

WJRW-AM

Quarterly Issues Report

3rd Quarter Ending

September 30, 2021

QUARTERY ISSUES/PROGRAMS WORKSHEET FOR WJRW-AM QUARTER ENDING 09/30/2021

<u>Group/Organization</u>	<u>Dates</u>	<u>Community Need</u>	<u>Total Annc</u>
InfoTrak	7/4-9/26	Weekly public issues/affairs program	13 Episodes
Cumulus House	7/01-9/30	West Michigan Strong :15 Second Announcements*	

*These community-focused recorded announcements run on-air 6-8 times daily. Q3 spotlighted Friends of Grand Rapids Parks, Duck Derby, Bark in the Dark, Veterans Matter, and more.



Call Letters: _____

Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, JULY-SEPTEMBER, 2021

Show # 2021-27

Date aired: _____ **Time Aired:** _____

Gregory Plemmons, PhD, Associate Professor of Pediatrics at Monroe Carell Jr. Children's Hospital at Vanderbilt University

Dr. Plemmons led a study that found the percentage of younger children and teens hospitalized for suicidal thoughts or actions in the United States has doubled over the past decade. He talked about the possible reasons for such a steep increase, what ages are at the greatest risk, and how parents can recognize signs of suicidal thoughts in their children.

Issues covered:
Teen Suicide
Parenting

Length: 7:46

Jeff Stalnaker, President and Co-Founder of First Orion, a provider of data and phone call transparency solutions

Mr. Stalnaker's company commissioned a survey that found that Millennials are more likely than any other generation to give away personal information to scammers over the phone. He said nearly 40 percent of those surveyed have been contacted by someone impersonating the IRS. He talked about other current scams, and offered advice on how to avoid falling prey to scammers.

Issues covered:
Consumer Matters
Crime

Length: 9:17

Kara Lusk-Dudley, Public Affairs Manager, Biomedical Communications, American Red Cross

Summertime is one of the most challenging times of the year for blood donations. Ms. Lusk-Dudley explained why, and outlined the process that a new blood donor can expect. She explained how to locate a donation center or blood drive nearby. She noted that the Red Cross is also in greater need of organizations to host blood drives during the summer months.

Issues covered:
Blood Donation
Personal Health

Length: 5:10

Show # 2021-28

Date aired: _____ **Time Aired:** _____

Darrin Grondel, Vice President of Traffic Safety and Government Relations for the Foundation for Advancing Alcohol Responsibility

Although there were far fewer vehicles on the roads during the pandemic, traffic deaths rose more than 7% in 2020 to a 13-year high. Mr. Grondel discussed grants awarded by the Governors Highway Safety Association and the Foundation for Advancing Alcohol Responsibility to help states keep Americans safe from alcohol- and drug-impaired drivers.

Issues covered:

Drunk/Drugged Driving
Traffic Safety

Length: 8:58

Marshall Allen, reporter for ProPublica, where he covers the health care industry, author of "*Never Pay the First Bill: And Other Ways to Fight the Health Care System and Win*"

Americans pay about twice as much per person for healthcare than the citizens of other developed nations, and about 1 in 6 of has medical debt in collections. Mr. Allen advised consumers to make sure each medical bill is itemized, and to check the billing codes to make sure the bill is accurate and priced fairly, before paying it. He also explained how doctors are incentivized to perform many treatments and tests whether they are needed or not.

Issues covered:

Consumer Matters
Personal Health

Length: 8:11

David Rabadi, mental health advocate, National Speaker for the National Alliance on Mental Illness, author of "*How I Lost My Mind and Found Myself*"

41 percent of Americans reported anxiety and depression symptoms in 2020, up from 11 percent in 2019. Mr. Rabadi explained why many people struggling with mental illness try to hide it from others. He offered encouragement to seek help.

Issues covered:

Mental Illness
Suicide

Length: 5:07

Show # 2021-29

Date aired: _____ **Time Aired:** _____

Carmen Piernas, MSc, PhD, University Research Lecturer at the Nuffield Department of Primary Care Health Sciences at the University of Oxford

Dr. Piernas was part of a group of British researchers that examined the strong connection between COVID 19 and obesity. She said they found that younger people with a Body Mass Index of 30 or more, which is considered obese, are at a significantly higher risk of being hospitalized or dying of COVID-19, while those with a BMI of 23 are at the lowest risk. Interestingly, they found that obesity made no difference at all in COVID risks for the elderly.

