





1104220 History

  	Date	Action	Line	Comment	By	Total \$	# Spots	Expected GRI
	04/05/24 4:53:37 PM	Processed		<async process>	Michelle Z	\$1,530.00	12	0.00
	04/05/24 4:47:43 PM	Approved			Rachel Ort	\$1,530.00	12	0.00
	04/05/24 4:47:41 PM	Approval Workflow		[Centralized AR - Business Office Approval Needed Default]	Rachel Ort	\$1,530.00	12	0.00
	04/05/24 4:42:03 PM	Approval Workflow		[Sales Manager - Ready Default]	Todd Livin	\$1,530.00	12	0.00
	04/05/24 4:10:17 PM	Ready for approval		ready	Justin Arm	\$1,530.00	12	0.00
	04/05/24 3:54:54 PM	New order created		<new order>	Justin Arm	\$0.00	0	0.00

[Sorted by: Date]

ORDER

Orders
Order / Rev: 1104220
 Alt Order #:
Product Desc: Anti-Gambling
 Estimate:
Flight Dates: 04/08/24 - 04/30/24
Original Date / Rev: 04/05/24 / 04/05/24
Order Type: GENERAL

WZRR-FM
Primary AE: Justin Armstrong
Sales Office: L-BHM
Sales Region: Local

Agency
Name: Freedom Media
Buying Contact:
Billing Contact: AP Billing Freedom Media
 2100 Southbridge Pkwy
 Birmingham, AL 35209

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

Advertiser
Name: Eagle Forum of Alabama-Agency
Demographic: A25-54
Product Codes: Issues/Propositions
Revenue Code 1: AGY-AVAIL
Revenue Code 2: POL-ISS
Revenue Code 3: GEN
Priority: P-100

New Business End:
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
04/01/24	04/12/24	12	\$1,530.00	\$1,300.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	12	\$1,530.00	\$1,300.50	0.00
Totals	12	\$1,530.00	\$1,300.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Justin Armstrong	L-BHM	Local	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	WZRR	04/08/24	04/12/24	M-F Midday M-F	CM	10a-3p	MTWTF--	1:00	5	\$110.00	P-30	0.00	NM	5	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/08/24	04/14/24	MTWTF--		5		\$110.00		0.00					
N 2	WZRR	04/08/24	04/12/24	M-F PM Drive M-F	CM	3p-7p	MTWTF--	1:00	7	\$140.00	P-30	0.00	NM	7	\$980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/08/24	04/14/24	MTWTF--		7		\$140.00		0.00					
Totals													12	\$1,530.00	



POLITICAL INQUIRY FORM

(TO BE COMPLETED BY STATION REPRESENTATIVE RESPONDING TO THE INQUIRY)

INSTRUCTIONS: This form must be completed as to all requests, both oral and written, for broadcast time to be used by or on behalf of (1) a candidate for public office or (2) persons who wish to communicate a message relating to "any political matter of national importance," as defined in the Bipartisan Campaign Reform Act of 2002. It is to be kept in the Station Public File for a period of two years.

STATION WZRR

DATE OF REQUEST:

INQUIRY MADE BY: Jason Anderson

AGENCY (if any): FMB Agency

ADDRESS OF AGENCY: 2100 Southbridge Pkwy Suite 650

CITY, STATE, ZIP OF AGENCY: Birmingham, AL 35209

TELEPHONE NUMBER OF AGENCY: 205-790-7700

CANDIDATE: Issue

ORGANIZATION OR SPONSORING AUTHORITY (WHO WILL PAY): Eagle Forum of Alabama

IF SPONSOR IS A COMMITTEE, NAME OF COMMITTEE:

ADDRESS OF COMMITTEE:

CITY, STATE, ZIP OF COMMITTEE:

TELEPHONE NUMBER OF COMMITTEE:

COMMITTEE OFFICERS:

Chairman: Eunice W. Smith

Vice Chairman:

Treasurer:

Secretary:

Is this the Candidate's Authorized Committee? (x) yes () no

OFFICE SOUGHT: PARTY AFFILIATION:

() federal () state () local

ELECTION AND DATE:

() primary () general



FOR ISSUE ADS ONLY:

a. Candidate(s) and offices (if any) referred to: Eunice W. Smith

b. Federal election(s) (if any) referred to: _____

c. Issue(s) discussed: Anti-gambling

d. Name, Address, Phone Number of Contact: Jason Anderson

2100 Southbridge Parkway Suite 650 Birmingham, AL 35209 205.790.7700

DATES REQUESTED: _____

LENGTH OF SPOT/PROGRAM TIME REQUESTED: 60 second

REQUEST MADE:

in writing () orally
If request is made in writing, attach and retain.

STATION OFFER: See Attached Email & plan

DISPOSITION OF REQUEST:

() granted () denied
If not granted, state reasons in space below. If denied in writing, attach and retain. If granted, attach contract and invoice, when available.

REQUEST FOR DOCUMENTATION THAT CANDIDATE IS LEGALLY QUALIFIED:

() yes () no
Attach any written documentation received.

DATE POLITICAL DISCLOSURE FORM SUBMITTED TO REQUESTOR: _____

COMMENTS

STATION REP	
-------------	--

REVIEWED	
----------	--



CERTIFICATE OF DISCLOSURE

CANDIDATE Issue

REPRESENTATIVE (if applicable): _____

METHOD OF DISCLOSURE (check any that apply):

By telephone to _____ (person's name) on _____ (date).

Mailed to _____ (person's name) on _____ (date).

By facsimile to _____ (person's name) on _____ (date).

In person to _____ (person's name) on _____ (date).

By e-mail to Justin Armstrong (person's name) on 01/05/2024 (date).

ACCOUNT EXECUTIVE (initials) JA

RECEIVED BY: Jason Anderson
Candidate or Representative

DATE: _____



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, Eunice W. Smith, 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: Eunice W. Smith

Agency name: FMB AGENCY

Address: 2100 Southbridge Pkwy Suite 650, Birmingham AL 35209

Contact: Jason Anderson **Phone number:** **Email:** team@freedommedia.pro

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: EAGLE FORUM OF ALABAMA

Address: 205-879-7096 4200 STONE RIVER CIRCLE, MOUNTAIN BROOK, AL 35213

Contact: EUNICE W. SMITH **Phone number:** **Email:** alaeagle@charter.net

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):

Eunice W. Smith - President of Eagle Forum of Alabama

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: Eunice W. Smith - President of Eagle Forum of Alabama

Office(s) sought by such candidate(s) (no acronyms or abbreviations): Eunice W. Smith - President of Eagle Forum of Alabama



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

Eunice W. Smith - President of Eagle Forum of Alabama

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: 	Signature: 
Name: Eunice W. Smith	Name: Justin Armstrong
Date of Request to Purchase Ad Time: 03-05-24	Date of Station Agreement to Sell Time: 4/05/2024

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: 04/05/2024

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 #: 1104220	Station Call Letters: WZRR	Date Received/Requested: 04/05/2024
Est. #:	Station Location: Birmingham, AL	Run Start and End Dates: 04/08/2024 - 04/12/2024

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.

Eagle Forum of Alabama



From: Justin Armstrong
 Phone: (205) 917-1905
 Email: justin.armstrong@cumulus.com
 4/5/2024 3:08 PM

