

# Broadcast Contract

Solomon McCown & Cence  
Coalition For Safe Secure Data  
Attn: Accounts Payable  
177 Milk Street, Suite 610  
Boston, MA 02109

Attn: Peter Coffin

Start Date 07/23/20	Contract# 606540	Mod# 0
End Date 08/16/20	Date Entered 07/21/20	Date Last Modified 07/22/20
Advertiser Coalition For Safe S	Station Market WBZ-FM	
Product Coalition for Safe & Secur	SalesRep/Office James McGowan	

Standard Billing Cycle Estimate# Jul-Aug 2020

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS	RATE
			LINE	REMARK							/WK	
1	TH 07/23/20 FR 07/24/20	06:00A-10:00A	30	--	--	--	X	X	--	--	1	\$725.00
2	TH 07/23/20 FR 07/24/20	10:00A-03:00P	30	--	--	--	X	X	--	--	1	\$625.00
3	TH 07/23/20 FR 07/24/20	03:00P-07:00P	30	--	--	--	X	X	--	--	1	\$700.00
4	TH 07/23/20 FR 07/24/20	07:00P-12:00A	30	--	--	--	X	X	--	--	1	\$200.00
5	TH 07/23/20 SU 07/26/20	06:00A-12:00A	30	--	--	--	X	X	X	X	3	\$0.00
6	MO 07/27/20 FR 08/14/20	06:00A-10:00A	30	X	X	X	X	X	--	--	1	\$725.00
7	MO 07/27/20 FR 08/14/20	10:00A-03:00P	30	X	X	X	X	X	--	--	1	\$625.00
8	MO 07/27/20 FR 08/14/20	03:00P-07:00P	30	X	X	X	X	X	--	--	1	\$700.00
9	MO 07/27/20 FR 08/14/20	07:00P-12:00A	30	X	X	X	X	X	--	--	1	\$200.00
10	MO 07/27/20 SU 08/16/20	06:00A-12:00A	30	X	X	X	X	X	X	X	3	\$0.00

-----Additional Comments-----	Total Spots	Spots Total\$	Agency Commission	Net	Gross
	28	9,000.00	\$0.00	\$ 9,000.00	\$ 9,000.00

Special Billing

Billing Projections: By Month

	Jul 20	Aug 20
CA	4,500.00	4,500.00
ST	2,250.00	6,750.00

NON-DISCRIMINATION: IN THE PERFORMANCE OF ALL BEASLEY STATION'S ADVERTISING AGREEMENTS, BEASLEY REQUIRES THAT EACH PARTY NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY.

Accepted for Station

Accepted for advertiser OR agency(and MBS, if any) as agent for the advertiser

Name	Title	Name	Title
See reverse for accepted terms and conditions, if any			Page 2

# Coalition for Safe & Secure Data

From: Jim McGowan  
 Phone: (617) 822-6288  
 Email: jmcgowan@985thesportshub.com  
 7/21/2020 9:38 AM

**TAPSCAN**

Flight Dates: 07/22/2020 - 08/16/2020

Demo: P 18-64

Radio Market: BOSTON  
 Survey: MAR20 / FEB20 / JAN20  
 Geography: Metro

Schedule Description:

First 4 Weeks

	Daypart	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls	CPM
<b>Radio Total</b>		<b>56</b>		<b>\$273.21</b>	<b>\$15,300.00</b>	<b>0.5%</b>	<b>\$570.90</b>	<b>26.3</b>	<b>100%</b>	<b>100%</b>	<b>18.7%</b>	<b>598,000</b>	<b>1.4</b>	<b>856,400</b>	<b>\$17.86</b>
<b>WBZ-FM</b>		<b>28</b>		<b>\$321.43</b>	<b>\$9,000.00</b>	<b>0.5%</b>	<b>\$703.13</b>	<b>12.8</b>	<b>48%</b>	<b>59%</b>	<b>8.6%</b>	<b>273,900</b>	<b>1.5</b>	<b>411,200</b>	<b>\$21.87</b>
Weekly Schedule - 4 wks (07/20, 07/27, 08/03, 08/10)															
		28		\$321.43	\$9,000.00	0.5%	\$703.13	12.8	48%	59%	8.6%	273,900	1.5	411,200	\$21.87
One Week Total		7		\$321.43	\$2,250.00	0.5%	\$703.13	3.2	12%	15%	2.7%	85,300	1.2	102,800	\$21.87
	M-F 6A-10A	1	30	\$725.00	\$725.00	0.6%	\$1,208.33	0.6	19%	32%	0.6%	20,300	1.0	20,300	\$35.71
	M-F 10A-3P	1	30	\$625.00	\$625.00	0.7%	\$892.86	0.7	22%	28%	0.7%	21,000	1.0	21,000	\$29.76
	M-F 3P-7P	1	30	\$700.00	\$700.00	0.6%	\$1,166.67	0.6	19%	31%	0.6%	18,200	1.0	18,200	\$38.46
	M-F 7P-12M	1	30	\$200.00	\$200.00	0.1%	\$2,000.00	0.1	3%	9%	0.1%	4,300	1.0	4,300	\$46.51
	M-Su 6A-12M	3	30	\$0.00	\$0.00	0.4%	\$0.00	1.2	38%	0%	1.2%	36,800	1.1	39,000	\$0.00
<b>WROR-FM</b>		<b>28</b>		<b>\$225.00</b>	<b>\$6,300.00</b>	<b>0.5%</b>	<b>\$450.00</b>	<b>14.0</b>	<b>52%</b>	<b>41%</b>	<b>10.3%</b>	<b>330,700</b>	<b>1.3</b>	<b>445,200</b>	<b>\$14.15</b>
Weekly Schedule - 4 wks (07/20, 07/27, 08/03, 08/10)															
		28		\$225.00	\$6,300.00	0.5%	\$450.00	14.0	52%	41%	10.3%	330,700	1.3	445,200	\$14.15
One Week Total		7		\$225.00	\$1,575.00	0.5%	\$450.00	3.5	13%	10%	3.0%	97,000	1.1	111,300	\$14.15
	M-F 6A-10A	1	30	\$500.00	\$500.00	0.5%	\$1,000.00	0.5	14%	32%	0.5%	17,200	1.0	17,200	\$29.07
	M-F 10A-3P	1	30	\$450.00	\$450.00	0.6%	\$750.00	0.6	17%	29%	0.6%	20,600	1.0	20,600	\$21.84
	M-F 3P-7P	1	30	\$525.00	\$525.00	0.7%	\$750.00	0.7	20%	33%	0.7%	21,200	1.0	21,200	\$24.76
	M-F 7P-12M	1	30	\$100.00	\$100.00	0.2%	\$500.00	0.2	6%	6%	0.2%	7,600	1.0	7,600	\$13.16
	M-Su 6A-12M	3	30	\$0.00	\$0.00	0.5%	\$0.00	1.5	43%	0%	1.3%	42,700	1.0	44,700	\$0.00