Issues covered:

COVID-19
Obesity
Public Health

Length: 9:17

Rebecca Johnson, PhD, Co-Director of Citizen Science and Research Associate in the Department of Invertebrate Zoology and Geology at the California Academy of Sciences

In recent years, community science--also known as citizen science--has become a global phenomenon, as millions of amateurs with an interest in science contribute unparalleled amounts of data on the natural world. Ms. Johnson said community science data remains widely underutilized by the scientific community due to its perception as being less reliable than expert-collected data. She said community science may be the only practical way to answer important questions about our planet's biodiversity and how it is changing.

Issues covered:
Science
Climate Change

Length: 7:58

Shannon M. Robson, PhD, MPH, RD, Assistant Professor in the Department of Behavioral Health and Nutrition, Principal Investigator of the Energy Balance and Nutrition Laboratory at the University of Delaware

89% of Americans believe it's important for families to have as many family meals as possible each week. Dr. Robson led a study that showed that more frequent family meals were associated with better dietary outcomes and improved family relationships. She offered suggestions for families to overcome obstacles to gathering for dinner.

Issues covered:
Nutrition
Parenting

Length: 4:38

Show # 2021-30

Date aired: _____ **Time Aired:** _____

Elizabeth Rosenthal, MD, former reporter and senior writer at The New York Times, Editor in Chief of Kaiser Health News, former ER physician, author of "*An American Sickness: How Healthcare Became Big Business and How You Can Take It Back*"

Dr. Rosenthal discussed the rapidly rising costs of healthcare in the past few decades and the reasons behind them. She gave examples of some of the more egregious differences in healthcare costs in the US, compared to other countries. She explained how healthcare consumers can learn to negotiate with hospitals and doctors.

Issues covered:
Personal Health
Consumer Matters

Length: 8:39

Jodie Plumert, PhD, Professor in the Department of Psychological and Brain Sciences at the University of Iowa

For adults, crossing the street by foot seems easy. Yet it is anything but simple for a child. Dr. Plumert led a study that found that perceptual judgment and motor skills are not fully developed in most kids until age 14. She explained what parents can do to help children learn these life and death skills as early as possible.

Issues covered:
Traffic Safety
Parenting
Children's Issues

Length: 8:27

Adriana Zuniga-Teran, architect, postdoctoral research associate in the University of Arizona's Udall Center for Studies in Public Policy.

Ms. Zuniga-Teran conducted a study that examined how the design of a neighborhood can affect health and wellness. She found that those who live in traditional neighborhoods do the most walking, while those who live in suburban developments report the highest levels of mental well-being.

Issues covered:

**Mental Health
Personal Health
Community Issues**

Length: 5:02

Show # 2021-31

Date aired: _____ **Time Aired:** _____

Sally Erny, National Stakeholder Engagement Officer of the National Court Appointed Special Advocate Association

Ms. Erny explained how court-appointed special advocates (CASAs) look out for the interests of abused or neglected children. She discussed how CASA volunteers work with attorneys and other court officers to ensure the youngsters are in safe and healthy foster care, and eventually, permanent homes. She also outlined the training that these volunteers receive, and how someone can volunteer.

Issues covered:

**Child Abuse
Foster Care
Volunteerism**

Length: 8:26

Clint Emerson, retired Navy Seal, author of "*100 Deadly Skills: Survival Edition: The SEAL Operative's Guide to Surviving in the Wild and Being Prepared for Any Disaster*"

Mr. Emerson offered numerous tips on how to crime-proof a house and how to avoid becoming a victim of crime in other environments, as well. He explained the importance of being aware of your environment, in order to react to dangerous situations or avoid them in the first place. He also talked about the options available to people caught in active shooter incidents or terrorist attacks.

