

Brooks, Valerie

To: lking@999thefan.com
Cc: Davis, Mary
Subject: RE: Spot - Preempt: Forest for Governor - 236206B

Hi Laura

I just heard back from the rep - please CREDIT this spot.

We will make it good on another station that has an active buy in Sept.

THANK YOU!

Valerie

-----Original Message-----

From: lking@999thefan.com <lking@999thefan.com>
Sent: Friday, September 4, 2020 12:13 PM
To: Brooks, Valerie <vbrooks@cbc-sunrise.com>
Subject: Spot - Preempt: Forest for Governor - 236206B

Good morning Val,

This spot bumped during reconciliation due to the break not airing. The order ended on 9/3. What would you like me to do with this spot?

Thanks!

Property: WMFD-AM

Order Information:

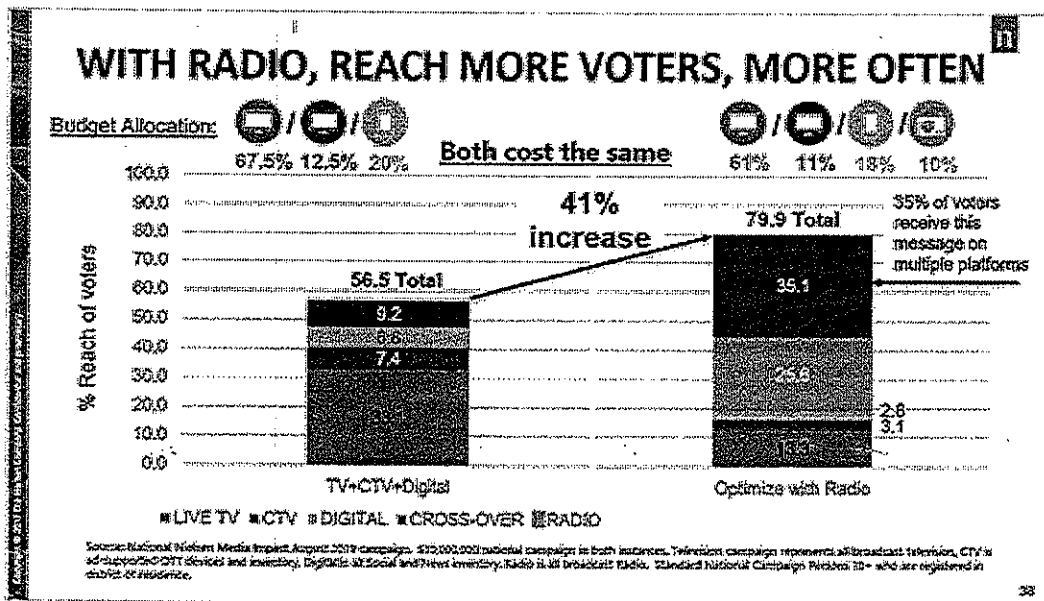
Order #: 236206B
Order Total: \$1,500.00
Agency: Media Financial Services
Advertiser: Forest for Governor
Product: Gen Market 8.7-9.3
Estimate #: Contract #4385438
Flight Dates: 08/07/20 - 09/03/20
Demo: Households
Processed Count: 1

Sales Information: McGaven Guild Media, McGavern Guild Media, National

The following spot(s) have been preempted:

Preempted Spot Information (236206B-1-82):

Rate: \$15.00
Air Date: Thu 09/03/20
Eligible Days: MTWTh-----
Inventory Code: M-F Prime
Inventory Description: M-F Prime
Inventory Code Time: 6a-7p



From: Brooks, Valerie [mailto:vbrooks@cbc-sunrise.com]
 Sent: Friday, September 4, 2020 1:11 PM
 To: Linley Grande <linley.grande@genmediapartners.com>
 Subject: Dan Forest for Governor missed spot technical fail

Hi Linley

I just got word that due to a technical failure a Forest spot didn't air on 9/3 – end of the pre window schedule
 It was \$15 WMFD commercial.

Should we credit or would you like to apply to WKXB urban buy in some form?

Valerie Brooks
 Market Manager
 Sunrise Broadcasting, LLC – a Division of Capitol Broadcasting Co.
 25 N. Kerr Avenue
 Wilmington, NC 28405
 910-632-2114 Office
 614-271-1570 Cell
 WAZO – WKXB – WILT – WRMR – WMFD – WKXB HD3 – WILM-TV –
 WRAL Digital Solutions


Brooks, Valerie


From: Linley Grande <linley.grande@genmediapartners.com>
Sent: Friday, September 4, 2020 1:13 PM
To: Brooks, Valerie
Subject: RE: Dan Forest for Governor missed spot technical fail

Warning: This message came from an external source. Please exercise caution when opening attachments or clicking on links.

Yes, go ahead and spend it on WKXB.