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: BOSTON; MAR20 / FEB20 / JAN20; Metro; Multiple Dayparts Used; P 18-64; See Detailed Sourcing Page for Complete Details.  
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# Coalition for Safe & Secure Data

**TAPSCAN**

From: Jim McGowan  
 Phone: (617) 822-6288  
 Email: jmcgowan@985thesportshub.com  
 7/21/2020 9:38 AM

## Schedule Grand Totals: 4 Weeks

Stations	Spots	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls	CPM
Radio Total	56	\$273.21	\$15,300.00	0.5%	\$570.90	26.8	100%	100%	18.7%	598,000	1.4	856,400	\$17.86
WBZ-FM	28	\$321.43	\$9,000.00	0.5%	\$703.13	12.8	48%	59%	8.6%	273,900	1.5	411,200	\$21.87
WROR-FM	28	\$225.00	\$6,300.00	0.5%	\$450.00	14.0	52%	41%	10.3%	330,700	1.3	445,200	\$14.15

Accepted by Station

*Peter D. Coffin*

Date

7/24/2020

Accepted by Client

Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.

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# Detailed Sourcing Summary

Radio Market: BOSTON  
Survey: Average of Nielsen Radio March 2020, Nielsen Radio February 2020, Nielsen Radio January 2020  
Geography: Metro  
Daypart: Multiple Dayparts Used

## Demo/Intab/Population:

Age/Gender	Population		Intab	
	Avg Daily	Avg Weekly	Avg Daily	Avg Weekly
Adults 18-64 (Primary)	3,195,900	3,195,900	1,386	1,228

Stations: User Selected  
Additional  
Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day. Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area. Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one panelist.

PPM estimates are derived from the PPM technology and methodology and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: [http://www.auditron.com/downloads/MRC-Accredited-Services\\_Markets.pdf](http://www.auditron.com/downloads/MRC-Accredited-Services_Markets.pdf)

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website: <http://ascription.nielsen.com>  
Rating Reliability Estimator: <https://rre.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.  
<https://ebook.nielsen.com/secure/PP6/2020MAR/0013/pdfs/SpecialNotices.pdf>  
<https://ebook.nielsen.com/secure/PP6/2020JAN/0013/pdfs/SpecialNotices.pdf>

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nielsen  
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## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Peter D. Coffin, 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: Coalition for Safe and Secure Data

Agency name: Solomon McCown & Cence

Address: 177 Milk Street, Suite 610, Boston, MA 02109

Contact: Peter D. Coffin

Phone number: 857-301-3301

Email: pcoffin@solomonmccown.com

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: Coalition for Safe and Secure Data

Address: 177 Milk Street, Suite 610, Boston, MA 02109

Contact: Steve McElhinney

Phone number: (617) 671-5813

Email: smcelhinney@solomonmccown.com

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.):

Amy Brink, Chair  
Gemma Martin, Treasurer  
Steve McElhinney, Officer

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:

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:  Digitally signed by Peter D. Coffin Date: 2020.07.21 15:33:22 -04'00'	Signature: 
Name: Peter D. Coffin	Name: 
Date of Request to Purchase Ad Time: 7/21/2020	Date of Station Agreement to Sell Time: 7/21/20

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station? ☒ Yes ☐ No Date ad received: \_\_\_\_\_

**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 #: 606540	Station Call Letters: WBZ-FM	Date Received/Requested: 7/21/20
Est. #: Jul-Aug 2020	Station Location: BOSTON MA	Run Start and End Dates: 7/23-8/16/20

**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.





Invoice showing the dates and times commercials have aired  
has not been generated at this time.

If you want information as to when spots aired, please contact:

[Linda.ogrady@bbgi.com](mailto:Linda.ogrady@bbgi.com)

Thank you!