Issues covered:

**Crime Prevention
Terrorism**

Length: 8:46

Tracy Mehan, Manager of Translational Research for the Center for Injury Research and Policy at the Research Institute at Nationwide Children's Hospital in Columbus, Ohio

On an average day in the US, 13 children receive emergency treatment for a lawn mower-related injury. Ms. Mehan talked about the most common injuries and how they typically vary, depending on the age of the child. She offered suggestions for parents on how to prevent lawn mower-related injuries.

Issues covered:

**Child Safety
Product Safety
Parenting**

Length: 5:02

Show # 2021-32

Date aired: _____ **Time Aired:** _____

Helen Horyza, career coach, founder of the Career Coach Entrepreneur Academy certificate programs, author of *"Elevate Your Career: Live a Life You're Truly Proud Of"*

Nearly 60% of middle-income workers are asking the question: Am I really where I want to be? Ms. Horyza explained why so many people stay in unrewarding careers and how to find a happier path. She shared real-world examples of people who found their true passion in life and created a career that perfectly suited their interests and talents.

Issues covered:

Length: 7:50

**Career
Unemployment**

Maria J. Prados, PhD, Economist at the University of Southern California's Center for Economic and Social Research

Social Security benefits are a critical component in planning and saving for retirement. Prof. Prados co-authored a study that found that the average American overestimates their future monthly Social Security check by more than \$300. She explained why this is a serious problem and how consumers can find out how much their future Social Security benefit will be.

Issues covered:

Length: 9:19

**Retirement Planning
Personal Finance**

David Finkelhor, Director of the University of New Hampshire's Crimes against Children Research Center

Mr. Finkelhor shared the results of a recent study from the University of New Hampshire that found that close to 1.5 million children each year visit a doctor, emergency room or medical facility as a result of an assault, abuse, crime or other form of violence. This is four times higher than previous estimates. He outlined the most common types of abuse.

Issues covered:

Length: 5:17

**Child Abuse
Youth at Risk
Government Policies**

Show # 2021-33

Date aired: _____ **Time Aired:** _____

Loretta Alkalay, former FAA eastern regional counsel, Adjunct Professor at Vaughn College of Aeronautics & Technology, a private college in East Elmhurst, New York, specializing in aviation and engineering education

Incidents of violence at airports and during flights have been on the rise in recent months. Prof. Alkalay discussed the problem and how the increasingly stressful experience of flying has fueled it. When an aircraft's doors are closed, any criminal activity falls under federal jurisdiction, but she believes changes are needed to allow local authorities to make arrests and prosecute.

Issues covered:
Transportation
Law Enforcement
Mental Health

Length: 8:53

Jenn Donahue, leadership coach, engineer, entrepreneur

The leadership gender gap in American business is glaring; even today, women fill just 6% of CEO positions at Fortune 500 companies. Ms. Donahue explained how those women who have broken the glass ceiling can determine their leadership style, and also seek ways to bring other women up through mentoring.

Issues covered:
Women's Concerns
Career

Length: 8:26

John G. Boyle, patient and health advocate who relies on plasma-derived therapies, former CEO & President of the Immune Deficiency Foundation

The national blood shortage has been widely reported, but Mr. Boyle talked about another life-threatening donation crisis. He said the critical need for plasma donors right now in the U.S. will have lasting consequences if it isn't addressed. He explained what sorts of patients are in dire need of plasma donations, and how to make a donation.

Issues covered:
Plasma & Blood Donation
Personal Health

Length: 5:09

Show # 2021-34

Date aired: _____ **Time Aired:** _____

Clifford Bassett, M.D., FAAAAI, FAAAAI, Founder and Medical Director of Allergy and Asthma Care of New York, author of "*The New Allergy Solution: Supercharge Resistance, Slash Medication, Stop Suffering*"

Allergies are on the rise. Dr. Bassett explained why the problem and its underlying causes are quite complex. He believes in many cases, allergic reactions can be prevented, with proper medical advice that examines the interplay of diet, mindset, and environment.