Flight Dates: 04/08/2024 - 04/12/2024

Demo: P 21+

Radio Market: BIRMINGHAM
 Survey: FEB24 SD (DEC-FEB)
 Geography: Metro

	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	GIs
Radio Total			12		\$127.50	\$1,530.00	0.7%	\$193.67	7.9	100%	100%	3.1%	25,400	2.6	65,900
WZRR-FM			12		\$127.50	\$1,530.00	0.7%	\$193.67	7.9	100%	100%	3.1%	25,400	2.6	65,900
Flight A - 1 wk (04/08)															
			12		\$127.50	\$1,530.00	0.7%	\$193.67	7.9	100%	100%	3.1%	25,400	2.6	65,900
			12		\$127.50	\$1,530.00	0.7%	\$193.67	7.9	100%	100%	3.1%	25,400	2.6	65,900
One Week Total			5	60	\$110.00	\$550.00	0.6%	\$183.33	3.0	38%	36%	1.8%	14,600	1.8	26,000
	M-F 10A-3P	MD	5	60	\$110.00	\$550.00	0.6%	\$183.33	3.0	38%	36%	1.8%	14,600	1.8	26,000
	M-F 3P-7P	PM	7	60	\$140.00	\$980.00	0.7%	\$200.00	4.9	62%	64%	2.2%	18,100	2.2	39,900

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio Information: BIRMINGHAM; FEB24 SD (DEC-FEB); Metro; Multiple Dayparts Used; P 21+; See Detailed Sourcing Page for Complete Details.
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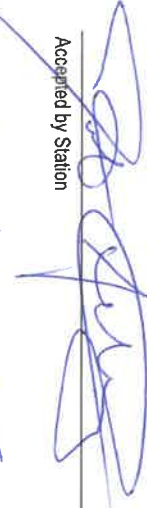
Eagle Forum of Alabama



From: Justin Armstrong
 Phone: (205) 917-1905
 Email: justin.armstrong@cumulus.com
 4/5/2024 3:08 PM

Schedule Grand Totals: 1 Week

Stations	Spots	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	GIs	CPM
Radio Total	12	\$127.50	\$1,530.00	0.7%	\$193.67	7.9	100%	100%	3.1%	25,400	2.6	65,900	\$23.18
WZRR-FM	12	\$127.50	\$1,530.00	0.7%	\$193.67	7.9	100%	100%	3.1%	25,400	2.6	65,900	\$23.18

Accepted by Station

 See Attached Email

Date 03/05/2024

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.
 This report was created in TAPSCAN using the following Radio information: BIRMINGHAM: FEB24 SD (DEC-FEB); Metro: Multiple Dayparts Used; P 21+; See Detailed Sourcing Page for Complete Details.
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Detailed Sourcing Summary

Radio Market: BIRMINGHAM

Survey: Nielsen Radio Summary Data February 2024 (December - February)

Geography: Metro

Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 21+ (Primary)	825,800	1,774

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. Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

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 diary/keeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report 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.arbitron.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://re.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/CR8/2024EEB/0095/odfs/SpecialNotices.pdf>

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[EXT]Eagle Forum

Media Team <team@freedommedia.pro>

Fri 4/5/2024 1:54 PM

To:Justin Armstrong <Justin.Armstrong@cumulus.com>

We need to repeat a similar order, except cut it to 12 spots Mon- Fri.

Starts Monday.

Thanks.

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Re: [EXT]Eagle Forum

Media Team <team@freedommedia.pro>

Fri 4/5/2024 2:53 PM

To: Justin Armstrong <Justin.Armstrong@cumulus.com>

📎 1 attachments (8 KB)

Outlook-Snajeckuj;

Approved.

What's our net amount owed?

Get [Outlook for Android](#)

From: Justin Armstrong <Justin.Armstrong@cumulus.com>

Sent: Friday, April 5, 2024 2:10:05 PM

To: Media Team <team@freedommedia.pro>

Subject: Re: [EXT]Eagle Forum

Attached is the order I put together for next week. It consists of 5 during middays (Andrew's show) and 7x during drive home (Leland's show). Let me know if it is approved.

Justin Armstrong

Account Executive | Cumulus Media Birmingham | justin.armstrong@cumulus.com

244 Goodwin Crest Drive, Suite 300, Birmingham AL, 35209

Office: 205-917-1905|Cell: 205-382-7856



BIRMINGHAM



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From: Media Team <team@freedommedia.pro>

Sent: Friday, April 5, 2024 1:53 PM

To: Justin Armstrong <Justin.Armstrong@cumulus.com>

Subject: [EXT]Eagle Forum

We need to repeat a similar order, except cut it to 12 spots Mon- Fri.

Starts Monday.

Thanks.

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