

Angela Williams

From: Melody Talkington <melody.talkington@reachmediainc.com>
Sent: → Tuesday, March 01, 2022 11:11 AM
To: Angela Williams
Cc: Tony Gray
Subject: FW: Building Back Together Order 19789
Attachments: 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 Political Advertising 24 Hour Form_Building Back Together_2022-02-25 1641.pdf

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

Received 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!

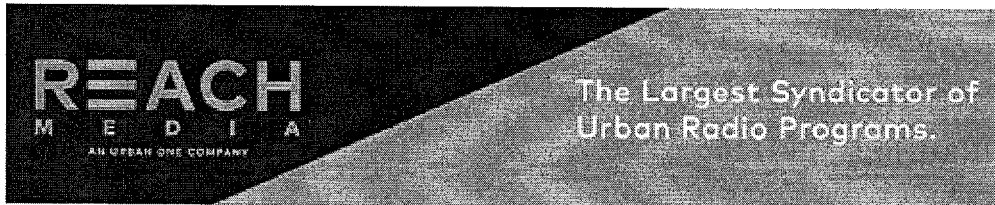
Pam

Pam Somers

Director, Ad Sales

O: 301.429.3292 C: 410.215.8189

1010 Wayne Ave, 14th Flr, Silver Spring, MD 20910



ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, RiseUp Media & Marketing Solutions, 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: RiseUp Media & Marketing Solutions

Agency name: RiseUp Media & Marketing Solutions, LLC

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

Contact: LT

Phone number: 646-584-2125

Email: ltcqwwee@riseupmediasolutions.c

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: BBT dba Building Back Together

Address: 901 New York Avenue, NW STE # 530; Washington DC 20001

Contact: Danielle Melfi

Phone number: 202-670-6073

Email: info@buildingbacktogether.org

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.):

Danielle Melfi - Executive Director

Mayra Macias - Chief Strategy Officer

Rachel Irwin - Chief Paid Media & Message Officer

Berenice Murguia - Chief Operations Officer

Rosemary Boeglin - Deputy Director of Communications & Advocacy

Katie Fricchione - Political Director

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:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

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

N/A

Supremem Court Nomination of 1st Black Woman - Judge Ketanji Brown Jackson

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: <i>[Handwritten Signature]</i>	Signature: <i>[Handwritten Signature]</i>
Name: <i>[Handwritten Name]</i>	Name: <i>Pam Somers</i>
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: <i>2/25/2022</i>

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: *3/1/2022*

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 #: <i>19789</i>	Station Call Letters: <i>NW 101 Reach Media</i> <i>RSMS; GUMEC; RAS</i> <i>DLHS; Rev. A. Shipton</i>	Date Received/Requested: <i>2/25/2022</i>
Est. #:	Station Location:	Run Start and End Dates: <i>3/3/2022 - 3/4/2022</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.



Contract Summary

Riselp Media & Marketing Solutions, LLC
 150 Post Office Road, PO Box 1890
 Waldorf, MD 20604

Advertiser	Building Back Together	Product	SCOTUS Announcement	Order #	19789	Ver #	1	Rev #		# Wks	1	Page #	1
Salesperson	Pam Somers	Salesperson Phone #		Date	2/28/22	Time	2:38:16PM	Start	2/28/22	End	3/6/22		
Sales Office	Maryland	Agency Phone #		Demos	A35+			Survey	See Below				

Vehicle	Total Units	Gross	GRP	CPP	Gross Impressions*	CPM	% Distr	Surveys
Rickey Smiley Morning Show	2	\$10,000	2.4	\$4097	526	\$19.01	43.0	Spr21 RSMF Black
D.L. Hughley Show	2	\$9,000	2.7	\$3276	592	\$15.20	48.4	Spr21 DLMF Black
Get Up! Mornings EC Morning S	1	\$2,000	0.2	\$9370	46	\$43.48	3.8	Spr21 GUMF Black
Russ Parr Morning Show	2	\$1,000	0.2	\$4685	46	\$21.74	3.8	Spr21 RPMF Black
Rev Al Sharpton Show	2	\$600	0.1	\$10776	12	\$50.00	1.0	Spr21 RAMF Black
Totals	9	\$22,600	5.7	\$3986	1,222	\$18.49		

Air Time Gross:	\$22,600.00	Agency Commission:	\$3,390.00	Total Net:	\$19,210.00
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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 decrease.