Issues covered:
Personal Health

Length: 7:28

Cornelius N. Grove, Ed.D., education expert, author of "*The Drive to Learn: What the East Asian Experience Tells Us About Raising Students Who Excel*"

American students are currently ranked #25 in education globally, significantly behind countries such as Singapore, China and Japan. He believes that American children are less receptive to classroom learning, compared to East Asian children. He said a different approach to parenting is a major factor.

Issues covered:
Education
Parenting

Length: 9:51

Laurence J. Kotlikoff, PhD, William Fairfield Warren Distinguished Professor, Professor of Economics at Boston University, President of Economic Security Planning, Inc, author/co-author of 16 books on retirement planning, economics and personal finance

Dr. Kotlikoff has developed the first retirement planning software built by economists. He explained how the "Economist Approach" differs from traditional retirement advice. He said the new approach can help consumers determine the highest level of spending their household can sustain over time, in order to live within their means for the remainder of their lives.

Issues covered:
Retirement Planning
Senior Citizens

Length: 4:56

Show # 2021-35

Date aired: _____ **Time Aired:** _____

Gal Wettstein, PhD, Senior Research Economist at the Center for Retirement Research at Boston College

Dr. Wettstein co-authored a report entitled "*Are Older Workers Capable of Working Longer?*" He explained why recent worsening health trends raise the question of how long people will be able to work, and why it matters. He noted that gains in "working life expectancy" have slowed in the past 15 years. He said many black workers, as well as whites with less education, may not be capable of working to Social Security's full retirement age of 67.

Issues covered:
Retirement Planning
Poverty

Length: 7:49

Glenn N Levine, MD, Master Clinician and Professor of Medicine at Baylor College of Medicine, Chief of the cardiology section at the Michael E. DeBakey VA Medical Center, both in Houston

Dr. Levine was chair of the writing committee for a new American Heart Association Scientific Statement, entitled "*Psychological Health, Well-Being, and the Mind-Heart-Body Connection.*" He outlined the latest research that examines why and how psychological health can positively or negatively impact a person's physical health, and risk factors for heart disease and stroke.

Issues covered:
Mental Health
Personal Health

Length: 9:22

Catherine Athans, PhD, Certified Trauma Therapist, Licensed Marriage and Family Therapist for more than 25 years with Doctorate Degrees in both Clinical and Health Psychology, along with a Master's Degree in Clinical Community Psychology

It's not going to be a normal fall, as both students and parents must deal with a second school year of uncertainty and concerns connected to the pandemic. Dr. Athans discussed the array of challenges faced by students and explained how parents can help. She said it is crucial for parents to recognize and deal with their own anxieties.

Issues covered:
Mental Health
Parenting

Length: 5:06

Show # 2021-36

Date aired: _____ **Time Aired:** _____

Rachael Stickland, Co-Founder and Co-Chair of the Parent Coalition for Student Privacy

Schools and third-party vendors collect and share an astonishing amount of personal data on nearly every student in America. Ms. Stickland explained why parents should be concerned and what they can do about it. She believes laws protecting student privacy need to be strengthened.

Issues covered:

Length: 8:56

Parenting
Privacy Concerns
Education

Vijay R. Varma, PhD, researcher and post-doctoral fellow at the National Institute on Aging, part of the National Institutes of Health

Dr. Varma recently co-authored a study that found an alarming decrease in physical activity in youngsters at every age. 19 year olds now get as much exercise and activity as 60 year olds. Dr. Varma explained why this is a major problem. He offered suggestions of ways to encourage both younger and older Americans to become more physically active.

Issues covered:

Length: 8:02

Physical Fitness
Personal Health
Aging

Jim Hedlund, consultant for the Governors Highway Safety Association, former researcher for 22 years at the National Highway Traffic Safety Administration

Mr. Hedlund conducted a study for the Governors Highway Safety Administration that found that for the first time, more drivers who were tested after fatal crashes had drugs in their system than had alcohol. He discussed the role that the increasing legalization of marijuana may play in this trend. He also explained why laws targeting drivers under the influence of alcohol cannot easily be amended to include drug users.

