

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 ABC

DATE OF REQUEST: 7/13/18

INQUIRY MADE BY: Robert Porterfield Jr.

AGENCY (If any): Run - Off Election

ADDRESS OF AGENCY: 3683 Oak Street

CITY, STATE, ZIP OF AGENCY: Montgomery AL 36105

TELEPHONE NUMBER OF AGENCY: (334) 264-8566

CANDIDATE: Robert Porterfield Jr.

ORGANIZATION OR SPONSORING AUTHORITY (WHO WILL PAY): Robert Porterfield Campaign

IF SPONSOR IS A COMMITTEE, NAME OF COMMITTEE:

ADDRESS OF COMMITTEE: Same As Above

CITY, STATE, ZIP OF COMMITTEE:

TELEPHONE NUMBER OF COMMITTEE: Same As Above

COMMITTEE OFFICERS:

Chairman: Robert Porterfield

Vice Chairman:

Treasurer: Deborah Porterfield

Secretary:

Is this the Candidate's Authorized Committee? ☒ yes ☐ no

OFFICE SOUGHT:

PARTY AFFILIATION:

☐ federal

☐ state

☒ local

ELECTION AND DATE:

☐ primary

☒ general

Run - off

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WEL

Date:

7/13/18

I, Robert Portafield

being/on behalf of: Robert Portafield Campaign

a legally qualified candidate of the School Board - Dist 6

political party for the office of: Democratic - School Board

In the Run - Off

election to be held on: 7/17/18

do hereby request station time as follows:

| Broadcast Length    | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|---------------------|----------------------------------|------|-------|----------------|-----------------|
| <u>SEE ATTACHED</u> |                                  |      |       |                |                 |

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

7/13/18      [Signature]  
Date                      Signature

***To Be Signed By Station Representative***

☒ Accepted      ☐ Accepted in Part      ☐ Rejected

[Signature]      VBA Cobb      W Rep  
Signature                      Printed Name                      Title



## Acknowledgement of Political Broadcast Rate Disclosure Statement

This will acknowledge receipt of the Political Broadcast Rate Disclosure Statement from the Clear Channel \_\_\_\_\_ Radio stations. I agree that all purchases of advertising time on any station which I make by or on behalf of legally qualified political candidates for public office will be made subject to this Acknowledgement and the Political Broadcast Rate Disclosure Statement.

I acknowledge that I have been fully informed concerning all classes of time which are available to advertisers; the chances of preemption; the availability of discount packages and rotations including the station's willingness to negotiate combinations of time suitable to the needs of particular candidates; the station's lowest unit charge and related privileges for each class of time; and the station's policy with respect to make goods.

I recognize the Federal Communications Commission (FCC) has asserted its exclusive jurisdiction under the Communications Act 1934 as amended with respect to all disputes concerning purchases of advertising time, specifically including all disputes concerning charges for candidates "uses" of a station's facility.

I acknowledge that all such disputes will therefore be governed exclusively by the Communications Act and the rules and policies of the FCC, and must be resolved exclusively before the FCC, subject to such judicial review as is provided for by the Communications Act.

Robert Porterfield  
NAME

Candidate  
TITLE

7/13/18  
DATE



|             |          |
|-------------|----------|
| STATION REP | 18/10/13 |
|-------------|----------|

|          |         |
|----------|---------|
| REVIEWED | 7/13/13 |
|----------|---------|

# PROPOSAL



Prepared for:

**Diret Client Political Agency,**

3066 Zelda Rd # 379

Montgomery, Alabama 36106

Date: 07/13/2018 01:39

Advertiser: Robert Porterfield School Boar

Spots: 13

Total Gross  
Cost: \$551.00

Rates guaranteed until 07/20/2018

## Summary

Advertiser: Robert Porterfield School Boar  
Customer ID: 00734398  
Title: Robert Porterfield  
Proposal Number: 4644673  
Billing Options: Broadcast  
Market - Survey(s): Montgomery - Fa '17  
Demographics: Persons 25-54

