





# 1115777 History

  	Date	Action	Line	Comment	By	Total \$	# Spots	Expected GRF
	05/03/24 3:39:02 PM	CIA Spot status		<updated to Cleared> 1-3, 2-2, 2-1	Rachel Ori	\$720.00	6	0.00
	05/03/24 1:38:18 PM	Processed		<async process>	Michelle Zi	\$720.00	6	0.00
	05/03/24 1:37:47 PM	Approved			Rachel Ori	\$720.00	6	0.00
	05/03/24 1:37:28 PM	Approval Workflow		[Centralized AR - Business Office Approval Needed Default]	Rachel Ori	\$720.00	6	0.00
	05/03/24 1:34:26 PM	Approval Workflow		[Sales Manager - Ready Default]	Hertisene I	\$720.00	6	0.00
	05/03/24 1:24:48 PM	Ready for approval		ready to go	Justin Arm	\$720.00	6	0.00
	05/03/24 1:17:57 PM	New order created		<new order>	Justin Arm	\$0.00	0	0.00

[Sorted by: Date]



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: 05/03/2024

INQUIRY MADE BY: Jason Anderson

AGENCY (if any): FMB Agency

ADDRESS OF AGENCY: 2100 Southbridge Phwy 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



# CUMULUS BIRMINGHAM

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 Southridge Pkwy Suite 650 Birmingham, AL 35209 205-790-7700

DATES REQUESTED:  05/06/2024 - 05/10/2024

LENGTH OF SPOT/PROGRAM TIME REQUESTED:  60 second

REQUEST MADE:

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

STATION OFFER: \_\_\_\_\_

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	
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REVIEWED	
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**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 5/3/24 (date)

ACCOUNT EXECUTIVE (initials) JA

RECEIVED BY: Jason Anderson  
Candidate or Representative

DATE: 5/3/24

## 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:**

Agency name: FMB Agency

Address: 2100 Southbridge Pkwy, Ste 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: 4200 Stone River Circle

Contact: Eunice W. Smith

Phone number: (205) 879-7096

Email: alaeagle@charter.net

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.):**

Eunice W. Smith, Pres.

Legal Counsel Margaret Clarke

Elaine Little, VP

Special Counsel Donna Cude

Susan Stephens, Sec.

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: <i>Eunice W. Smith</i>	Signature: <i>[Signature]</i>
Name: <i>Eunice W. Smith</i>	Name: <i>Justin Armstrong</i>
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: <i>05/03/2024</i>

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No      Date ad received: *05/03/2024*

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) 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 (optional):

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:  
*n/a*

Contract #: <i>n/a</i> <i>1115777</i>	Station Call Letters: <i>WZRR</i>	Date Received/Requested: <i>05/03/2024</i>
Est. #: <i>n/a</i> <i>N/A</i>	Station Location: <i>Birmingham, AL 35209</i>	Run Start and End Dates: <i>05/06/2024 - 05/10/2024</i>

**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.

# ORDER

**Orders**  
**Order / Rev:** 1115777  
 Alt Order #:  
**Product Desc:** Anti-Gambling  
 Estimate:  
**Flight Dates:** 05/06/24 - 05/10/24  
**Original Date / Rev:** 05/03/24 / 05/03/24  
**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
04/29/24	05/09/24	6	\$720.00	\$612.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	6	\$720.00	\$612.00	0.00
<b>Totals</b>	<b>6</b>	<b>\$720.00</b>	<b>\$612.00</b>	<b>0.00</b>

**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	05/06/24	05/09/24	M-F Midday M-F	CM	10:00 AM-11:00 AM (10:00 AM-11:00 AM)	MTWT---	1:00	4	\$110.00	P-20	0.00	NM	4	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/06/24	05/12/24	MTWT---		4				\$110.00		0.00			
N 2	WZRR	05/06/24	05/06/24	M-F 2p-6p M-F 2p-6p	CM	2:00 PM-5:00 PM (2:00 PM-5:00 PM)	M-----	1:00	2	\$140.00	P-20	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/06/24	05/12/24	M-----		2				\$140.00		0.00			
<b>Totals</b>													<b>6</b>	<b>\$720.00</b>	

From: Justin Armstrong  
 Phone: (205) 917-1905  
 Email: justin.armstrong@cumulus.com  
 5/3/2024 1:00 PM

Flight Dates: 05/06/2024 - 05/09/2024  
 Demo: P 18+

Radio Market: BIRMINGHAM  
 Survey: MAR24 SD (JAN-MAR)  
 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
<b>Radio Total</b>			<b>6</b>		<b>\$120.00</b>	<b>\$720.00</b>	<b>0.7%</b>	<b>\$171.43</b>	<b>4.2</b>	<b>100%</b>	<b>100%</b>	<b>2.1%</b>	<b>18,200</b>	<b>1.9</b>	<b>34,600</b>
<b>WZRR-FM</b>			<b>6</b>		<b>\$120.00</b>	<b>\$720.00</b>	<b>0.7%</b>	<b>\$171.43</b>	<b>4.2</b>	<b>100%</b>	<b>100%</b>	<b>2.1%</b>	<b>18,200</b>	<b>1.9</b>	<b>34,600</b>
Flight A - 1 wk (05/06)															
			6		\$120.00	\$720.00	0.7%	\$171.43	4.2	100%	100%	2.1%	18,200	1.9	34,600
<b>One Week Total</b>			<b>6</b>		<b>\$120.00</b>	<b>\$720.00</b>	<b>0.7%</b>	<b>\$171.43</b>	<b>4.2</b>	<b>100%</b>	<b>100%</b>	<b>2.1%</b>	<b>18,200</b>	<b>1.9</b>	<b>34,600</b>
	M-F 2P-5P		2	60	\$140.00	\$280.00	0.9%	\$155.56	1.8	43%	39%	1.4%	12,000	1.3	15,400
	M-F 10A-11A		4	60	\$110.00	\$440.00	0.6%	\$183.33	2.4	57%	61%	0.9%	8,200	2.3	19,200

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: BIRMINGHAM: MAR24 SD (JAN-MAR); Metro: Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.  
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From: Justin Armstrong  
 Phone: (205) 917-1905  
 Email: justin.armstrong@cumulus.com  
 5/3/2024 1:00 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	6	\$120.00	\$720.00	0.7%	\$171.43	4.2	100%	100%	2.1%	18,200	1.9	34,600	\$20.69
WZRR-FM	6	\$120.00	\$720.00	0.7%	\$171.43	4.2	100%	100%	2.1%	18,200	1.9	34,600	\$20.69

Accepted by Station  Date 05/03/2024

Accepted by Client See Attached Email 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; MAR24 SD (JAN-MAR); Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.  
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# Detailed Sourcing Summary

Radio Market: BIRMINGHAM  
Survey: Nielsen Radio Summary Data March 2024 (January - March)  
Geography: Metro  
Daypart: Multiple Dayparts Used

## Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 18+ (Primary)	867,400	1,786

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 diarykeeper.

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](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://ra.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/CR8/2024MAR/0095/dfs/SpecialNotices.pdf>

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[EXT]Eagle Run 5/6

Media Team <team@freedommedia.pro>

Fri 5/3/2024 11:51 AM

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

 2 attachments (2 MB)

5-2 60 Anti-Gambling.mp3; Eagle-Forum-NAB.pdf;

Please see below order. NAB and new spot attached. Thanks!

- JB

-

WZRR

Monday - Thurs - 1 spot per Dale Jackson Show

Monday - Leland 2 spots

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you know the sender and you are sure the content is safe. Please report the message using the Report Message feature in your email client if you believe the email is suspicious.