Issues covered:

Length: 5:09

Impaired Driving
Substance Abuse
Government Legislation

Show # 2021-37

Date aired: _____ **Time Aired:** _____

Susan Stark, PhD, Associate Professor of Occupational Therapy, of Neurology and of Social Work at Washington University School of Medicine in St Louis

Falls are the leading cause of injury, accidental death and premature placement in a nursing home among older adults in the United States. Dr. Stark shared the results of her study that suggested that in-home falls can be reduced by nearly 40% with a community-based program that helps older adults make modifications to their homes such as adding grab bars, shower seating and slip-resistant surfaces in the bathroom.

Issues covered:

Length: 8:23

Elder Care
Aging

Frank Pega, PhD, epidemiologist, health economist, Technical Officer in the Environment, Climate Change and Health Department at the World Health Organization in Geneva, Switzerland

Long working hours are killing 745,000 people a year, according to a new report from the World Health Organization. Dr. Pega was the lead author of the study, which found that working more than 55 hours a week is a health hazard that leads to stroke and heart disease. He said the pandemic may have accelerated this trend.

Issues covered:

Length: 8:55

Personal Health

Workplace Matters

Colin Orion Chandler, doctoral student and Presidential Fellow, at Northern Arizona University's Department of Astronomy and Planetary Science

Mr. Chandler is the project founder and principal investigator of the "Active Asteroids" project, which seeks to recruit citizen scientists to assist in an effort to quadruple the number of known active asteroids. He explained how people can volunteer and why the search for these rare space objects is important.

Issues covered:

Length: 5:03

Science

Volunteerism

Show # 2021-38

Date aired: _____ **Time Aired:** _____

Benjamin H. Barton, Helen and Charles Lockett Distinguished Professor of Law at the University of Tennessee, author of "*Rebooting Justice: More Technology, Fewer Lawyers, and the Future of Law*"

Professor Barton discussed what he sees are longstanding problems in our judicial system. He said that laws are too complex and legal advice is far more expensive than necessary. He outlined a series of reforms which he believes would make the courts much fairer and more accessible for poor and middle-class Americans.

Issues covered:

Length: 8:31

Legal Reform

Poverty

Steve Casner, PhD, research psychologist, NASA scientist, author of "*Careful: A User's Guide to Our Injury-Prone Minds*"

Dr. Casner has devoted his career to studying the psychology of safety. He said after a hundred years of steady decline, the rate at which people are being injured or killed in everyday accidents, such as car crashes, pedestrian fatalities, home-improvement projects gone wrong, medical mistakes and home fires, is increasing. He explained why few of us are as careful as we think we are, and what we can do about it.

Issues covered:

Length: 8:36

Accident Prevention

Personal Health

Robin Behrstock, entrepreneur, author of "*Adventures Of Women Entrepreneurs: Stories That Inspire*"

Dr. Behrstock shared some inspiring examples of women who overcame both personal and professional setbacks to turn their dreams of starting their own business into reality. She offered advice for aspiring entrepreneurs who are reluctant to take that first step.

Issues covered:
Women's Issues
Career

Length: 4:50

Show # 2021-39

Date aired: _____ **Time Aired:** _____

William Lastrapes, PhD, Professor of Economics, Bernard B. and Eugenia A. Ramsey Chair of Private Enterprise in the Terry College of Business at the University of Georgia

Professor Lastrapes led a study that suggests that eliminating \$20, \$50 and \$100 denominations of physical currency might benefit average US families. He explained that although cash is popular, transactions are largely untraceable by the government and are sometimes used to pay for under the table or illegal goods or services. He believes that less cash means less tax evasion and that the government could theoretically reduce other taxes.

Issues covered:
Government Policies
Economy

Length: 8:17

Nora Volkow, MD, Director of the National Institute on Drug Abuse, part of the National Institutes of Health

Marijuana use continued to rise among college students over the past five years, and remained at historically high levels even among same-aged peers who were not in college, according to survey results from the 2020 Monitoring the Future panel study. Dr. Volkow, who has led the National Institute on Drug Abuse since 2003, discussed the potential reasons for the trend. She added that the survey found that there was also a significant increase in the annual use of hallucinogens such as LSD, and a significant drop in current alcohol use among college students.

