

Order #790788: National A../National A../Performanc../

| Date | Action | Line | Comment | By | Total \$ | # Spots | Expected GRI |
|---------------------|--------------------|------|--|--------------|----------|---------|--------------|
| 03/28/22 9:45:50 AM | Processed | | <async process> | Jade Collic | \$0.00 | 805 | 0.00 |
| 03/28/22 9:44:29 AM | Approved | | | Teri King (| \$0.00 | 805 | 0.00 |
| 03/28/22 9:44:27 AM | Approval Workflow | | [Business Manager - Business Office Approval Needed Default] | Teri King (| \$0.00 | 805 | 0.00 |
| 03/28/22 8:51:29 AM | Approval Workflow | | [Sales Manager - Ready Default] | Jack Lee (| \$0.00 | 805 | 0.00 |
| 03/28/22 8:34:09 AM | Ready for approval | | Checked by KL | Kelli Lee (I | \$0.00 | 805 | 0.00 |
| 03/28/22 8:30:58 AM | Ready for approval | | per John Kauffman | Kelli Lee (I | \$0.00 | 805 | 0.00 |
| 03/28/22 8:21:51 AM | New order created | | <new order> | Kelli Lee (I | \$0.00 | 0 | 0.00 |

[Sorted by: Date]

ORDER

Orders
Order / Rev: 790788
 Alt Order #: _____
Product Desc: Performance Tax legislation
 Estimate: _____
Flight Dates: 03/30/22 - 09/06/22
Original Date / Rev: 03/28/22 / 03/28/22
Order Type: GENERAL

WIVK-FM
Primary AE: Corporate House
Sales Office: L-KNO
Sales Region: Local

Agency
Name: National Association of Broadcasters
Buying Contact: _____
Billing Contact: _____
1 M Street SE
Washington, DC 20003

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

Advertiser
Name: National Association of Broadcasters
Demographic: A25-54
Product Codes: Radio
Revenue Code 1: DIR
Revenue Code 2: POL-ISS
Revenue Code 3: GEN
Priority: P-100

New Business Thru: _____
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 |
|------------|----------|---------|--------------|------------|
| 03/28/22 | 04/24/22 | 130 | \$0.00 | \$0.00 |
| 04/25/22 | 05/29/22 | 175 | \$0.00 | \$0.00 |
| 05/30/22 | 06/26/22 | 140 | \$0.00 | \$0.00 |
| 06/27/22 | 07/31/22 | 175 | \$0.00 | \$0.00 |
| 08/01/22 | 08/28/22 | 140 | \$0.00 | \$0.00 |
| 08/29/22 | 09/06/22 | 45 | \$0.00 | \$0.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|------------|---------------|---------------|-------------|
| April 2022 | 130 | \$0.00 | \$0.00 | 0.00 |
| May 2022 | 175 | \$0.00 | \$0.00 | 0.00 |
| June 2022 | 140 | \$0.00 | \$0.00 | 0.00 |
| July 2022 | 175 | \$0.00 | \$0.00 | 0.00 |
| August 2022 | 140 | \$0.00 | \$0.00 | 0.00 |
| September 2022 | 45 | \$0.00 | \$0.00 | 0.00 |
| Totals | 805 | \$0.00 | \$0.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Corporate House | | | 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 | WIVK | 03/30/22 | 09/06/22 | Sign-On/Sign-Off M-Su | CM | 5:00 AM-12:00 XM | 55555555 | :30 | 35 | \$0.00 | P-90 | 0.00 | NM | 805 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 03/28/22 | 04/03/22 | -- 55555 | | 25 | | \$0.00 | | 0.00 | | | | | |
| | | Week: 04/04/22 | 04/10/22 | 5555555 | | 35 | | \$0.00 | | 0.00 | | | | | |
| | | Week: 04/11/22 | 04/17/22 | 5555555 | | 35 | | \$0.00 | | 0.00 | | | | | |
| | | Week: 04/18/22 | 04/24/22 | 5555555 | | 35 | | \$0.00 | | 0.00 | | | | | |
| | | Week: 04/25/22 | 05/01/22 | 5555555 | | 35 | | \$0.00 | | 0.00 | | | | | |
| | | Week: 05/02/22 | 05/08/22 | 5555555 | | 35 | | \$0.00 | | 0.00 | | | | | |
| | | Week: 05/09/22 | 05/15/22 | 5555555 | | 35 | | \$0.00 | | 0.00 | | | | | |
| | | Week: 05/16/22 | 05/22/22 | 5555555 | | 35 | | \$0.00 | | 0.00 | | | | | |
| | | Week: 05/23/22 | 05/29/22 | 5555555 | | 35 | | \$0.00 | | 0.00 | | | | | |
| | | Week: 05/30/22 | 06/05/22 | 5555555 | | 35 | | \$0.00 | | 0.00 | | | | | |
| | | Week: 06/06/22 | 06/12/22 | 5555555 | | 35 | | \$0.00 | | 0.00 | | | | | |
| | | Week: 06/13/22 | 06/19/22 | 5555555 | | 35 | | \$0.00 | | 0.00 | | | | | |
| | | Week: 06/20/22 | 06/26/22 | 5555555 | | 35 | | \$0.00 | | 0.00 | | | | | |
| | | Week: 06/27/22 | 07/03/22 | 5555555 | | 35 | | \$0.00 | | 0.00 | | | | | |
| | | Week: 07/04/22 | 07/10/22 | 5555555 | | 35 | | \$0.00 | | 0.00 | | | | | |
| | | Week: 07/11/22 | 07/17/22 | 5555555 | | 35 | | \$0.00 | | 0.00 | | | | | |

