Angela Williams

From:

Sent:

Attachments:

To: Cc: Melody Talkington < melody.talkington@reachmediainc.com>

Julesday, March: 04#,2022 NJIAH 3AM Angela Williams

Tony Gray

Subject: FW: Bui

FW: Building Back Together Order 19789

Building Back Together Order 19789.pdf; BUILDING BACK TOGETHER - SCOTUS RADIO

-REACH MEDIA ORDER.xls; NAB Issue (Non-Candidate) Form Building Back Together.pdf; 2022 Poitical Advertising 24 Hour Form_Building Back Together_

2022-02-25 1641.pdf

Fyi – Angela – thanks and let me know what questions you have.

lecured 3/1/22

From: Pamela Somers < Pam. Somers@reachmediainc.com>

Sent: Tuesday, March 1, 2022 11:10 AM

To: Laura Clark <lclark@urban1.com>; Gary Bond <gary.bond@reachmediainc.com>; Marla H Bane <marla.bane@reachmediainc.com>; Melody Talkington <melody.talkington@reachmediainc.com>

Subject: Building Back Together Order 19789

Attached is the Building Back Together counterpoint order, the Insertion order, completed NAB form, and completed 24 hour form. The 24 hour form was sent last Friday, but resending so will all be on one email.

Please let me know if anything else is needed. Thanks!

rnanks Pam

Pam Somers

Director, Ad Sales
0: 301.429.3292 C: 410.215.8189
1010 Wayne Ave, 14th Flr, Silver Spring, MD 20910



ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

ISSUI	AGREEMENT FORM	a Order for proposed	
•	Lamburguest station time as f	follows: See Order 10. P	
RiseUp Media & Marketing Solution	AGREEMENT FORM AGREEMENT FORM Agreement station time as for actual schedule and charge	.	•
schedule and charges. See ""	70100 12.		
		# the majoring TO	
Ad "communicates a messa	ge relating to any political matter of nation ate for federal office; (2) an election to fede g., health care legislation, IRS tax code, etc.)	eral office; (3) a national legisle.	
(1) 8 169011) 4	n health care registation, "To		
subject of controversy or dis	g., nead care beginning to any political matter a message relating to any political matter b.	of national importance (e.g., relates	
Ad does NOT communicate only to a state or local issue).		
Gray to Constitution of the Constitution of th	JESTIONS/BLOCKS MUST BE CO	OMPLETED	
Station time requested by: RiseUp M	edia & Marketing Solutions	والمساور وما والمساور من والمعاول المواجعة والمساورة والمساورة والمساورة والمساورة والمساورة والمساورة والمساورة	
RiseUp Media & Marketi	ng Solutions, LLC	ang maggarand na taon nakangga maga isa ini panggalangan, na pipangan inanggalangan na galangan na na nanggar Naganagan	
Address: 150 Post Office Road, PO Box	1890 Waldon, Mil 20004	Email: ltcqawwee@riseupmediasolul	ions.c
All would select a calle par has been all	10h-20 20mhar 040-304-2120		
Name of advertiser/sponsor (list enticommittees) with no acronyms; name	ty's full legal name as disclosed to the F must match the sponsorship ID in ad):	ederal Election Commission States (Commission of Commission of Commissio	منه ۵ خاتی (بویدن
pp. dba Building Back Together	and the second s	gian yang panga kendantahan darim berain, ministratur basar, Santa Sepanja ing Jake Bantinan ang Santa	again, again tha 130 a
Address: 901 New York Avenue, NW ST	E # 530; Washington DC 20001	Email: info@buildingbacktogether.	org
Contact: Danielle Melfi	Phone number: 202-670-6073	The same to the territory of the same in the same of t	A COMP CONTRA
Station is authorized to announce th	e time as paid for by such person or er	too or board of directors or other go	verning
List ALL of the chief executive officer group(s) of the advertiser/sponsor (L	e time as para to by s or members of the executive commit see separate page if necessary.):	tee or posite of circumstations	,
Danielle Melfi - Executive Director	36 30pa.uu p 3		
Mayra Macias - Chief Strategy Officer Rachel Irwin - Chief Paid Media & Messa	ige Officer	•	1
Berenice Murguia -Chief Operations Offic Rosemary Boeglin - Deputy Director of C	rer		
Kalia Estachiona - Qalitical I HERCIAE		and a support officers members of	the
By signing below, advertiser/sponsor i executive committee and board of dir	represents that those listed above are the ectors or other governing group(s).	e only executive officers, frictingers	
	or federal election, list ALL of the follo	owing: V/A	age a same impaga par hacant of \$2 pin 450° (\$2.)
Name(s) of every candidate referred	to:		ggg, gggs i three generalis is
Office(s) sought by such candidate(s			
Date of election:	in i i e e giri ku ji kun njagan dapi muhaan ji i godiji uku ukusi biqqada da, i daya biqqabanda da si	Code: 3 to Albert 52 microsis, Adulting Somework's Code 1 Spring 1	
	ter of national importance referred to	o in the N	'A
ad (no acronyms); use separate pag			
Supremem Court Nomination of 1st Blac	k Woman - Judge Ketanji Brown Jacksor	I	
	·		