Issues covered:
Substance Abuse
Government Policies

Length: 9:01

Sangeetha Abdu Jyothi, PhD, Assistant Professor in the Department of Computer Science at the University of California, Irvine

Prof. Jyothi said a severe solar storm could plunge the world into an "internet apocalypse" that keeps large swaths of society offline for weeks or months at a time, by damaging long undersea internet cables that connect continents. She said that although coronal mass ejections are relatively rare, the global internet infrastructure is relatively new, and its vulnerabilities remain largely unstudied.

Issues covered:
Internet Infrastructure
Technology
Business

Length: 4:54

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, _____, 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:

Agency name:

Address:

Contact:

Phone number:

Email:

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:

Address:

Contact:

Phone number:

Email:

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.):

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):

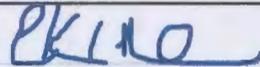
Date of election:

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

N/A

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: Michelle Sullivan <small>Digitally signed by Michelle Sullivan Date: 2021.09.02 13:50:23 -04'00'</small>	Signature: 
Name: Michelle Sullivan	Name: Courtney Kline
Date of Request to Purchase Ad Time: 9/2/21	Date of Station Agreement to Sell Time: 9/3/21

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: _____

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: _____

Contract #:	Station Call Letters:	Date Received/Requested:
Est. #:	Station Location:	Run Start and End Dates:

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 Revision

Order #	Ver #	Rev #	# Wks	Page #
197163	1	6	9	1

Advertiser Power to the Patients		Product		Date 9/14/21	Time 7:48:47PM	Start 9/13/21	End 11/14/21
Salesperson Adam Shifrin		Salesperson Phone # (312)899-4075		Demos P12+, A25-54			
Sales Office Chicago		Agency Phone #		Survey See Summary			

Power to the Patients

Power to the Patients
2 Jackman Ridge Road
Windham, NH 03087

Line #	Vehicle	Days & Times	Jun 28	Jul 5	Jul 12	Jul 19	Jul 26	Aug 2	Aug 9	Aug 16	Aug 23	Aug 30	Sep 6	Sep 13	Sep 20	Total Units	Len	Avg Rtg	GRP	Avg Aud*	Gross Impr*	% Dist	
16	21-WW CBS Sports Plus Weekday	MF 6A-12M													2	2	30		0.4	505.8	1011.6	0.4	
	Total GRPs		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4								
52	WP_NFL Monday Night	In Broadcast													3	3	30		5.7	5339.8	16019.4	6.1	
53	WP_NFL Monday Night	In Broadcast													1	1	15		1.9	5339.8	5339.8	2.0	
	Totals														4	4				21359.2		8.1	
	Total GRPs		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.6								
54	WP_NFL Sunday Night	In Broadcast												1	2	3	30		5.3	5002.6	15007.8	5.7	
55	WP_NFL Sunday Night	In Broadcast												1	1	2	60		3.6	5002.6	10005.2	3.8	
	Totals													2	3	5				25013.0		9.5	
	Total GRPs		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	5.3								
57	WP_NFL Thursday Night	In Broadcast													2	2	60		3.8	5339.8	10679.6	4.1	
	Total GRPs		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0								
47	Podcast - Just Getting Started w	Pre-Roll												1	1	2	30			10.0	20.0	0.0	
44	The Rich Eisen Show	MF 6A-12M													18	18	30			4.9	88.2	0.0	
51	The Rich Eisen Show	MF 6A-12M													2	2	15			4.9	9.8	0.0	
56	The Rich Eisen Show	Cancel Before Start															15						
	Totals														20	20				98.0		0.0	
	Total GRPs		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
Total Units																5	30						
Total GRPs																7.4	13.3			20.7			58181.4

*Note: Avg Aud and Gross Impressions are shown in thousands





Contract Revision

Order #	Ver #	Rev #	# Wks	Page #
197163	1	6	9	2

Advertiser Power to the Patients	Product	Date 9/14/21	Time 7:48:47PM	Start 9/13/21	End 11/14/21
Salesperson Adam Shifrin	Salesperson Phone # (312)899-4075	Demos P12+, A25-54			
Sales Office Chicago	Agency Phone #	Survey See Summary			

