

Brian Olivarri

Subject: FW: NAB Keeping AM Radio in Automobile Spots

From: John Kaufman <John.Kaufman@cumulus.com>
Sent: Wednesday, June 21, 2023 12:30 PM
To: Jason Hutchinson <Jason.Hutchinson@cumulus.com>
Subject: NAB Keeping AM Radio in Automobile Spots

Here's what I posted. If you can get orders built today, that would be great.

NAB Keeping AM Radio in Automobile Spots

Good afternoon everyone. We have been asked to run these spots on behalf of the NAB regarding potential legislation to keep AM Radio in Automobiles. These should be:

- RUN ON EVERY CUMULUS STATION
- Coded as LOCAL DIRECT POLITICAL ISSUE spots
- 5x/day 30s spots, Mon-Sun (not auto-weekly)
- 5a-Midnight full rotation
- Fully pre-emptible without notice P90
- **Starting this Monday, June 26th and running through September 6. It is a no-charge order**

We will create the orders in WideOrbit centrally so all the stations will need to do is approve them. You can use a copy of this post as an Insertion Order for your records.

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

The NAB's NAB form for political upload is attached. Upload the corresponding WideOrbit order details and the COMPLETED NAB form (with station info and authorized station rep signature, change air dates on form to 6/26-9/6) 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 (your station call letters).

The link to the creative is here. You can choose the spot that is appropriate for your station format. We will also post in Cedis:

[Broadcast-Ready Spots](#) | [AM Radio Toolkit](#) | [National Association of Broadcasters \(nab.org\)](http://National Association of Broadcasters (nab.org))

THANK YOU!!!

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