



Lightner Communications LLC  
2513 6th Ave  
Altoona, PA 16602  
(814) 943.6112

## WKMC Order Confirmation

OrderID: 0648-008

Sponsor: Senate Majority PAC  
Product: Senate Majority PAC  
Estimate/PO: EST# 12161  
AccountRep: House Accounts  
BillingCycle: Broadcast Month  
InvoiceType: Times/Rates  
Run Dates: 10/18/2022 - 10/24/2022  
Items Ordered: 06  
Ordered Amount: \$690.00  
-Agency Commission: -\$103.50  
Net Amount: \$586.50

KATZ MEDIA GROUP  
125 WEST 55TH STREET 3RD FLOOR  
NEW YORK, NY 10019

Scheduled Station(s): WKMC  
Senate Majority PAC

Printed 10/4/2022 4:28:03 PM

Page 1

Run Dates	Run Weeks	Run Times	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Week Total	Length	Description	Avail Type	Copy ID	Qty	Item Cost	Total Cost
01 10/18/2022 - 10/24/2022	All Weeks	10:00 AM - 03:00 PM		1		1	1			3	:60	Spot		2251	3	115.00	345.00
02 10/18/2022 - 10/24/2022	All Weeks	03:00 PM - 07:00 PM	1		1		1			3	:60	Spot		2251	3	115.00	345.00

**Broadcast Month Projected Billing:**

Oct-22	690.00	Nov-22	0.00	Dec-22	0.00	Q4-2022	690.00
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Confirmed Correct; Payment Guaranteed

Accepted for WKMC

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, SMP, 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: SMP

Agency name: Waterfront Strategies

Address: 3050 K Street NW Suite 100 Washington, DC 20007

Contact: Jesse Demastrie

Phone number: 202-338-8700

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: SMP

Address: 1032 15th St, NW, #247, Washington, DC 20005

Contact: JB Poersch

Phone number: 202-871-9255

Email: info@senatemajority.com

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.):

JB Poersch, President  
Rebecca Lambe, Treasurer

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: Mehmet Oz, John Fetterman

Office(s) sought by such candidate(s) (no acronyms or abbreviations): US Senate

Date of election: November 8, 2022

Clearly identify **EVERY** political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☐ N/A

Economy



**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**

Signature: 

Name: J.B. Poersch

Date of Request to Purchase Ad Time:

**Station Representative**

Signature:

Name:

Date of Station Agreement to Sell Time:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?

☒

Yes

☐

No

Date ad received: 10-3-22

**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 #:

648-008

Station Call Letters:

WKMC-AM

Date Received/Requested:

9-30-22

Est. #:

12161

Station Location:

Altoona PA

Run Start and End Dates:

Oct 18 - 24, 2022

**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.

## Advice

Date	Payment Amount	Reference
Oct/14/2022	\$377,329.45	024605

[illegible]



Sep 30, 22  
 CONT# 36178174 Mod# Ver# 1 (Last = )  
 REP KATZ RADIO  
 TO WKMC-AM (Altoona, PA)  
 FM LATONYA CHENAULT  
 OFF PHILADELPHIA  
 AGY Katz Media Group  
 ADDR 125 West 55th Street 3rd Floor  
 New York, NY 10019

DDS CONT# 0  
 C/P/E: / / 12161

SALESPERSON FAX#

PH #

BYR Helen Hanratty1  
 ADV SENATE MAJORITY PAC  
 PDT Issue  
 FLT Oct 18, 22 - Oct 25, 22

\* REP ORDER COMMENT \*

\*\* 9/30/2022 5:00:00 PM: FOR ALL GMMB/WATERFRONT/GREAT AMERICAN MEDIA ORDERS: KATZ MEDIA COLLECTS, CASH-IN-ADVANCE AND AS AN OFFICIAL AGENT ON BEHALF OF OUR REPRESENTED STATIONS, ALL MONIES FOR POLITICAL AND ISSUE BUYS PLACED OUT OF GREER. ONCE YOUR INVOICES ARE RECONCILED WITH OUR ORDERS BY OUR NY BILLING OFFICE, PAYMENT IS SENT TO YOU ONLY FOR WHAT RAN. WE ARE THE ONES RESPONSIBLE FOR REFUNDING UNUSED FUNDS BACK TO THE AGENCY. PAYMENT IS USUALLY DISBURSED WITHIN 45 DAYS OF RECONCILIATION. PLEASE CONFIRM WITH PLEASE NOTE WITH ALL POLITICAL/ISSUE ORDERS THERE IS A 24 HOUR CANCELLATION NOTICE.

\*\* 9/30/2022 5:00:00 PM: POPULATIONBUYTYPE: CPP.

\*\* 9/30/2022 5:00:00 PM: THIS IS A KATZ MEDIA GROUP ORDER. ALL BILLING SHOULD BE SENT TO KATZ MEDIA GROUP 125 W 55TH ST./NY,NY 10019. KATZ MEDIA GROUP IS NOT LIABLE FOR PAYMENT.

\*\* 9/30/2022 5:00:00 PM: THIS IS A NEW ISSUE/POLITICAL ORDER. PLEASE NOTE THERE IS A 24 HOUR CANCELLATION POLICY ON ALL ISSUE/POLITICAL ORDERS. PLEASE CONFIRM WITH MICHAEL.MERGET@KATZRADIOGROUP.COM OR CALL 215-557-4208. THANK YOU!

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF WKS	NPW	RATE	TOT SPTS
		<b>FLIGHT 1</b>							
	1.1	TuWThF,M	10A - 3P	60	10/18/2022 - 10/24/2022	1W	3	\$115.00	3
	1.2	TuWThF,M	3P - 7P	60	10/18/2022 - 10/24/2022	1W	3	\$115.00	3
		<b>** WEEKLY FLIGHT TOTALS **</b>					6	\$690.00	

	<b>Oct 22</b>						
SPOTS	6						
CASH	690.00						
TRADE	0.00						
NSL	0.00						
TOTAL	690.00						

						<b>TOTAL</b>
SPOTS						6
CASH						690.00
TRADE						0.00
NSL						0.00
TOTAL						690.00

CONT#      **Sep 30, 22**  
REP      **36178174** Mod#    Ver# **1** (Last = )  
            **KATZ RADIO**

DDS CONT# **0**  
C/P/E:    / / **12161**

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**\*\* Competitive Comments \*\***

SVC: FA99 MSA CustRadio

Demo Adults 35+

Nondiscrimination -Paragraphs 49 and 50 of the United States Federal Communications Commission's Report and Order No. 07-217 provides that broadcast stations' advertising contracts will not discriminate on the basis of race or ethnicity, and must contain nondiscrimination clauses. Consistent with this order, Katz Communications, Inc. (including any subsidiary or division of Katz) does not discriminate in any broadcast advertising contract on the basis of race or ethnicity and evaluates, negotiates and completes its broadcast advertising contracts without regard to race or ethnicity.