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.

*Note: Gross Impressions are shown in thousands



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				Survey									

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Qtr 1 2022	Qtr 2 2022	Qtr 3 2022	Qtr 4 2022	Total	Total Units	
Rickey Smiley Morning Show	0	0	10,000	0	0	0	0	0	0	0	0	0	10,000					10,000	2
D.L. Hughley Show	0	0	9,000	0	0	0	0	0	0	0	0	0	9,000					9,000	2
Get Up! Mornings EC Morning	0	0	2,000	0	0	0	0	0	0	0	0	0	2,000					2,000	1
Russ Parr Morning Show	0	0	1,000	0	0	0	0	0	0	0	0	0	1,000					1,000	2
Rev Al Sharpton Show	0	0	600	0	0	0	0	0	0	0	0	0	600					600	2
All Vehicles - Total Gross			22,600										22,600					22,600	9
All Vehicles - Total Units			9										9					9	9

Air Time Gross:	\$22,600.00	Agency Commission:	\$3,390.00	Total Net:	\$19,210.00
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BUILDING BACK TOGETHER

SCOTUS RADIO SUPPORT

TARGET AFRICAN AMERICAN ADULTS

COSTS \$ 22,600.00

Start Date 3/1/22

End Date 3/6/22

Adv. Prod. SCOTUS ANNOUNCEMENT

Demo African American Adults 35+

Date 02/21/2022

Line	Description	Notes	Format	Rate \$/30 Sec	Unit Dur	Wk 2 2/28 '22	Tot \$/30 Sec	
							Spots	Amount
	Ummass/Red Market FA05 TSA CustRadio			\$22600.00		9	\$22600.00	
	Erica Campbell		Urban Inspirational	\$2000.00	30	1	\$2000.00	
	TU-FSa-10a		NATL RADIO	\$2000.00	30	1	\$2000.00	
	DL Hughley		Urban AC	\$9000.00	30	2	\$9000.00	
	M-Su 6a-12a		NATL RADIO	\$4500.00	30	2	\$9000.00	
	Rickey Smiley		Urban AC	\$10000.00	30	2	\$10000.00	
	M-Su 6a-12a		NATL RADIO	\$5000.00	30	2	\$10000.00	
	AI Shapiro		Urban Talk Radio	\$6000.00	30	2	\$6000.00	
	M-Su 6a-12a		NATL RADIO	\$300.00	30	2	\$600.00	
	Russ Parr		Urban AC	\$1000.00	30	2	\$1000.00	
	Tu-F 6a-10a		NATL RADIO	\$500.00	30	2	\$1000.00	
	Total							Tot \$/30 Sec

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* These audience estimates are derived using NiMATH® 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 Media / RSMs / GAMEC / RPMS / DLHS / Rev & Share Plan

Media Buyer or Purchaser Representative: Latonya Chenault - Qawwee

Name of Agency (if applicable): Risen Up Media & Marketing Solutions

Advertiser Name: BBT dba Building Back Together

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: Supreme Court

Nomination of 1st Black Woman - Judge Ketanji Brown Jackson

Date and Type of Election: N/A

Primary General Election Other (specify - e.g. Runoff) _____

Advertiser Address: BBT dba Building Back Together; 901 NY Ave, NW STE #530; Washington DC 20001

Advertiser Telephone: 202-670-6073

Campaign Treasurer (if Candidate) or Complete List of Executive Officers, Board of Directors, or CEO (if Issue / Advocacy): Daniene Melli - Executive Director; Maysa Marcias - Chief Strategy Officer; Rachel Irwin - Chief Paid Media & Message Officer; Berenice Murguia - Chief Operations Officer; Rosemary Boglia - Deputy Dir. Communications & Advocacy; Kate Fritchione - Political Director

Information Requested: National schedule / 1:30 Issue Rates / Reach Media

Request Received by: Ram Somers via Lawa Clark

This Form Prepared by: Ram Somers

Date This Form Prepared: 2/25/2022

Called to confirm Identity/Contact Information of Media Buyer/Purchaser Representative: