

# Order #1075362: Fuse/Fuse/Election P../

Date	Action	By	Total \$	# Spots	Comment
02/02/24 10:45:52	Processed	Zenetta Chapman (zenetta.chapman@cumulus.c	\$1,318.00	22	<async process>
02/02/24 09:45:28	Approved	Barbara Lally (barbara.lally@cumulus.com)	\$1,318.00	22	
02/02/24 09:45:26	Approval Workflow	Barbara Lally (barbara.lally@cumulus.com)	\$1,318.00	22	[Centralized AR - Business Office Approval Needed Default]
02/02/24 09:42:14	Approval Workflow	Eric Mastel (EMASTEL@cumulus.com)	\$1,318.00	22	[Sales Manager - Ready Default]
02/02/24 09:41:51	Ready for approval	Cynthia Alston Bell (cynthia.alston@cumulus.corr	\$1,318.00	22	Paying via ACH
02/02/24 09:31:36	Approved	Barbara Lally (barbara.lally@cumulus.com)	\$1,318.00	22	
02/02/24 09:31:34	Approval Workflow	Barbara Lally (barbara.lally@cumulus.com)	\$1,318.00	22	[Centralized AR - Business Office Approval Needed Default]
02/02/24 08:45:37	Approval Workflow	Eric Mastel (EMASTEL@cumulus.com)	\$1,318.00	22	[Sales Manager - Ready Default]
02/02/24 08:00:52	Ready for approval	Cynthia Alston Bell (cynthia.alston@cumulus.corr	\$1,318.00	22	Client has paid via ACH
02/01/24 16:20:03	Unapproved	Matt Bell (matthew.bell@cumulus.com)	\$1,030.00	22	Need to revise rates
02/01/24 16:08:57	Ready for approval	Cynthia Alston Bell (cynthia.alston@cumulus.corr	\$1,030.00	22	Ready
02/01/24 15:40:19	Ready for approval	Cynthia Alston Bell (cynthia.alston@cumulus.corr	\$1,030.00	22	Client wants to pay via wire.
02/01/24 15:33:13	New order created	Cynthia Alston Bell (cynthia.alston@cumulus.corr	\$0.00	0	<new order>

[Sorted by: Date]

# ORDER

**Orders**  
**Order / Rev:** 1075362  
 Alt Order #:  
**Product Desc:** Election Protection  
 Estimate:  
**Flight Dates:** 02/02/24 - 02/03/24  
**Original Date / Rev:** 02/01/24 / 02/02/24  
**Order Type:** GENERAL

**WMGL-FM**  
**Primary AE:** Cynthia Alston Bell  
**Sales Office:** L-CHS  
**Sales Region:** Local

**Agency**  
**Name:** Fuse  
**Buying Contact:**  
**Billing Contact:** Gerald Hawthorne  
 802 N 1st Street  
 St Louis, MO 63102

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

**Advertiser**  
**Name:** Fuse  
**Demographic:** A25-54  
**Product Codes:** Issues/Propositions  
**Revenue Code 1:** DIR  
**Revenue Code 2:** POL-ISS  
**Revenue Code 3:** GEN  
**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
02/01/24	02/03/24	22	\$1,318.00	\$1,318.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2024	22	\$1,318.00	\$1,318.00	0.00
<b>Totals</b>	<b>22</b>	<b>\$1,318.00</b>	<b>\$1,318.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Cynthia Alston Bell	L-CHS	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	WMGL	02/02/24	02/03/24	M-F AM Drive M-F	CM	6a-10a	----F--	:30	4	\$64.00	P-30	0.00	NM	4	\$256.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	01/29/24	02/04/24	----F--		4		\$64.00		0.00					
N 2	WMGL	02/02/24	02/03/24	M-F Midday M-F	CM	10a-3p	----F--	:30	4	\$64.00	P-30	0.00	NM	4	\$256.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	01/29/24	02/04/24	----F--		4		\$64.00		0.00					
N 3	WMGL	02/02/24	02/03/24	M-F PM Drive M-F	CM	3p-7p	----F--	:30	4	\$64.00	P-30	0.00	NM	4	\$256.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	01/29/24	02/04/24	----F--		4		\$64.00		0.00					
N 4	WMGL	02/03/24	02/03/24	Sa-Su AM Sa-Su	CM	6a-10a	-----S-	:30	2	\$55.00	P-30	0.00	NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	01/29/24	02/04/24	-----S-		2		\$55.00		0.00					
N 5	WMGL	02/03/24	02/03/24	Sa-Su Midday Sa-Su	CM	10a-3p	-----S-	:30	4	\$55.00	P-30	0.00	NM	4	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	01/29/24	02/04/24	-----S-		4		\$55.00		0.00					
N 6	WMGL	02/03/24	02/03/24	Sa-Su PM Sa-Su	CM	3p-7p	-----S-	:30	4	\$55.00	P-30	0.00	NM	4	\$220.00

Order / Rev: 1075362  
 Alt Order #:  
 Flight Dates: 02/02/24 - 02/03/24

Advertiser: Fuse  
 Product Desc: Election Protection  
 Estimate:

**WMGL-FM**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 01/29/24	02/04/24	-----S-					4	\$55.00		0.00			
													Totals	22	\$1,318.00

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, FUSE, 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:** Lawyers' Committee for Civil Rights Under Law

Agency name: FUSE

Address: 802 N. 1st Street

Contact: Gerald Hawthorne

Phone number: 314-421-4040

Email: gerald@fuseadvertising.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: Lawyers' Committee for Civil Rights Under Law

Address: 1500 K Street NW, Suite 900, Washington, D.C. 20005

Contact: Carlita Salazar

Phone number: 866-OUR-VOTE

Email: info@866ourvote.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.):**

Carlita Salazar  
Vice President, Communications

For further information, please visit <https://866ourvote.org/contact/>.

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: N/A

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

Date of election: 2/3/24

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

N/A

Voting Help

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:

Name: Gerald Hawthorne

Name:

Cynthia Bell

Date of Request to Purchase Ad Time: 2/1/24

Date of Station Agreement to Sell Time:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?

Yes

No

Date ad received:

2/1/24

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) 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 (optional):

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

Date and nature of follow-ups, if any:

n/a

Contract #:  
n/a

1075362

Station Call Letters:

WMEC

Date Received/Requested:

2/1/24

Est. #:  
n/a

Station Location:

Charleston

Run Start and End Dates:

2/2 - 2/3

**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.

N/A. Free time. There are no rates, invoice, or classes of time related to this run of spots. See either the attached for information on when the spots aired or this station will upload this information as soon as it is available.

Charleston -WMGL- 107.3FM

WEEK 1: February 2-3

	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Totals
<b>AM DRIVE 6-10a</b>	0					4	2	6
Rate						\$ 50.00	\$ 43.00	
Total	\$ -					\$ 200.00	\$ 86.00	\$ 286.00
<b>MIDDAY 10a-3p</b>	0		0		0	4	4	8
Rate						\$ 50.00	\$ 43.00	
Total	\$ -					\$ 200.00	\$ 172.00	\$ 372.00
<b>PM DRIVE 3-7p</b>	0					4	4	8
Rate						\$ 50.00	\$ 43.00	
Total	\$ -					\$ 200.00	\$ 172.00	\$ 372.00
					<b>SPOTS</b>	<b>22</b>	<b>COST</b>	<b>\$ 1,030.00</b>

Charleston -WMGL- 107.3FM

WEEK 1: February 2-3

	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Totals
<b>AM DRIVE 6-10a</b>	0					4	2	6
Rate						\$ 64.00	\$ 55.00	
Total	\$ -					\$ 256.00	\$ 110.00	\$ 366.00
<b>MIDDAY 10a-3p</b>	0		0		0	4	4	8
Rate						\$ 64.00	\$ 55.00	
Total	\$ -					\$ 256.00	\$ 220.00	\$ 476.00
<b>PM DRIVE 3-7p</b>	0					4	4	8
Rate						\$ 64.00	\$ 55.00	
Total	\$ -					\$ 256.00	\$ 220.00	\$ 476.00
					<b>SPOTS</b>	<b>22</b>	<b>COST</b>	<b>\$ 1,318.00</b>

## Justin Tucker

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**From:** cynthia.alston@cumulus.com  
**Subject:** FW: [EXT]Re: Cumulus Charleston, Florence, and Columbia orders

From: gerald fuseadvertising.com <gerald@fuseadvertising.com>  
Sent: Thursday, February 1, 2024 5:04 PM  
To: Cynthia Alston Bell <cynthia.alston@cumulus.com>  
Subject: [EXT]Re: Cumulus Charleston, Florence, and Columbia orders

You don't often get email from gerald@fuseadvertising.com <mailto:gerald@fuseadvertising.com> . Learn why this is important <<https://aka.ms/LearnAboutSenderIdentification>>

All looks good. Do you agree with these numbers?

