



Tim Johnson <tim@hehradio.com>

HD12 Order

2 messages

Hailey Simmons <hailey@ruralamfm.com>
To: tim@hehradio.com

Mon, May 13, 2024 at 11:46 AM

Please confirm in writing when you have received and accepted the order.

Additionally, please see the Traffic Instructions to run the :60 ad

Run dates: 5/14/2024 - 5/28/2024

Schedule attached

Spot is attached

NAB is attached

Traffic Instructions:

Wharton Radio.wav (10,395K) -100% Rotation

Hailey Simmons



(517)240-7939
190 Monroe Ave, NW
Suite 300
Grand Rapids, MI 49503

3 attachments

Wharton Radio.wav
10395K

HEH Communications LLC HD12 orders.pdf
25K

Abbott NAB 1.pdf
1101K

Tim Johnson <tim@hehradio.com>
To: Hailey Simmons <hailey@ruralamfm.com>

Mon, May 13, 2024 at 1:58 PM

Hello Hailey,

Yes, we received the order. Logs for tomorrow were closed at noon. I can spread the first week over Wed - Friday.

Please sign and return the attached document outlining our political policies.

We require payment in advance for political advertising.
How would you like to pay?

All the best,

Tim

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Tim Johnson, Market Manager
KSAM & KHVL - Huntsville/Willis/Lake Conroe
Office: (936)295-2651
Cell: (713) 857-0028
Tim@HEHRadio.com



Huntsville/Walker County Business of the Year-2022

[Quoted text hidden]

 **2024 POLITICAL DISCLOSURE STATEMENT - KSAM KHVL.pdf**
172K

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Rural AM FM, 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: Rural AM FM

Agency name: Rural AM FM

Address: 190 Monroe Ave, NW

Contact: Hailey Simmons Morris

Phone number: 517-240-7939

Email: hailey@ruralamfm.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: Greg Abbott Campaign

Address: 502 East 11th Street Austin, TX 78701

Contact: Kim Snyder

Phone number: 512-477-2002

Email: kim@gregabbott.com

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.):

Cecilia Abbott

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:

Securing the border

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>Hailey Simmons-Morris</i>	Signature:
Name: Hailey Simmons Morris	Name:
Date of Request to Purchase Ad Time: May 13, 2024	Date of Station Agreement to Sell Time:

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: 5/13/2024

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	Station Call Letters: <i>KSAM & KHUL</i>	Date Received/Requested: <i>5/13/2024</i>
Est. #: n/a	Station Location: <i>Huntsville, TX</i>	Run Start and End Dates: <i>5/15 - 5/28/2024</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.

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 avail:

2024 POLITICAL DISCLOSURE STATEMENT

HEH Communications, LLC, Huntsville, TX (d/b/a KSAM & KHVL) complies with federal law in selling time to candidates for political office. In accordance with that law, we provide reasonable access to station facilities for all legally qualified federal candidates. However, we reserve the right to determine the non-federal candidates to whom we will sell time. Once time is sold to a federal or non-federal candidate, equal opportunity rights and afforded to all legally qualified opponents of that candidate.

Most rates for both commercial and political advertising time sold on the above listed stations are arrived at on an individually negotiated basis. Individually negotiated spot packages are equally available for purchase by political candidates. Negotiated buys may, for example, include spots in a number of different rotations or day-parts and combinations of different classes of spots. A description of various classes of advertising time offered to commercial advertisers is provided below. Rates for most classes of time vary on a weekly basis, based upon supply and demand. During the 45 day period before a caucus, primary or primary run-off election and the 60 day period prior to a general election, the ultimate charge provided to eligible political candidates purchasing spots for “uses” – that is, spots purchased on behalf of a candidate containing a positive appearance by a candidate in which the candidate’s voice is readily identifiable – will in no event exceed the lowest price paid by any other advertiser for spots of the same class and length and for the same day-part or rotation which actually run during the same rate period as the political spots. A legally qualified Federal candidate will be eligible to receive the lowest unit rate only if the candidate provides to HEH Communication the written certification required under Section 305 of the Bipartisan Campaign Finance Reform Act of 2002 (BCRA) and adheres to that certification throughout the campaign. At times other than the 45 and 60 day pre-election periods, candidates will be charged rates comparable to those charged to commercial advertisers, and will receive the same opportunities to negotiate individual packages that commercial advertisers receive. The lowest unit rate policies do not apply to “soft money” announcements (announcements not endorsed or sponsored by the candidate but rather a third party) or for any form of “issue” advertising.