		THE ON THE	BASIS OF RACE OR ETHNICITY
The advertiser/sponsor agreattomey's fees, which may a	i was a salahami	less the station for any dan above-requested advertise t, transcript or tape, which	nages or liability, including reasonable ment(s). For the above-requested will be delivered to the station by the
Advertiser/\$p#1994	1.7	Station Representa	itive
	with fourt	Signature:	Smus
Signature: (few	wy xa w	to seem being many or many opening and making and many reported to	Soness
Date of Request to Purchase	co Ad Timer	Date of Station Agre	ement to Sell Time: 2/25/2022
Date of Request to forms.		ED BY STATION ON	
	W 19.32 A 200 W 10 - 10 C C C C C C C C C C C C C C C C C C		3/1/2022
Ad submitted to station?	Yes No		i i
Note: Must have separate	PB-19 forms for each version	on of the ad (i.e., for ev	ery ad with differing copy).
in writing if there are any ot	e committee member or dire ther officers, executive comm al officers, members or direc	ittee members or direct	ion should ask the advertiser/sponsor ors, maintain records of inquiry and
Disposition:	The state of the provided the state of the s		
Accepted			
Accepted IN PART (e	e.g., ad not received to determ	ine content)*	
Rejected – provide re	ason:		
		i de de la companya	
Upload partially accepted for	rm, then promptly upload upo	dated final form when cor	mpiete.
Date and nature of follow-up	os, if any:	Annanda na sirindan harabi zabidasayahan, dalabi yakiyi nidayi — çiriyi bi sabiyi i	n difference and the state of t
•	•	,	·
ontract #:	Station Call att	ul Reach Medica is, unec', RPMS ich Al Shurpton	D . D . 1/D
19789	R5MS; G	unec, RPMS	Date Received/Requested: 2/25/2822
t.#:	Station Location:	CA BANDON	-1129/20 -
	Stadon Location:		Run Start and End Dates: 3/3/2022 - 3/4/2022
r national issue ads only (not required for state/loca	lieno de Carrie	1-12/1017 -014/1017

A16

Jpload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction o the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged nd the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or ttach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a ontact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder

RiseUp Media & Marketing Solutions,LLC

150 Post Office Road, PO Box 1890 Waldorf, MD 20604

Advertiser
Building Back Together
Salesperson
Parm Somers Sales Office Maryland Contract SCOTUS Announcement Agency Phone # Salesperson Phone # Date 2/28/22 Order# Demos A35+ Survey See Summary 19789 Time 2:38:16PM Ver# Rev# Start 2/28/22 # Wks End 3/6/22 Page #

			4		- জ			_		0			ω	Line
		Total GRPs	Rev Al Sharpton Show Th-Fr 1PM-4PM (M-F 1P-4P EST	Total GRPs	Russ Parr Morning Shc Th-Fr 6AM-10AM (M-F 6A-10A EST RPMS)	Total GRPs		Get Up! Mornings EC N	Total GRPs	D.L. Hughley Show	Total GRPs	•	Rickey Smiley Morning Th-Fr 6AM-10AM	Vehicle
	Total Units Total GRPs		Th-Fr 1PM-4PM (M-F 1P-4P EST)		Th-Fr 6AM-10AM (M-F 6A-10A EST RPMS)		(M-F 6A-10A EST ECMS)	Th-Fr 6AM-10AM		Th-Fr 3PM-7PM (M-F 3P-7P EST)		(MF6A-10A ESI RSMS)	Th-Fr 6AM-10AM	Days & Times M T W T F S S
Total Gross:	9 0	0.1	2	0.2	2	0.2		_	2.7	2	2.4		2	Feb Mar Mar 28 7 14
s: \$22,600.00	0.0 0.0 0.0													ar Mar Mar 4 21 28
00	0.0 0.0													Apr Apr Apr 4 11 18
Agı	0.0 0.0 0.0													Apr Apr May 18 25 2
Agency Commission:	0 0.0 0.0													May May 9 16
	0.0													May 23
\$3,390.00	ယ		2		2			_		2			2	Total Units Len
			<u> </u>		30 5			30 2000		30 4500			30 5000	Unit en Rate
	22600		300 600		500 1000			2000		9000				Extended Total
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Total Net:	5.7		0.1 10776		0.2			0.2 9370					2.4	GRP
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10.00			თ		23			46		296			263	1 1
	1222		12		46			46		592			526	Gross Impr* [
			1.0		ယ ထ			.သ ထ		48.4			43.0	% Dist