Order / Rev: 790788
 Alt Order #:
 Flight Dates: 03/30/22 - 09/06/22

Advertiser: National Association of Broadcasters
 Product Desc: Performance Tax legislation
 Estimate:
WIVK-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: 07/18/22 | 07/24/22 | 5555555 | 35 | \$0.00 | 0.00 | | | | | | | | |
| | | Week: 07/25/22 | 07/31/22 | 5555555 | 35 | \$0.00 | 0.00 | | | | | | | | |
| | | Week: 08/01/22 | 08/07/22 | 5555555 | 35 | \$0.00 | 0.00 | | | | | | | | |
| | | Week: 08/08/22 | 08/14/22 | 5555555 | 35 | \$0.00 | 0.00 | | | | | | | | |
| | | Week: 08/15/22 | 08/21/22 | 5555555 | 35 | \$0.00 | 0.00 | | | | | | | | |
| | | Week: 08/22/22 | 08/28/22 | 5555555 | 35 | \$0.00 | 0.00 | | | | | | | | |
| | | Week: 08/29/22 | 09/04/22 | 5555555 | 35 | \$0.00 | 0.00 | | | | | | | | |
| | | Week: 09/05/22 | 09/11/22 | 55----- | 10 | \$0.00 | 0.00 | | | | | | | | |
| | | | | | | | | | | | | | Totals | 805 | \$0.00 |

Teri King

From: Kelli Lee
Sent: Monday, March 28, 2022 11:36 AM
To: Teri King
Cc: Ken Salyer; Jim Franklin
Subject: RE: NAB political order for all stations

The orders are in.

Kelli Lee
Continuity Director/Digital Sales Assistant
Cumulus Radio Station Group | Knoxville
865.212.4664

kelli.lee@cumulus.com
cumulusmedia.com



KNOXVILLE



From: Teri King <Teri.King@cumulus.com>
Sent: Monday, March 28, 2022 11:16 AM
To: Kelli Lee <Kelli.Lee@cumulus.com>
Cc: Ken Salyer <Ken.Salyer@cumulus.com>; Jim Franklin <Jim.Franklin2@cumulus.com>
Subject: NAB political order for all stations
Importance: High

Please see below. John Kaufman just posted this on Forcebook on the Cumulus Political page.

Kelli, can you enter the orders per the instructions below and I'll upload once everything goes through the system.

Thank you 😊

John Kaufman shared a link.

