
| 7 6/26/2022 | 6/26/2022 | WYCA-FM | 06:00:00a to 10:00:00a | CUSTOM | :30 | 2 | 50.00 | 100.00 | N | N | N | N | N | N | Y |
| 6/26/2022 | 6/26/2022 | | | | | 2 | 50.00 | 100.00 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| 8 6/26/2022 | 6/26/2022 | WYCA-FM | 07:00:00p to 10:00:00p | CUSTOM | :30 | 2 | 50.00 | 100.00 | N | N | N | N | N | N | Y |
| 6/26/2022 | 6/26/2022 | | | | | 2 | 50.00 | 100.00 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| 9 6/27/2022 | 6/28/2022 | WYCA-FM | 07:00:00p to 10:00:00p | CUSTOM | :30 | 4 | 50.00 | 200.00 | Y | Y | N | N | N | N | N |
| 6/27/2022 | 6/28/2022 | | | | | 4 | 50.00 | 200.00 | 2 | 2 | 0 | 0 | 0 | 0 | 0 |
| 10 6/25/2022 | 6/25/2022 | WYCA-FM | 07:00:00p to 10:00:00p | CUSTOM | :30 | 2 | 50.00 | 100.00 | N | N | N | N | N | Y | N |
| 6/25/2022 | 6/25/2022 | | | | | 2 | 50.00 | 100.00 | 0 | 0 | 0 | 0 | 0 | 2 | 0 |
| 11 6/27/2022 | 6/28/2022 | WYCA-FM | 06:00:00a to 10:00:00a | CUSTOM | :30 | 6 | 75.00 | 450.00 | Y | Y | N | N | N | N | N |
| 6/27/2022 | 6/28/2022 | | | | | 6 | 75.00 | 450.00 | 3 | 3 | 0 | 0 | 0 | 0 | 0 |
| 12 6/26/2022 | 6/26/2022 | WYCA-FM | 10:00:00a to 03:00:00p | CUSTOM | :30 | 2 | 50.00 | 100.00 | N | N | N | N | N | N | Y |
| 6/26/2022 | 6/26/2022 | | | | | 2 | 50.00 | 100.00 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |

Order Start Date: 6/25/2022 Order End Date: 6/28/2022 Spots: 38 Total Charges: **\$2,350.00**
 Combined Discounts: **\$352.50**
 Total Net: **\$1,997.50**

Dontron, Inc. and this contract does not discriminate on the basis of race, color, national origin or gender.

Projected Media Month Billing Totals for POLITICAL COACTION PAC / 4164-00003 :

| | | <u>Spot Count</u> | <u>Gross Billing</u> | <u>Combined Disc.</u> | <u>Net Billing</u> |
|------|------|-------------------|----------------------|-----------------------|--------------------|
| June | 2022 | 16 | \$800.00 | \$120.00 | \$680.00 |
| July | 2022 | 22 | \$1,550.00 | \$232.50 | \$1,317.50 |

Confirmed & Accepted for WYCA Radio By:

Accepted for POLITICAL COACTION PAC By:

Please Sign and Return One Copy

Cherie

From: aguilera@crawfordbroadcasting.com
Sent: Friday, June 24, 2022 2:39 PM
To: cherylroberts@wpwxsales.com
Cc: Anabelle Bland; Anita Aguilera ; Cherie Marovich; Jennifer Snyder; Nancy Perez
Subject: CC PAYMENT

| Political Coaction | WPWX |
|--------------------|------------|
| Billing | \$4,875.00 |
| Fee | \$146.25 |
| Total | \$5,021.25 |

WPWX RADIO
6336 CALUMET AVENUE
HAMMOND, IN 46324
219-933-4455

WPWX RADIO

Date: 06/24/2022 02:33:00 PM

CREDIT CARD SALE

MASTERCARD
CARD NUMBER: *****7978 K

TOTAL AMOUNT: \$5,021.25

APPROVAL CD: 173734
RECORD #: 000
CLERK ID: AnitaA

X _____

I AGREE TO PAY THE ABOVE TOTAL AMOUNT
ACCORDING TO THE CARD ISSUER AGREEMENT

(MERCHANT AGREEMENT IF CREDIT VOUCHER)

Amita Aguilera
Office Manager

Office: 773-734-4455
219-933-4455
Fax: 219-803-3176

Crawford Broadcasting



If God brings you to it, He will bring you through it
It's never wrong to do the right thing