

Order #602813: Know How S../Michigan C../Not For Pr../9258

Date	Action	Comment	By	# Spots	Total \$	Expected GRF
0/13/20 6:50:40 AM	New order create	Imported EC Order	Mary Lester (MARY.LESTER@cumulus	101	\$4,822.00	0.00
0/13/20 6:52:21 AM	Ready for approv	new order	Mary Lester (MARY.LESTER@cumulus	101	\$4,822.00	0.00
0/13/20 8:57:26 AM	Approval Workflc	[Sales Manager - Ready Default]	Michelle Lee Horny (MHORNY@cumul	101	\$4,822.00	0.00
0/13/20 10:53:32 AM	Unapproved	unapproving until we get approval to run	Naomi Callahan (naomi.callahan@cumi	101	\$4,822.00	0.00
0/14/20 7:10:39 AM	Ready for approv	new political order/starting thursday	Mary Lester (MARY.LESTER@cumulus	101	\$4,822.00	0.00
0/14/20 7:40:34 AM	Approval Workflc	[Sales Manager - Ready Default]	Chris Monk (CHRIS.MONK@cumulus.c	101	\$4,822.00	0.00
0/14/20 9:09:34 AM	Approval Workflc	[Business Manager - Business Office Approval Needed Default]	Mary Lester (MARY.LESTER@cumulus	101	\$4,822.00	0.00
0/14/20 9:09:36 AM	Approved		Mary Lester (MARY.LESTER@cumulus	101	\$4,822.00	0.00
0/14/20 11:48:09 AM	Processed	<async process>	Kerrington Maddox (kerrington.maddox@	101	\$4,822.00	0.00
0/14/20 2:10:26 PM	Put in Edit Mode		Mary Lester (MARY.LESTER@cumulus	101	\$4,822.00	0.00
0/14/20 2:10:58 PM	Ready for approv	changing rev codes on restritctions tab	Mary Lester (MARY.LESTER@cumulus	101	\$4,822.00	0.00
0/14/20 2:13:30 PM	Approval Workflc	[Sales Manager - Ready Default]	Chris Monk (CHRIS.MONK@cumulus.c	101	\$4,822.00	0.00
0/14/20 2:14:37 PM	Approval Workflc	[Business Manager - Business Office Approval Needed Default]	Mary Lester (MARY.LESTER@cumulus	101	\$4,822.00	0.00
0/14/20 2:14:40 PM	Approved		Mary Lester (MARY.LESTER@cumulus	101	\$4,822.00	0.00
0/14/20 2:14:42 PM	Processed	<async process>	Mary Lester (MARY.LESTER@cumulus	101	\$4,822.00	0.00

[Sorted by: Date]

ORDER

Orders
Order / Rev: 602813
Alt Order #: 34434846
Product Desc: Not For Profit
Estimate: 9258
Flight Dates: 10/13/20 - 11/09/20
Original Date / Rev: 10/13/20 / 10/14/20
Order Type: GENERAL

WILZ-FM
Primary AE: Katz Philadelphia
Sales Office: K-7.5
Sales Region: N-Katz75

Agency Name: Know How Strategies
Buying Contact:
Billing Contact:
 1322 G Street SE
 Washington, DC 20003

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

Advertiser Name: Michigan Center for Election Law & A
Demographic: A35+
Product Codes: State Government
Revenue Code 1: AGY-AVAIL
Revenue Code 2: POL-ISS
Revenue Code 3: POL-STATE
Priority: P-100

New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	61	\$2,868.00	\$2,437.80
10/26/20	11/09/20	40	\$1,954.00	\$1,660.90

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	61	\$2,868.00	\$2,437.80	0.00
November 2020	40	\$1,954.00	\$1,660.90	0.00
Totals	101	\$4,822.00	\$4,098.70	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Philadelphia			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	WILZ	10/15/20	11/09/20	M-F AM Drive	CM	6:00 AM-10:00 AM	MTWTF--	1:00	10	\$65.00	P-30	0.00	NM	32	\$2,080.00
				M-F											
				AM -											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/20	10/19/20	M--TF--					10	\$65.00		0.00			
		Week: 10/20/20	10/26/20	MTWTF--					10	\$65.00		0.00			
		Week: 10/27/20	11/02/20	MTWTF--					10	\$65.00		0.00			
		Week: 11/03/20	11/09/20	MTWTF--					2	\$65.00		0.00			
N 2	WILZ	10/15/20	11/02/20	M-F Midday	CM	10:00 AM-3:00 PM	MTWTF--	1:00	10	\$35.00	P-30	0.00	NM	30	\$1,050.00
				M-F											
				MD -											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/20	10/19/20	M--TF--					10	\$35.00		0.00			
		Week: 10/20/20	10/26/20	MTWTF--					10	\$35.00		0.00			
		Week: 10/27/20	11/02/20	MTWTF--					10	\$35.00		0.00			
N 3	WILZ	10/15/20	11/02/20	M-F PM Drive	CM	3:00 PM-7:00 PM	MTWTF--	1:00	5	\$60.00	P-30	0.00	NM	15	\$900.00
				M-F											
				PM -											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/20	10/19/20	M--TF--					5	\$60.00		0.00			
		Week: 10/20/20	10/26/20	MTWTF--					5	\$60.00		0.00			
		Week: 10/27/20	11/02/20	MTWTF--					5	\$60.00		0.00			

