

# CONTRACT



**Alpha Media LLC**  
 731 S. Pear Orchard Road  
 Suite 27  
 Ridgeland, MS 39157  
 (601) 957-1300

<u>Contract / Revision</u> 719083 /		<u>Alt Order #</u>
<u>Advertiser</u> Black Voters Matter Action PAC		<u>Original Date / Revision</u> 10/24/23 / 10/24/23
<u>Contract Dates</u> 10/24/23 - 11/07/23	<u>Estimate #</u>	
<u>Product</u> Gubernatorial Election		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WOAD-AM	<u>Account Executive</u> Christiana Williams	<u>Sales Office</u> Local-Jackson
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Ref</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**StepWon Marketing**  
 2500 Rockbrook Drive Unit 70  
 Lewisville, TX 75067

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 1	WOAD	10/24/23	11/07/23	Mo-Fr AM	6a-10a		:30			NM	12	\$132.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/23	10/29/23	-1111--				4	\$11.00			
	Week:	10/30/23	11/05/23	11111--				5	\$11.00			
	Week:	11/06/23	11/12/23	12-----				3	\$11.00			
E 2	WOAD	10/24/23	11/07/23	Mo-Fr Midday	10a-3p		:30			NM	9	\$81.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/23	10/29/23	-----				0	\$0.00			
	Week:	10/30/23	11/05/23	11111--				5	\$9.00			
	Week:	11/06/23	11/12/23	22-----				4	\$9.00			
E 3	WOAD	10/24/23	11/07/23	Mo-Fr PM	3p-7p		:30			NM	12	\$132.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/23	10/29/23	-1111--				4	\$11.00			
	Week:	10/30/23	11/05/23	11111--				5	\$11.00			
	Week:	11/06/23	11/12/23	21-----				3	\$11.00			
E 4	WOAD	10/24/23	11/06/23	Mo-Fr Evening	Mo-Fr Evening		:30			NM	6	\$36.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/23	10/29/23	-----				0	\$0.00			
	Week:	10/30/23	11/05/23	11111--				5	\$6.00			
	Week:	11/06/23	11/12/23	1-----				1	\$6.00			
E 5	WOAD	10/28/23	11/04/23	Sa AM	6a-10a		:30			NM	2	\$22.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/23	10/29/23	-----1-				1	\$11.00			
	Week:	10/30/23	11/05/23	-----1-				1	\$11.00			
E 6	WOAD	10/28/23	11/04/23	Sa Midday	10a-3p		:30			NM	2	\$18.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/23	10/29/23	-----1-				1	\$9.00			
	Week:	10/30/23	11/05/23	-----1-				1	\$9.00			
E 7	WOAD	10/28/23	11/04/23	Sa PM	3p-7p		:30			NM	2	\$18.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/23	10/29/23	-----1-				1	\$9.00			
	Week:	10/30/23	11/05/23	-----1-				1	\$9.00			
E 8	WOAD	10/28/23	11/04/23	Sa Evening	7p-12m		:30			NM	2	\$12.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom invoices are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any invoices rendered by Station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to Station. Station will not be bound by any conditions contained in any contracts, insertion orders, copy instructions or any correspondence when such conditions conflict with the above terms and conditions. Payment is required thirty (30) days from invoice date, unless Station, at its sole and absolute discretion, has determined that payment is to be made in advance of the broadcast/digital display or other performance under this Agreement.



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<u>Contract Dates</u> 10/24/23 - 11/07/23	<u>Product</u> Gubernatorial Election	<u>Estimate #</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/23	10/29/23	-----1-				1	\$6.00			
Week:		10/30/23	11/05/23	-----1-				1	\$6.00			
E 9	WOAD	10/29/23	11/05/23	Su AM	6a-10a		:30			NM	2	\$18.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/23	10/29/23	-----1				1	\$9.00			
Week:		10/30/23	11/05/23	-----1				1	\$9.00			
E 10	WOAD	10/29/23	11/05/23	Su Midday	10a-3p		:30			NM	3	\$33.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/23	10/29/23	-----1				1	\$11.00			
Week:		10/30/23	11/05/23	-----2				2	\$11.00			
<b>Totals</b>											<b>52</b>	<b>\$502.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/25/23 - 10/29/23	14	\$143.00	(\$21.45)	\$121.55
10/30/23 - 11/07/23	38	\$359.00	(\$53.85)	\$305.15
<b>Totals</b>	<b>52</b>	<b>\$502.00</b>	<b>(\$75.30)</b>	<b>\$426.70</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, DEE LINSON, 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: 10/23/23 @ 2pm

Agency name: STEPWON MARKETING

Address: 2500 ROCKBROOK DRIVE, UNIT 70 LEWISVILLE, TX 75067

Contact: DEE LINSON

Phone number: 205-447-5546

Email: 205-447-5546

**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: BLACK VOTERS MATTER CAPACITY BUILDING INSTITUTE

Address: 3645 MARKETPLACE BLVD, #130-232, EAST POINT, GA 30344

Contact: CLIFF ALBRIGHT

Phone number: 404-406-7593

Email: cliff@blackvotersmatter.org

Station is authorized to announce the time as paid for by such person or entity.

**List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary):**

LATOSHA BROWN, CO-FOUNDER

CLIFF ALBRIGHT, CO-FOUNDER

APRIL ALBRIGHT, NATIONAL LEGAL DIRECTOR

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):

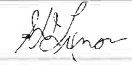
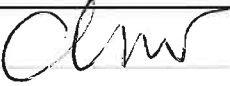
Date of election: Mississippi Gubernatorial election Tuesday November 7, 2023

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: 	Signature: 
Name: DEE LINSON	Name: Christiana Williams
Date of Request to Purchase Ad Time: 10/11/2023	Date of Station Agreement to Sell Time: 10/23/23

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: 10/23/23


**Note: Must have separate PB-19 forms 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:

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

Date and nature of follow-ups, if any:

Contract #: 719083	Station Call Letters: WOAD-AM/FM	Date Received/Requested: 10/23/23
Est. #:	Station Location: 731 S. Pear Orchard Suite 27 Ridgeland 	Run Start and End Dates: 10/24/23

**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.