[31 mins](#) ·

Orders for NAB Performance Tax Issue Spots

Good morning everyone. As mentioned last week, we are now ready to have you create orders we have been asked to run on behalf of the NAB regarding Performance Tax legislation. These should be coded as LOCAL DIRECT POLITICAL ISSUE spots, 5x/day 30s spots ON EVERY CUMULUS STATION, Mon-Sun (not auto-weekly) 5a-Midnight full rotation, fully pre-emptible without notice P90, **starting this Wednesday March 30 and running through September 6. It is a no-charge order.**

This order WILL NOT impact your LUR given the broad rotation; also the FCC confirmed that this issue order on behalf of the industry should not be considered in setting your LUR for other political orders.

The link to the request to air to the broadcasters (which you can use in lieu of an insertion order for your records), downloadable spot creative, and the NAB's NAB form is below. I posted the NAB's NAB form last week as well.

<https://www.nab.org/performancetaxresources/...>

There are two spots for English language stations. Please use even spot creative rotation. If Spanish language creative is appropriate for your station, there is Spanish creative as well that can be used. Upload the corresponding WideOrbit order details and the COMPLETED NAB form (with station info and authorized station rep signature) AS SOON AS POSSIBLE to each of your stations' Political Issue public file. Use the naming convention: 123456 (station 6 digit WO order number)-National Association of Broadcasters-WXYZ-REVISION.

Please use this client name and naming even if you used another name when you uploaded the original NAB form last week. Leave the original NAB form you uploaded last week in your public political file as is.

THANK YOU!!!

Teri King

Assistant Business Manager

Cumulus Radio Station Group | Knoxville

O. 865.212.4508

F. 865.909.9938

4711 Old Kingston Pike, Knoxville, TN, 37919

Teri.king@cumulus.com

cumulusmedia.com



[\(/default.asp\)](#)

[About Us \(/about/default.asp\)](#)

[Advocacy \(/advocacy/default.asp\)](#)

[Education \(/education/default.asp\)](#)

[Innovation \(/innovation/default.asp\)](#)

[Events \(/events/default.asp\)](#)

[News \(/news/default.asp\)](#)

[Membership \(/membership/default.asp\)](#)

[My NAB \(https://my.nab.org\)](https://my.nab.org)

[Q \(/search/default.asp\)](#)

[in \(https://www.linkedin.com/groups/3143969/profile\)](https://www.linkedin.com/groups/3143969/profile)

[ig \(http://www.instagram.com/wearebroadcasters\)](http://www.instagram.com/wearebroadcasters)

[yt \(http://www.youtube.com/user/nabroadcasters\)](http://www.youtube.com/user/nabroadcasters)

[tw \(http://twitter.com/nabtweets\)](http://twitter.com/nabtweets)

[fb \(http://www.facebook.com/broadcasters\)](http://www.facebook.com/broadcasters)

[HOME \(/DEFAULT.ASP\)](#) / [ADVOCACY \(/ADVOCACY/DEFAULT.ASP\)](#) / [PERFORMANCE TAX SPOTS RESOURCES \(/PERFORMANCETAXRESOURCES/DEFAULT.ASP\)](#)

Performance Tax Spots and Resources

Thank you for joining the National Association of Broadcasters' efforts to stop the foreign-owned record labels' attempts to impose new fees on local radio stations. Your engagement sends a loud message to Congress: radio stations stand united against a performance tax.

Please air these radio spots as often as possible from now until September 6 and urge your listeners to tell policymakers to protect local stations. Because this is an issue ad, the Federal Communications Commission requires your station to fill out a **PB-19 form** ([\(/performanceTaxResources/PB-19_Performance_Tax.pdf\)](#)) and place it in your station's political file within 24 hours or one business day. Please make this a priority.

Download Spots in English and Spanish ↓
(<https://www.dropbox.com/sh/jswb9397hy5wh6e/AAA6RJ7q8s-QHyKr5ZpVnGgFa?dl=0>).