## Spot Schedule

### WHLW Hallelujah 104.

1 Week: 7/9

| Daypart/Program | Len | Spots | M | T | W | Th | F | Sa | Su | Rate    | Gross   | AQH<br>Rtg | GRPs | CPP     | AQH   | Freq | %<br>Mkt |
|-----------------|-----|-------|---|---|---|----|---|----|----|---------|---------|------------|------|---------|-------|------|----------|
| Sat 10am-3pm    | 60  | 1     |   |   |   |    |   | X  |    | \$26.00 | \$26.00 | 0.6        | 0.6  | \$43.33 | 800   | 1.0  | 0.6      |
| Sun 6am-10am    | 60  | 1     |   |   |   |    |   |    | X  | \$36.00 | \$36.00 | 2.5        | 2.5  | \$14.40 | 3,600 | 1.0  | 2.5      |
| Weekly Total    |     | 2     |   |   |   |    |   |    |    |         | \$62.00 | 1.5        | 3.1  | \$20.00 | 2,200 | 1.2  | 2.7      |
| Flight Total    |     | 2     |   |   |   |    |   |    |    |         | \$62.00 | 1.5        | 3.1  | \$20.00 | 2,200 | 1.2  | 2.7      |

1 Week: 7/16

| Daypart/Program | Len | Spots | M | T | W | Th | F | Sa | Su | Rate    | Gross   | AQH<br>Rtg | GRPs | CPP     | AQH   | Freq | %<br>Mkt |
|-----------------|-----|-------|---|---|---|----|---|----|----|---------|---------|------------|------|---------|-------|------|----------|
| Mon 6am-10am    | 60  | 1     | X |   |   |    |   |    |    | \$31.00 | \$31.00 | 1.3        | 1.3  | \$23.85 | 1,900 | 1.0  | 1.3      |
| Mon 10am-3pm    | 60  | 1     | X |   |   |    |   |    |    | \$22.00 | \$22.00 | 1.0        | 1.0  | \$22.00 | 1,400 | 1.0  | 1.0      |
| Tue 6am-10am    | 60  | 1     |   | X |   |    |   |    |    | \$31.00 | \$31.00 | 1.3        | 1.3  | \$23.85 | 1,900 | 1.0  | 1.3      |
| Weekly Total    |     | 3     |   |   |   |    |   |    |    |         | \$84.00 | 1.2        | 3.6  | \$23.33 | 1,700 | 1.4  | 2.7      |
| Flight Total    |     | 3     |   |   |   |    |   |    |    |         | \$84.00 | 1.2        | 3.6  | \$23.33 | 1,700 | 1.4  | 2.7      |

### WWMG Magic 97.1

1 Week: 7/9

| Daypart/Program | Len | Spots | M | T | W | Th | F | Sa | Su | Rate    | Gross   | AQH<br>Rtg | GRPs | CPP     | AQH   | Freq | %<br>Mkt |
|-----------------|-----|-------|---|---|---|----|---|----|----|---------|---------|------------|------|---------|-------|------|----------|
| Sat 10am-3pm    | 60  | 1     |   |   |   |    |   | X  |    | \$14.00 | \$14.00 | 1.2        | 1.2  | \$11.67 | 1,700 | 1.0  | 1.2      |
| Sat 3pm-7pm     | 60  | 1     |   |   |   |    |   | X  |    | \$40.00 | \$40.00 | 0.9        | 0.9  | \$44.44 | 1,300 | 1.0  | 0.9      |
| Weekly Total    |     | 2     |   |   |   |    |   |    |    |         | \$54.00 | 1.0        | 2.1  | \$25.71 | 1,500 | 1.2  | 1.7      |
| Flight Total    |     | 2     |   |   |   |    |   |    |    |         | \$54.00 | 1.0        | 2.1  | \$25.71 | 1,500 | 1.2  | 1.7      |

\*CPP and CPM values are calculated as gross amounts.  
The terrestrial radio audience estimates in this order are  
derived by iHeartMedia Revenue Platforms based on  
Nielsen Audio's copyrighted and proprietary audience  
estimates. Scarborough Data: Copyright © 2012  
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1 Week: 7/16

| Daypart/Program | Len | Spots | M | T | W | Th | F | Sa | Su | Rate    | Gross    | AQH Rtg | GRPs | CPP     | AQH   | Freq | % Mkt |
|-----------------|-----|-------|---|---|---|----|---|----|----|---------|----------|---------|------|---------|-------|------|-------|
| Mon 6am-10am    | 60  | 1     | X |   |   |    |   |    |    | \$85.00 | \$85.00  | 2.0     | 2.0  | \$42.50 | 2,900 | 1.0  | 2.0   |
| Mon 10am-3pm    | 60  | 1     | X |   |   |    |   |    |    | \$60.00 | \$60.00  | 1.6     | 1.6  | \$37.50 | 2,300 | 1.0  | 1.6   |
| Tue 6am-10am    | 60  | 1     |   | X |   |    |   |    |    | \$85.00 | \$85.00  | 2.2     | 2.2  | \$38.64 | 3,100 | 1.0  | 2.2   |
| Weekly Total    |     | 3     |   |   |   |    |   |    |    |         | \$230.00 | 2.0     | 5.8  | \$39.66 | 2,800 | 1.3  | 4.3   |
| Flight Total    |     | 3     |   |   |   |    |   |    |    |         | \$230.00 | 2.0     | 5.8  | \$39.66 | 2,800 | 1.3  | 4.3   |

## WZHT Hot 105.7

1 Week: 7/9

| Daypart/Program | Len | Spots | M | T | W | Th | F | Sa | Su | Rate    | Gross    | AQH Rtg | GRPs | CPP     | AQH   | Freq | % Mkt |
|-----------------|-----|-------|---|---|---|----|---|----|----|---------|----------|---------|------|---------|-------|------|-------|
| Sat 10am-3pm    | 60  | 1     |   |   |   |    |   | X  |    | \$46.00 | \$46.00  | 1.0     | 1.0  | \$46.00 | 1,500 | 1.0  | 1.0   |
| Sat 3pm-7pm     | 60  | 1     |   |   |   |    |   | X  |    | \$21.00 | \$21.00  | 1.2     | 1.2  | \$17.50 | 1,700 | 1.0  | 1.2   |
| Mon 6am-10am    | 60  | 1     | X |   |   |    |   |    |    | \$54.00 | \$54.00  | 1.3     | 1.3  | \$41.54 | 1,900 | 1.0  | 1.3   |
| Weekly Total    |     | 3     |   |   |   |    |   |    |    |         | \$121.00 | 1.2     | 3.5  | \$34.57 | 1,700 | 1.2  | 2.9   |
| Flight Total    |     | 3     |   |   |   |    |   |    |    |         | \$121.00 | 1.2     | 3.5  | \$34.57 | 1,700 | 1.2  | 2.9   |

## Proposal Totals

|                      | Spots | Gross    | AQH Rtg | GRPs | CPP     | AQH   | Freq | % Mkt |
|----------------------|-------|----------|---------|------|---------|-------|------|-------|
| WHLW Hallelujah 104. | 5     | \$146.00 | 1.3     | 6.7  | \$21.79 | 1,900 | 1.4  | 4.7   |
| WWMG Magic 97.1      | 5     | \$284.00 | 1.6     | 7.9  | \$35.95 | 2,300 | 1.4  | 5.5   |
| WZHT Hot 105.7       | 3     | \$121.00 | 1.2     | 3.5  | \$34.57 | 1,700 | 1.2  | 2.9   |
| Total                | 13    | \$551.00 | 1.4     | 18.1 | \$30.44 | 2,000 | 1.6  | 11.5  |

\*CPP and CPM values are calculated as gross amounts.  
The terrestrial radio audience estimates in this order are derived by iHeartMedia Revenue Platforms based on Nielsen Audio's copyrighted and proprietary audience estimates. Scarborough Data: Copyright © 2012 Scarborough. All Rights Reserved.