In accordance with FCC rules, eligible candidates will receive all discount privileges available to commercial advertisers, and will be provided with rebates for any overcharges, before the election when possible. The lowest or comparable rates for specific classes of time and rotations in which a candidate is interested will be provided upon request to Tim Johnson, General Manager for KSAM & KHVL, PO Box 330, Huntsville, TX 77342, 936-295-2651. The precise lowest unit rate may not be determined until after particular spots have aired. Lowest unit rates provided to eligible candidates in advance represent the station’s best good faith estimate of such rates, although the final rates may vary, in which event rebates will be provided if appropriate.

- 1. Immediately Preemptible Spots Aired During Specific Rotations.** These spots are not guaranteed to run and may be preempted without notice. These spots are sold to commercial advertisers with the understanding that they will run, unless the station sells out its inventory in a particular rotation or daypart. Accordingly, the probability of clearance varies constantly based on supply and demand. Whether a spot will be preempted depends on the price of a spot, length of a flight, and make-up of the schedule purchased. HEH Communications sells immediately preemptible spots for the following dayparts and rotations:

Monday-Friday: 6:00 AM – 7:00 PM

Monday-Friday: 6:00 AM – 12:00 Midnight

Monday-Friday: 12:00 AM – 6:00 AM

Monday-Friday: 6:00 AM – 7:00 PM

Saturday: 6:00 AM – 12:00 Midnight

HEH Communications will also negotiate rotations other than those listed above, including narrower dayparts, based on the request of the advertiser. Advertisers may also purchase spots within particular programs. Immediately preemptible rates for these dayparts and for particular programs are subject to change on a daily basis, based upon supply and demand. During lowest unit charge periods, political candidates will be provided with the lowest rates for immediately preemptible spots for the specific dayparts and rotations in which candidates express interest. At other times, candidates will be provided with rates comparable to those received by commercial advertisers for immediately preemptible spots for rotations and dayparts in which candidates express interest. Because rates and clearance probabilities for these spots change frequently, candidates should contact us to receive the current rates when placing a buy. At other times, candidates will receive treatment comparable to that received by commercial advertisers with respect to preemption.

2. **Non-preemptible Spots.** Commercial clients often refer to this class of time as the “fixed rate”. Candidates may purchase spots at these rates and be guaranteed that the commercials will air as ordered except for technical problems reasonably outside the control of HEH Communications (machine failures, power outages, sports over-runs, etc.) or acts of God. During time when the available supply of commercial time is exceeded by demand for commercial time, spots purchased at these rates will preempt spots purchased at the preemptible rates even if the preemptible rate is higher than the non-preemptible rate. HEH Communications reserves the right to raise its rates for non-preemptible spots for commercial advertisers as market demand dictates, but rates for non-preemptible rate spots will not be raised for eligible political candidates during the lowest unit rate period.
3. **ROS (Run-Of-Schedule Spots).** ROS spots are scheduled after all other spots have been scheduled to run during the rotation identified. ROS spots are not guaranteed to run in any particular daypart. We offer ROS spots in a variety of rotations, including: Monday-Sunday 6:00 AM – Midnight. They are scheduled by computer, based on the station’s avails. They are the first paid spots to be preempted and have approximately a 60%-70% chance of clearing. During lowest unit rate periods, eligible political candidates will be provided with lowest rates for ROS spots for the rotation in which the candidate express interest. At other times, candidates may purchase ROS spots at rates comparable to those received by commercial advertisers and will receive treatment comparable to such advertisers with respect to preemption. KSAM & KHVH, Huntsville will attempt to provide make-goods for ROS spots, but due to inventory constraints, cannot guarantee that such spots can be made good. However, make-goods will be provided to eligible political candidates. Lowest unit and comparable rates for ROS spots will be provided upon request.