Additional Tools

- Click [here \(/performanceTaxResources/PerformanceTaxradiospots.docx\)](#) to access scripts that you can customize.
- Click [here \(/performanceTaxResources/performanceTaxLiveReadScripts_FINAL.docx\)](#) to access live read scripts for your on-air talent.
- Click [here \(/performanceTaxResources/PerformanceTaxAds_2022.zip\)](#) to download digital and social media assets. The click-through URL for the ads should be <https://p2a.co/fkk7zz3> (<https://p2a.co/fkk7zz3>).
- Click [here \(https://www.freeradioalliance.org/the-facts-on-music-fairness/\)](https://www.freeradioalliance.org/the-facts-on-music-fairness/) to get the facts, presented by the Free Radio Alliance, on the American Music Fairness Act - a bill to impose new fees on local radio.
- You can find an [issue brief \(/performanceTaxResources/PerformanceTaxIssueSheet.pdf\)](#) on performance tax legislation here and talking points [here \(/performanceTaxResources/performanceTaxTalkingPoint.pdf\)](#).
- You can find more information on NAB's efforts to oppose a performance tax [here \(https://www.nab.org/advocacy/issue.asp?id=1889&issueid=1002\)](#).
- Click [here \(https://www.nab.org/performancetax/champions.asp\)](https://www.nab.org/performancetax/champions.asp) to see the members of Congress standing up for radio by supporting the Local Radio Freedom Act.

Thank you for helping us fight for your ability to deliver the news, weather, traffic, emergency information and entertainment your listeners rely on every day. Together, we will ensure a vibrant future for radio.

Important: PB-19 Form

Because this is an issue ad, the Federal Communications Commission requires your station to fill out a PB-19 form and place it in your station's political file within 24 hours or one business day. Please make this a priority.

PB-19 FORM
([\(/performanceTaxResources/PB-19_Performance_Tax.pdf\)](#))

Please note: Spots do not impact the Lowest Unit Charge/Rate nor do they trigger equal time since they are not candidate ads. Stations should consult with their legal counsel if they have any questions regarding the use of the PB-19 form and other compliance issues.

Take Action

Take action today and urge your members of Congress to oppose the so-called American Music Fairness Act and cosponsor the Local Radio Freedom Act. Your voice matters!

Take Action (<https://p2a.co/fkk7zz3>)

Need Help?

Please email us at advocacy@nab.org (<mailto:advocacy@nab.org>) **subject=Performance Tax**, with questions or feedback.

National Association of Broadcasters

1 M Street SE
Washington, D.C. 20003
202 429 5300 | nab@nab.org
(<mailto:nab@nab.org>).

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[Privacy Policy \(/about/privacy.asp\)](#) | [Terms of Use \(/about/termsOfUse.asp\)](#)

Connect With Us



[\(http://twitter.com/nabtwe](http://twitter.com/nabtwe)



[\(http://www.facebook.com](http://www.facebook.com)



[\(https://www.linkedin.com/](https://www.linkedin.com/)



[\(http://www.instagram.com](http://www.instagram.com)



[\(http://www.youtube.com/](http://www.youtube.com/)

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: National Association of Broadcasters | | |
| Agency name: n/a | | |
| 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: National Association of Broadcasters | | |
| Address: 1 M Street SE Washington, DC 20003 | | |
| Contact: Michelle Lehman | Phone number: (202)429-5350 | Email: nab@nab.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.): | | |
| Curtis LeGeyt, President and Chief Executive Officer Shawn Donilon, EVP, Government Relations Michelle Lehman, Chief of Staff and EVP, Public Affairs Tea Gennaro, Chief Financial Officer and EVP, Finance and Administration For further information, please visit https://www.nab.org/about/departments/default.asp . | | |
| 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: | | <input checked="" type="checkbox"/> 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: | | <input type="checkbox"/> N/A |
| Local Radio Freedom Act, H. Con. Res 33 and S. Con. Res 9 American Music Fairness Act, H.R. 4130 | | |

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>Michelle Lehman</i> | Signature: <i>Teri King</i> |
| Name: Michelle Lehman | Name: <i>Teri King</i> |
| Date of Request to Purchase Ad Time: March 21, 2022 | Date of Station Agreement to Sell Time: <i>3/28/22</i> |

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: *3/28/22*

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 <i>790788</i> | Station Call Letters: <i>WIVK-FM</i> | Date Received/Requested: <i>3/28/22</i> |
| Est. #: n/a | Station Location: <i>Knoxville, TN</i> | Run Start and End Dates: <i>3/30/22 - 9/6/22</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 available.