Linley Grande
Regional Manager/Chicago-Cleveland-Columbus Sales
National Political Broadcast Specialist
Your Trusted Nationwide Radio and Digital Resource

**Gen Media Partners**
Innovative. Evolved. Expanded.
McGraw-Hill Media | Local Focus Radio | Regional Reps | Teacher Radio Reps | GHPT Media
Sun Broadcast Group | HORN Media Network | GCR Media Networks | MG Media | MG DDB | Sync Harmony

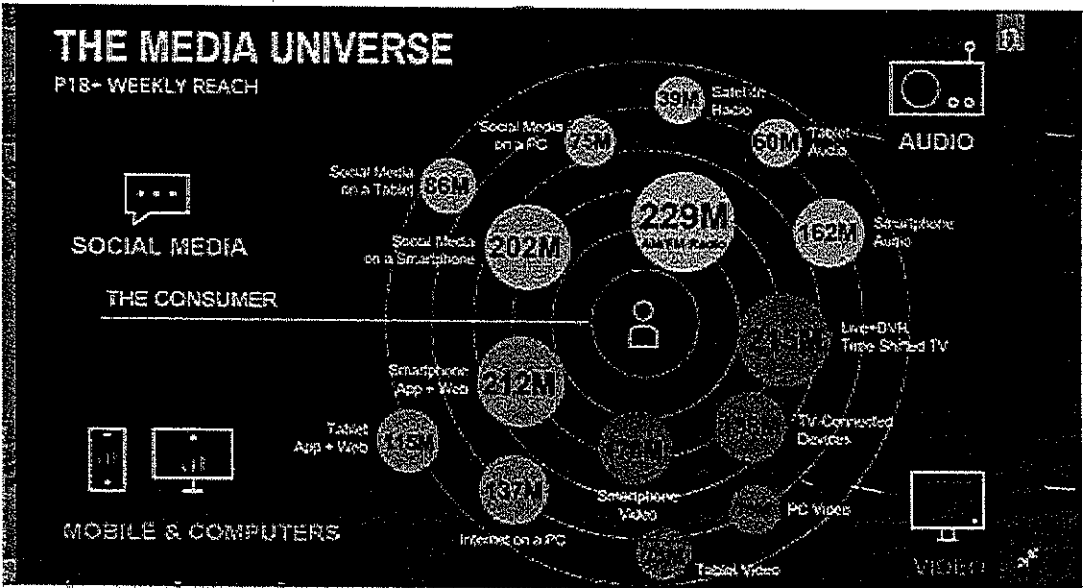
**GMP DIGITAL**
POWERED BY WINSTAR

Working from home (Cell) 216-233-8181

Resources:

www.WhosMyRadioRep.com - a helpful tool when you need to find particular stations
[Nielsen's Moneyball of Politics and Media](#) 8/12/2020 Top takeaway from Nielsen's webinar was that layering Radio on top of a TV, cable and digital allows campaigns to reach more voters, more often!

Ask me about our Digital Audio/OTT capabilities and schedule a virtual meeting today!



CONTRACT

Sunrise Broadcasting, LLC
25 North Kerr Avenue
Wilmington, NC 28405
(910)763-9990

And:

Media Financial Services
ATTN: Tiffany Beres
1655 Palm Beach Lakes Blvd, Suite 903
West Palm Beach, FL 33401

<u>Contract / Revision</u> 237427 /		<u>Alt Order #</u>
<u>Advertiser</u> Forest for Governor		<u>Original Date / Revision</u> 09/04/20 / 09/04/20
<u>Contract Dates</u> 09/04/20 - 09/30/20	<u>Estimate #</u> Minority Buy Sept	
<u>Product</u>		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WKXB-FM	<u>Account Executive</u> McGaven Guild Media	<u>Sales Office</u> McGaven Guild
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WKXB	09/07/20	09/25/20	M-F Prime	6a-7p		:30			NM	63	\$1,386.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/07/20	09/13/20	44544--				21	\$22.00			
	Week:	09/14/20	09/20/20	44544--				21	\$22.00			
	Week:	09/21/20	09/27/20	44544--				21	\$22.00			
2	WKXB	09/04/20	09/04/20	M-F Prime	6a-7p		:30			NM	3	\$66.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/31/20	09/06/20	----3--				3	\$22.00			
3	WKXB	09/28/20	09/30/20	M-F Prime	6a-7p		:30			NM	8	\$176.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/28/20	10/04/20	332----				8	\$22.00			
N 4	WKXB	09/13/20	09/13/20	Sa-Su Midday	10a-3p		:30			NM	1	\$8.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/07/20	09/13/20	-----1				1	\$8.00			
N 5	WKXB	09/13/20	09/13/20	Sa-Su AM Drive	6a-10a		:30			NM	1	\$7.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/07/20	09/13/20	-----1				1	\$7.00			
Totals											76	\$1,643.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/31/20 - 09/27/20	68	\$1,467.00	(\$220.05)	\$1,246.95
09/28/20 - 09/30/20	8	\$176.00	(\$26.40)	\$149.60
Totals	76	\$1,643.00	(\$246.45)	\$1,396.55

Revised

Signature: _____ Date: _____

This order is subject to the terms and conditions set forth at

WRAL Digital Solutions: <<https://www.wraldigitalsolutions.com/terms-conditions/>>

WRAL & FOX TV and CBC Radio: <<https://www.wral.com/terms-and-conditions-of-credit-sales/18564485/>>