Power to the Patients

Power to the Patients
2 Jackman Ridge Road
Windham, NH 03087

Line #	Vehicle	Days & Times	Sep 27	Oct 4	Oct 11	Oct 18	Oct 25	Nov 1	Nov 8	Nov 15	Nov 22	Nov 29	Dec 6	Dec 13	Dec 20	Total Units	Len	Avg Rtg	GRP	Avg Aud*	Gross Impr*	% Dist
16	21-WW CBS Sports Plus Weekday	MF 6A-12M	2	2	1	1	1	1	1							9	30		1.6	505.8	4552.2	1.7
	Total GRPs		0.4	0.4	0.2	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0							
52	WP_NFL Monday Night	In Broadcast	3	3	3	2	2	2	2							17	30		32.3	5339.8	90776.6	34.6
53	WP_NFL Monday Night	In Broadcast	1	1	1	1	1	1	1							7	15		13.3	5339.8	37378.6	14.3
	Totals		4	4	4	3	3	3	3							24					128155.2	48.9
	Total GRPs		7.6	7.6	7.6	5.7	5.7	5.7	5.7	0.0	0.0	0.0	0.0	0.0	0.0							
54	WP_NFL Sunday Night	In Broadcast	1	1	1	1	1	1	1							7	30		12.5	5002.6	35018.2	13.4
55	WP_NFL Sunday Night	In Broadcast	1	1	1	1	1	1	1							7	60		12.5	5002.6	35018.2	13.4
	Totals		2	2	2	2	2	2	2							14					70036.4	26.7
	Total GRPs		3.6	3.6	3.6	3.6	3.6	3.6	3.6	0.0	0.0	0.0	0.0	0.0	0.0							
47	Podcast - Just Getting Started w	Pre-Roll	1	1	1	1										4	30			10.0	40.0	0.0
48	Podcast - Just Getting Started w	Mid-Roll					1	1	1							3	60			10.0	30.0	0.0
	Totals		1	1	1	1	1	1	1							7					70.0	0.0
46	Podcast - The Rich Eisen Show	Mid-Roll	10	10	9	6	6	6	6							53	60			8.0	424.0	0.2
44	The Rich Eisen Show	MF 6A-12M	19	19	18	18	18	18	18							128	30		0.2	4.9	627.2	0.2
51	The Rich Eisen Show	MF 6A-12M	1	1	1	1	1	1	1							7	15			4.9	34.3	0.0
	Totals		20	20	19	19	19	19	19							135					661.5	0.3
	Total GRPs		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
Total Units			39	39	36	32	32	32	32	0.0	0.0	0.0	0.0	0.0	0.0	242			72.6		203899.3	
Total GRPs			11.6	11.6	11.4	9.5	9.5	9.5	9.5	0.0	0.0	0.0	0.0	0.0	0.0							

*Note: Avg Aud and Gross Impressions are shown in thousands





Contract Revision

Order #	Ver #	Rev #	# Wks	Page #
197163	1	6	9	3

Advertiser Power to the Patients	Product	Date 9/14/21	Time 7:48:47PM	Start 9/13/21	End 11/14/21
Salesperson Adam Shifrin	Salesperson Phone # (312)899-4075	Demos P12+, A25-54			
Sales Office Chicago	Agency Phone #	Survey See Summary			

Power to the Patients

Power to the Patients
2 Jackman Ridge Road
Windham, NH 03087

Line #	Vehicle	Days & Times	Sep 27	Oct 4	Oct 11	Oct 18	Oct 25	Nov 1	Nov 8	Nov 15	Nov 22	Nov 29	Dec 6	Dec 13	Dec 20	Total Units	Len	Avg Rtg	GRP	Avg Aud*	Gross Impr*	% Dist
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Total Gross: [REDACTED]	Agency Commission:	Total Net: [REDACTED]
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Accepted for Westwood One, LLC:

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

Name

Title

Name

Title

*Note: Avg Aud and Gross Impressions are shown in thousands





Contract Revision

Order #	Ver #	Rev #	# Wks	Page #
197163	1	6	9	1

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Effective October 1, 2020, except where prohibited by law, we will impose a 1.5% administrative fee on all credit card payments. We do not apply an administrative fee to cash payments, including Cash in Advance payments. In addition, we do not apply an administrative fee to credit card payments processed prior to the advertising start date.