Columbia & Florence \$3,245 Gross / \$2,758.25 NET Charleston Extra \$798 Gross / \$680 Net to cover order totals below Charleston:  
WWWZ-FM (UC) \$1,1510  
WMGL-FM (U/AC) \$1,318

Total Gross \$4,043 / \$3,436.55

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From: Cynthia Alston Bell <cynthia.alston@cumulus.com <mailto:cynthia.alston@cumulus.com> >  
Sent: Thursday, February 1, 2024 3:54 PM  
To: gerald fuseadvertising.com <gerald@fuseadvertising.com <mailto:gerald@fuseadvertising.com> >  
Subject: Cumulus Charleston, Florence, and Columbia orders

Make it a terrific day!

Cynthia Alston Bell

Senior Marketing Consultant

Cumulus Radio Station Group | Charleston

O: 843.277.1304

M: 843.991.2054

4230 Faber Place Drive Suite 100 North Charleston, SC 29405 cynthia.bell@cumulus.com

<mailto:cynthia.bell@cumulus.com> cumulusmedia.com

<[https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Flinkprotect.cudasvc.com%2Furl%3Fa%3Dhttps%253a%252f%252fsonicwall.url-protection.com%252fv1%252furl%253fo%253dhttps%25253A%252f%252flinkprotect.cudasvc.com%252furl%25253Fa%25253Dhttp%2525253a%2525252f%2525252fwww.cumulusmedia.com%2525252f%252526amp%25253Bc%25253DE%25252C1%25252CRXM9XyKjKhVz-V74cDhml3sa1VgQjgG9-4kOfUmBO4onyeSiH7QUMxG-Ujmtz-5AVHt8DGrWv2-vrZtu07DMm6\\_z2lvuMSUnTfeeuwV7X4%25252C%252526amp%25253Btypo%25253D1%2526g%253dNDBmZDUzYTIImNTRiYj3YQ%253d%253d%2526h%253dY2YzYjY0NjUwM2QxNjA5YmY2NzA4ODA2NDYwYmEyODI4YmE3ZDI2YzM0MjViMGJhMjQ1NDgwNGUyZGZlZDc1YQ%253d%253d%2526p%253dc3A1OnRtcGc6c29uaWN3YWxsOm9mZmljZTM2NV9lbWFp](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Flinkprotect.cudasvc.com%2Furl%3Fa%3Dhttps%253a%252f%252fsonicwall.url-protection.com%252fv1%252furl%253fo%253dhttps%25253A%252f%252flinkprotect.cudasvc.com%252furl%25253Fa%25253Dhttp%2525253a%2525252f%2525252fwww.cumulusmedia.com%2525252f%252526amp%25253Bc%25253DE%25252C1%25252CRXM9XyKjKhVz-V74cDhml3sa1VgQjgG9-4kOfUmBO4onyeSiH7QUMxG-Ujmtz-5AVHt8DGrWv2-vrZtu07DMm6_z2lvuMSUnTfeeuwV7X4%25252C%252526amp%25253Btypo%25253D1%2526g%253dNDBmZDUzYTIImNTRiYj3YQ%253d%253d%2526h%253dY2YzYjY0NjUwM2QxNjA5YmY2NzA4ODA2NDYwYmEyODI4YmE3ZDI2YzM0MjViMGJhMjQ1NDgwNGUyZGZlZDc1YQ%253d%253d%2526p%253dc3A1OnRtcGc6c29uaWN3YWxsOm9mZmljZTM2NV9lbWFp)>



bHnfZW1haWw6MTc0Mjk1YTNkZTA1NzU3OGEzM2M3MGE5ZjVmYTM3MWE6djE%253d%26c%3DE%2C1%2CHVRIYso6  
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sEvbQlvHI\_ibDu7CLy5F9fCm%26typo%3D1&data=05%7C02%7Cynthia.alston%40cumulus.com%7C6b874958682f433fb  
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84m9pndOj2StkL6RHM0aHn3EmRErF0AFxYjkYxoj!%3D&reserved=0>

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