Order / Rev: 602813
 Alt Order #: 34434846
 Flight Dates: 10/13/20 - 11/09/20

Advertiser: Michigan Center for Election Law & Adm
 Product Desc: Not For Profit
 Estimate: 9258
 WILZ-FM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WILZ	10/17/20	11/03/20	Sa-Su Midday Sa-Su	CM	10:00 AM-3:00 PM	-----S-	1:00	2	\$36.00	P-30	0.00	NM	6	\$216.00
WK -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/20	10/23/20	-----S-					2	\$36.00		0.00			
		Week: 10/24/20	10/30/20	-----S-					2	\$36.00		0.00			
		Week: 10/31/20	11/06/20	-----S-					2	\$36.00		0.00			
N 5	WILZ	10/17/20	11/03/20	Sa-Su PM Sa-Su	CM	3:00 PM-7:00 PM	-----S-	1:00	2	\$30.00	P-30	0.00	NM	6	\$180.00
WK -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/20	10/23/20	-----S-					2	\$30.00		0.00			
		Week: 10/24/20	10/30/20	-----S-					2	\$30.00		0.00			
		Week: 10/31/20	11/06/20	-----S-					2	\$30.00		0.00			
N 6	WILZ	10/18/20	11/03/20	Sa-Su Midday Sa-Su	CM	10:00 AM-3:00 PM	-----S	1:00	2	\$36.00	P-30	0.00	NM	6	\$216.00
WK -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/20	10/24/20	-----S					2	\$36.00		0.00			
		Week: 10/25/20	10/31/20	-----S					2	\$36.00		0.00			
		Week: 11/01/20	11/07/20	-----S					2	\$36.00		0.00			
N 7	WILZ	10/18/20	11/03/20	Sa-Su PM Sa-Su	CM	3:00 PM-7:00 PM	-----S	1:00	2	\$30.00	P-30	0.00	NM	6	\$180.00
WK -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/20	10/24/20	-----S					2	\$30.00		0.00			
		Week: 10/25/20	10/31/20	-----S					2	\$30.00		0.00			
		Week: 11/01/20	11/07/20	-----S					2	\$30.00		0.00			
													Totals	101	\$4,822.00



**Political Broadcast Agreement Form for
Non-Candidate/Issue Advertisements (PB-19)**



Political Broadcast Agreement Form for Non-Candidate/Issue Advertisements (PB-19)

This form may serve as a model agreement for the sale of political broadcast advertising time and to facilitate compliance with the Federal Communications Commission's (FCC) record retention requirements. Broadcasters seeking information on how the FCC's political broadcast rules and record retention requirements apply to their specific circumstances should seek the advice of their own attorney.

Please note:

You will be prompted to save this form after each entry of your electronic signature. Make sure to re-save the form if you enter any information after entering your electronic signature.

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A companion to this form is NAB's Political Broadcast Catechism. To assist with your understanding of the political advertising rules, an all-new Political Advertising Primer course will become available via Broadcast Education in March 2020.

Broadcast Education is NAB's home for online educational offerings, including live and on-demand webcasts, podcasts and certificate courses. For more information, visit [education.nab.org](https://www.nab.org/education).

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit [nab.org/MemberTools](https://www.nab.org/MemberTools).

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, _____, 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:

Agency name: Know-How Strategies

Address:

Contact: Janet Katowitz

Phone number:

Email: janet@sagemediaplanning.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: Michigan Center for Election Law and Administration

Address: 440 Burroughs Street #610, Detroit, MI 48202

Contact: Jen McKernan

Phone number: 313-618-5022

Email: jen.mckernan@hammer9.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.):

Jen McKernan, President

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:

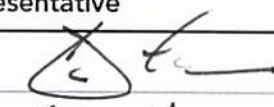
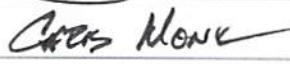
Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

N/A

Voter registration

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: Janet Katowitz <small>Digitally signed by Janet Katowitz Date: 2020.10.13 19:14:47 -04'00'</small>	Signature: 
Name:	Name: 
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: 10.21.20

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: 10/21/2020

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: Iscl : Michigan vote 102020

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 #: 602813	Station Call Letters: W13 FM	Date Received/Requested: 10/21
Est. #: 9258	Station Location: Saginaw	Run Start and End Dates: 10/22 - 11/3/2020

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.