Agency represents and warrants it has the authority to make this purchase on behalf of the Advertiser listed on this order ("Advertiser") and accordingly, is responsible for prompt payment of all amounts due under this IO to WWO upon receipt of such payments from Advertiser. If Advertiser is more than 30 days overdue in paying Agency, Agency shall promptly inform Westwood One ("WWO") who shall have the right to contact Advertiser directly for payment. If payment in full has not been received from either Agency or Advertiser within 120 days of the due date, WWO reserves the right to impose interest equal to ten percent (10%) per annum on any overdue amount from the original due date until full payment is received by WWO. Agency and/or Advertiser, as applicable, shall be liable for all costs and expenses incurred by WWO in its collection efforts for amounts overdue by 120 days or more, including without limitation, attorney's fees and filing fees. If Agency fails to remit to WWO amounts Agency receives from the Advertiser, the principal owners of the Agency shall be personally liable for such unpaid amounts.

This Agreement shall, irrespective of the place of execution, be deemed to be a contract entered into and to be performed in the State of New York and shall be governed by and construed in accordance with the laws of the State of New York without regard to any choice of law or conflicts of law principles. With respect to any dispute arising hereunder or any action, suit, or proceeding relating to this Agreement, Agency and/or Advertiser, as applicable, shall be subject to the exclusive jurisdiction of the Federal District Court for the Southern District of New York and the Courts of the State of New York in New York County and the Agency, on behalf of itself and Advertiser, waives any objection of venue in any of the aforesaid courts or any right to claim that any such court constitutes an inconvenient forum.

Ordering the inventory listed herein is your consent to these terms and conditions which shall supersede any other writing, understanding or document related to the subject matter hereof.

WESTWOODONE IS AN AFFIRMATIVE ACTION EMPLOYER. NONDISCRIMINATION POLICY: Westwood One does not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that Advertiser's purchase of advertising time from Westwood One is not intended to and will not discriminate on the basis of race or ethnicity.

Notwithstanding any other agreement to the contrary, Advertiser will indemnify, defend and hold Westwood One, its parent companies, subsidiaries, corporate affiliates and the directors, officers, employees, representatives, licensees and agents of the foregoing entities, harmless from and against any and all losses, liabilities, claims, damages and other expenses, including reasonable attorney's fees, arising out of third party claims relating to the commercials provided to Westwood One by Advertiser.

*Note: Avg Aud and Gross Impressions are shown in thousands



Power to the People

Flight Date: Ends 9/17/21

:60

Football's rules are well defined. Eleven players on both sides of the ball. No holding. No blocking in the back. No pass interference. On the field, everyone has to play by the rulebook. Shouldn't it be that way off the field too?

Following a law enacted at the start of 2021, hospitals have a new set of rules they need to play by: to provide clear and upfront pricing to patients. And unlike a wide receiver dragging their feet to stay in bounds, hospitals are dragging their feet to stay out of bounds, not complying with new federal rules for price transparency. The days of patients receiving surprise bills they could never anticipate need to be sacked.

To fix this, please go to [Power To The Patients dot org](https://www.powertothepatients.org) and submit a comment, which will be sent directly to the current administration and policy makers in D.C. The effort is on to put pressure on hospitals to finally reveal their prices upfront so everyone can shop and save.

It's your health. It's your money to save. It's your right to know hospital prices. Have your voice be heard. Sponsored by Power to the Patients.

:30

On the football field, everyone has to play by the rulebook. Shouldn't it be that way off the field too?

Following a law enacted at the start of 2021, hospitals have a new set of rules they need to play by: to provide clear and upfront pricing to patients. And unlike a wide receiver dragging their feet to stay in bounds, hospitals are dragging their feet to stay out of bounds, not complying with new federal rules for price transparency.

To fix this, please go to [Power To The Patients dot org](https://www.powertothepatients.org) and submit a comment, which will be sent directly to the current administration and policy makers in D.C. Sponsored by Power to the Patients.