Name

Title

Name

Title

Accepted for Agency (and Media Buying Service, if any) as Agent for the Advertiser:

Accepted for Reach Media, Inc:



	** ** ** ** ** ** ** ** ** ** ** ** **	
Date Time	Start	End
2/28/22 2:38:16F		3/6/22
Demos		
A35+		
Survey		
See Below		
19789 te 28/22 bemos \u00e435+ \u00e4urvey bee Belo		Time Start 2:38:16PM 2/28/22

150 Post Office Road, PO Box 1890 Waldorf, MD 20604

RiseUp Media & Marketing Solutions,LLC

\$19,210.00	Total Net:	90.00	n: \$3,390.00	Agency Commission:		\$22,600.00	Air Time Gross: \$22,600.00		
			\$18.49	1,222	\$3986	5.7	\$22,600	9	Totals
	Spr21 RAMF Black	1.0	\$50.00	12	\$10776	0.1	\$600	2	Rev Al Sharpton Show
		3.8	\$21.74	46	\$4685	0.2	\$1,000	2	Russ Parr Morning Show
		3.8	\$43.48	46	\$9370	0.2	\$2,000		Get Up! Mornings EC Morning S
	Spr21 DLMF Black	48.4	\$15.20	592	\$3276	2.7	\$9,000	2).L. Hughley Show
	Spr21 RSMF Black	43.0	\$19.01	526	\$4097	2.4	\$10,000	2	Rickey Smiley Morning Show
	Surveys	Distr	CPM	Impressions*	СРР	GRP	Gross	Units	Vehicle
		%		Gross				Total	

decrease. This order may be cancelled upon receipt of 60 days written notice. This order may be changed or revised with a minimum two weeks written notice provided there is no overall revenue

Please contact your Account Executive or Vivian Connally, Senior Director, Sales Service at 972-371-5833 with any questions regarding orders, continuity or closing deadlines. Times noted on orders and invoices are Eastern Time. Thank you.



RiseUp Media & Marketing Solutions,LLC

150 Post Office Road, PO Box 1890 Waldorf, MD 20604

Contract Summary	nmary	Order#	Ver#	Rev#	Ver# Rev# #Wks	Page#
Advertiser	Product	Date	Time	<u> </u>	Start	End
Building Back Together	SCOTUS Announcement	2/28/22	2:38:16PM 2/28/22	× 2		3/6/22
Salesperson	Salesperson Phone #	Demos				
Pam Somers		A35+				
Sales Office	Agency Phone #	Survey				
Maryland						

.00	\$19,210.00	Total Net:			\$3,390.00		Agency Commission:	Agency (\$22,600.00		Air Time Gross:				
9					9										9	ផ	All Vehicles - Total Units
600	22,600				22,600										22,600		
																SSO	All Vehicles - Total Gross
600 2					600	0	0	0	0	0	0	0	0	0	600	0	Rev Al Sharpton Show
1,000 2	1,0				1,000	0	0	0	0	0	0	0	0	0	1,000	how 0	Russ Parr Morning Show
2,000	2,0				2,000	0	0	0	0	0	0	0	0	0	2,000	Morning 0	Get Up! Mornings EC Morning 0 0
9,000 2	9,0				9,000	0	0	0	0	0	0	0	0	0	9,000	0	D.L. Hughley Show 0
000 2	10,000				10,000	0	0	0	0	0	0	0	0	0	10,000	ng Show 0	Rickey Smiley Morning Show 0 0
Total ul Units	Total	Qtr 4 2022	Otr 3 2022	Qtr 2 2022	Qtr 1 2022	Dec	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	Mar	Feb	Jan

decrease. This order may be cancelled upon receipt of 60 days written notice. This order may be changed or revised with a minimum two weeks written notice provided there is no overall revenue

Please contact your Account Executive or Vivian Connally, Senior Director, Sales Service at 972-371-5833 with any questions regarding orders, continuity or closing deadlines. Times noted on orders and invoices are Eastern Time. Thank you.