4. **Package Plans.** HEH Communications offers individually negotiated packages that may include, for example, combinations of spots in various dayparts, bonus and discount overnight and/or ROS spots. Sponsorship packages which would imply a relationship between the station and a candidate are not available to political candidates. In addition, non-cash incentives of *de minimis* value or which would imply a relationship between the station(s) and a candidate, which may be available in some package plans, are not available to candidates. All other packages that are made available to commercial advertisers are available to political candidates. However, the lowest unit rate for all dayparts and rotations is calculated to reflect all package discounts to ensure that eligible political candidates receive the lowest unit rates for all spots scheduled to air during lowest unit rate periods regardless of whether they buy an entire package.
5. **Make Goods.** HEH Communications will make every effort to provide “make-good” spots prior to the election for spots purchased by eligible political candidates that are preempted. Although the station’s policy is to offer all eligible political candidates make-goods prior to the election, we cannot guarantee to any advertiser that the make-good can be provided during the daypart or rotation originally purchased. If that is not possible because of inventory constraints, the station will offer make-goods of equivalent value. If these are not acceptable to an advertiser, the station will provide credits or refunds for preempted spots.
6. **Available Spot Lengths:** Typically, HEH Communications sells :30 second and :60 second commercials. There is a rate distinction made between :30 second and :60 second commercials. Prices for spots of lengths other than :30 or :60 seconds may be individually negotiated.
7. **Sponsorship Identification.** All spots must comply with the sponsorship identification requirements of Section 317 of the Communications Act and Section 311 of BCRA. If the provided spots do not contain the identification required under the Communication Act, we reserve the right to add appropriate identification and to bill the candidate for any production costs incurred by the station(s).
8. **Rebates.** If we sell advertising time to an eligible political candidate for a “use” during the prescribed “lowest unit rate” periods for a particular amount and class of time at a rate in excess of the rate charged another advertiser for the same amount and class of time in the same time period which clears as scheduled, the Station(s) will afford the candidate the benefit of the lower rate by means of a rebate, a credit against future purchases, or a refund of the difference, as determined by the candidate. No adjustments will be made for purchases not subject to the “lowest unit rate” requirements.
9. **Value Added Features.** If scheduled during the prescribed lowest unit rate periods, eligible political candidates may purchase spots with value-added elements in conjunction with air time on the same terms as offered to commercial advertisers, including non-cash promotional incentives, unless the nature of the promotional incentive is *de minimis* (such as coffee mugs or other giveaway items) or might imply an endorsement by or other relationship with the station, in which case such promotional features are not available to political candidates. “Billboard” or program sponsorship arrangements are not available to political advertisers. Details will be provided upon request.
10. **Credit Practices.** We require all new advertisers and all advertisers in volatile businesses or those whose operations are intermittent or of limited duration, including political candidates, to pay for all spots in the form of certified or cashier’s check, money order, wire transfer or cash in the full net amount of the schedule being ordered in advance of the schedule’s commencement.

11. Receipt of Materials. All tapes or audio files must be received by HEH Communications offices no later than one business day prior to air date. Takes or audio files for schedules commencing on Saturday, Sunday or Monday must be received no later than noon on the Friday prior to air date. HEH Communications cannot guarantee make-goods for schedules which do not air due to a delay in receipt of audio recordings.

Certificate of Disclosure:

Campaign: Greg Abbott Campaign

Agency: Rural AM FM

Representative (if applicable): Hailey Simmons

Method of Disclosure (check any that apply):

By telephone to _____ (name) on ___/___/2024

Mailed to 190 Monroe Ave NW
Grand Rapids, MI 49503 (name) on ___/___/2024

By Fax to _____ (name) on ___/___/2024

In person to _____ (name) on ___/___/2024

By e-mail to Tim Johnson (name) on 5/13/2024

Accepted by Tim Johnson: (Initials) TJ

Received by: Hailey Simmons
(Candidate or Representative)

Date: 5/13/2024