

# Order #721276: McColl & A./Saffo/D/Mayo/2021 Mayor../

Date	Action	Comment	By	Total \$	# Spots
10/26/21 11:53:47 AM	CIA Spot status	<updated to Cleared> 1-14, 1-8, 1-2, 1-6, 2-3, 3-2, 4-2, 1-10, 2-1, 1-7, 1-12, 1-1, 3-4, 1-9, 1-4, 2-7, 3-12, 2-2, 3-10, 3-7, 3-3, 4-6, 3-5, 2-6, 3-9, 2-12, 2-11, 3-1, 4-4, 1-13, 3-11, 2-9, 2-8, 1-11, 2-10, 3-6, 2-5, 4-3, 2-4, 4-1, 1-5, 1-15, 3-8	Cindy Black (cblack@cumul	\$1,035.00	45
10/26/21 11:53:47 AM	CIA Spot status	<updated to Cleared> 1-3, 4-5	Cindy Black (cblack@cumul	\$1,035.00	45
10/26/21 9:40:05 AM	Processed	<async process>	Melissa Lawson (melissa.la	\$1,035.00	45
10/26/21 9:35:42 AM	Approved	10/26 NAB form and money on hand. JMC	Jennifer McCord (jennifer.m	\$1,035.00	45
10/26/21 9:35:25 AM	Approval Workflow	[Business Manager - Business Office Approval Needed Default]	Jennifer McCord (jennifer.m	\$1,035.00	45
10/26/21 9:28:53 AM	Approval Workflow	[Sales Manager - Ready Default] Added Class B – Preemptible With Notice to internal/external	Eric McCart (emccart@cumi	\$1,035.00	45
10/26/21 9:28:44 AM	Ready for approval	Added Class B – Preemptible With Notice to internal/external comments	Eric McCart (emccart@cumi	\$1,035.00	45
10/26/21 9:25:31 AM	Approval Workflow	[Sales Manager - Ready Default] MM has reviewed and approved schedule, NAB Forms are in house and approved. Payment is in house and ok to clear CIA. Once order is through final approvals, MM will upload required documents to the WMNX Public File.	Eric McCart (emccart@cumi	\$1,035.00	45
10/26/21 9:23:36 AM	Ready for approval	Order has been reviewed by MM and ready for approvals	Eric McCart (emccart@cumi	\$1,035.00	45
10/26/21 9:15:41 AM	Ready for approval Credit Stop	10/26 line coding corrected for political rev code 2-candidate and rev code 3 local races. JMC	Jennifer McCord (jennifer.m	\$1,035.00	45
10/26/21 9:11:07 AM	Ready for approval Credit Stop	CHANGED ADVERTISER - CLASS B RATES	Erin Moran (emoran@cumu	\$1,035.00	45
10/26/21 8:14:31 AM	Ready for approval	waiting to change the advertiser	Erin Moran (emoran@cumu	\$1,035.00	45
10/26/21 8:09:31 AM	New order created	<new order>	Erin Moran (emoran@cumu	\$0.00	0

[Sorted by: Date]

# CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Louise McColl, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Bill Saffo

Authorized committee:

Re-elect Bill Saffo Mayor

Agency requesting time (and contact information):

N/A McColl & Associates, Louise McColl

Candidate's political party:

Democrat

Office sought (no acronyms or abbreviations):

MAYOR

Date of election:

Nov. 2 2021

General

Primary

Treasurer of candidate's authorized committee:

Janet Monterose Janet Monterose

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices.

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**Candidate/Committee/Agency**

**Station Representative**

Signature:

Louise McColl

Signature:

Eric McCart

Name: Louise McColl

Name: Eric McCart

Date of Request to Purchase Ad Time: 10/26/2021

Date of Station Agreement to Sell Time: 10/26/21

**Federal Candidate Certification:**

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

**Candidate/Authorized Committee/Agency**

Signature:

Louis F. McCull

Name: Louis F. McCull

Date: 10/26/2021

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No

Date ad received: 10/26/21

Federal candidate certification signed (above):  Yes  No  N/A

Disposition:

- Accepted
- Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\*
- Rejected – provide reason (optional):

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

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: 721276-Saffo/D/Mayor	Station Call Letters: WMNX-FM	Date Received/Requested: 10/26/21
Est. #:	Station Location: Wilmington, NC	Run Start and End Dates: 10/27/21 - 11/2/21

Upload order, this form and invoice (or traffic system print-out) or other documents 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 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.

# ORDER

**Orders**  
**Order / Rev:** 721276  
 Alt Order #: \_\_\_\_\_  
**Product Desc:** 2021 Mayoral Race  
 Estimate: \_\_\_\_\_  
**Flight Dates:** 10/27/21 - 11/02/21  
**Original Date / Rev:** 10/26/21 / 10/26/21  
**Order Type:** GENERAL

**WMNX-FM**  
**Primary AE:** Christy Kramer  
**Sales Office:** L-WNC  
**Sales Region:** Local

**Agency**  
**Name:** McCull & Associates  
**Buying Contact:** Louise McColl  
**Billing Contact:** Louise McColl  
3803 Wrightsville Ave  
Wilmington, NC 28403

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Saffo/D/Mayor  
**Demographic:** A25-54  
**Product Codes:** Candidates  
**Revenue Code 1:** AGY-AVAIL  
**Revenue Code 2:** POL-CAND  
**Revenue Code 3:** POL-LR  
**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
09/27/21	10/31/21	33	\$750.00	\$637.50
11/01/21	11/02/21	12	\$285.00	\$242.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2021	33	\$750.00	\$637.50	0.00
November 2021	12	\$285.00	\$242.25	0.00
<b>Totals</b>	<b>45</b>	<b>\$1,035.00</b>	<b>\$879.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christy Kramer			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	WMNX	10/27/21	11/02/21	M-F Midday M-F	CM	10a-3p	33333--	:30	15	\$25.00	P-30	0.00	NM	15	\$375.00
Class B - Preemptible With Notice															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/25/21	10/31/21	--333--			9		\$25.00		0.00				
Week:		11/01/21	11/07/21	33-----			6		\$25.00		0.00				
N 2	WMNX	10/27/21	11/02/21	M-F PM Drive M-F	CM	3p-7p	33333--	:30	15	\$25.00	P-30	0.00	NM	12	\$300.00
Class B - Preemptible With Notice															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/25/21	10/31/21	--333--			9		\$25.00		0.00				
Week:		11/01/21	11/07/21	3-----			3		\$25.00		0.00				
N 3	WMNX	10/27/21	11/02/21	M-F Evening M-F	CM	7p-12a	33333--	:30	15	\$20.00	P-30	0.00	NM	12	\$240.00
Class B - Preemptible With Notice															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/25/21	10/31/21	--333--			9		\$20.00		0.00				
Week:		11/01/21	11/07/21	3-----			3		\$20.00		0.00				
N 4	WMNX	10/27/21	11/02/21	Sa-Su Midday Sa-Su	CM	10a-3p	-----33	:30	6	\$20.00	P-30	0.00	NM	6	\$120.00
Class B - Preemptible With Notice															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 721276  
 Alt Order #: \_\_\_\_\_  
 Flight Dates: 10/27/21 - 11/02/21

Advertiser: Saffo/D/Mayor  
 Product Desc: 2021 Mayoral Race  
 Estimate: \_\_\_\_\_

**WMNX-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: 10/25/21	10/31/21	-----33	6	\$20.00	0.00								
		Week: 11/01/21	11/07/21	-----	0	\$20.00	0.00								
													Totals	45	\$1,035.00