BUILDING BACK TOGETHER

SCOTUS RADIO SUPPORT
TARGET AFRICAN AMERICAN.
COSTS \$
Start Date 3/1/22
End Date 3/6/22
Adv. Prod. SCOTUS ANNOUNCER AFRICAN AMERICAN ADULTS

Demo Date

22,600.00

SCOTUS ANNOUNCEMENT
African American Adults 35+
02/21/2022

Dur S22600.00 Dur	\$1000.00	2	30	\$500.00		NATL RADIO	Ти-F 6а-10а	
Dur 2/24 225000.00 22500		2		\$1000.00	Urban AC		Russ Parr	
Dur 2/24 222 S225600,00 S225600,00 S22600,00 S2000,00 S2000,		2		\$300.00		NATL RADIO	M-Su 6a-12a	
Dur 2/24 22. Szzssoo.00 NATL RADIO Urban inspirational \$2000.00 \$2000.00 \$2000.00 \$30 NATL RADIO Urban AC \$5000.00 \$4500.00 \$5000.00 \$5000.00 \$5000.00 \$5000.00 \$5000.00	100	2		\$600.00	Urban Talk Radio		Al Shapton	
Dur 2/2/ 22 \$22500.00 NATL RADIO Urban AC \$2000.00 \$4500.00 \$4500.00 \$10000.00 \$10000.00		2		\$5000.00		NATL RADIO	M-Su 6a-12a	
Dur 2/24 222 SZ2500.00 SZ2500.00 NATL RADIO Urban AC S2000.00 S4500.00 30 NATL RADIO Urban AC S4500.00 30		2		\$10000.00	Urban AC		Rickey Smiley	
Dur 2/24 222 223 2000.00 224 225 225 225 225 225 225 225 225 225	I	2		\$4500.00		NATL RADIO	M-Su 6a-12a	
2/24 2/27 2/27 2/27 2/27 2/27 2/27 2/27	12.50	2		\$9000.00	Urban AC		DL Hughley	
Dur 2/24 7.22 Urban Inspirational \$22000.00	\$2000.00	_		\$2000.00		NATL RADIO	TU-F6a-10a	
2/24 7.22 8.222800.00	\$2000.00	1	100	\$2000.00	Urban Inspirational		Erica Campbell	
Dur 2/23	\$22600.00		Las	\$22600.00			Unmeasured Market FA05 TSA CustRadio	
Dur 2/28 '22								Total
Dur	Tot \$\$.00							
Format Rate \$\$.00 Unit		Wk 2 2/28 '22	Dur	Rate \$\$.00	Format	Notes		

This report has been prepared using NuMath® research.

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^{*} These audience estimates are derived using NuMath® based on Nielsen copyrighted and proprietary audience estimates. They are not estimates produced by Nielsen.

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The 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 the demographic or radio market.



2022 Political Advertising 24 Hour Form

This form is to be completed within 24 hours every time a request is made to purchase broadcast time for any Candidate or Issue / Advocacy advertiser. If an order is received, it must be uploaded to the FCC online public files and placed in the onsite public file by close of business on the day the order was booked.

Date and Time of Request: 2/25/2022 One PM ET
Market & Station(s): National / Reach hodin / REME/GUMEC/RPMS/OLHS/ ROU DI Shor plan
Media Buyer or Purchaser Representative: LaTongs Chenault - Qanwee
Name of Agency (if applicable): Risen up Media & Markeline Solutions
Advertiser Name: BBT 260 Building Back togother
Advertiser Type: Issue / Advocacy
Candidate or Candidate's Authorized Committee
(If Candidate) Name of Candidate and Office Sought:
(if Issue / Advocacy) Name of Candidate, Election, and/or Issue(s) referred to: Supteme Court
Monitorion of 1st Black Woman - Judge Kentanji Brown Jackson
Date and Type of Election: N/A
Primary General Election Other (specify - e.g. Runoff)
Advertiser Address: Bot doa Birld: in Back Togathar: 901 HY Lue, Des 5784530;
Washinston DC 20001
Advertiser Telephone: 202-670-6013
Campaign Treasurer (if Candidate) or Complete List of Executive Officers, Board of Directors, or CEO (if Issue / Advocacy): Daviene Mellin Executive Director; Mayer Marries Ones Strates officer;
Rachal Travin - Chies Paid Marking Mescage Oscilor; Boreine Murguia - Ches Operations occios;
-osemany Boeglin-Deputy Dir. Communications of Advocacy; Kate Friedhione - Political Dicesto
Information Requested: Hadional Echodule /: 30 I save Rates/Reach Hodg
Request Received by: Dan Somors via Lawa Clark
This Form Prepared by: Ram Some Cs
Date This Form Prepared: 2/25/26 22
Called to confirm Identity/Contact Information of Media Buyer/Purchaser Representative: