

Issue -1009/
WNXXAGREEMENT FORM FOR
NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <i>WNXX-FM, WDOX-FM, WKRR-FM Cleveland OH</i>	Date: <i>10/5/18</i>
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I, *Margaret Reiser*
do hereby request station time concerning the following issue:

<i>Issue 3</i>

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>See Attachment</i>					

This broadcast time will be used by: *Citizens for Lakeland Community College*

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

Citizens for Lakeland Community College
7290 South Meadow Dr., Concord OH 44077

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

Kip L. Molenaar, Treasurer

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

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

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

Date Margaret Ruiz 216-261-3737
Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

Signature Vincent Ing General Sales Mgr
Printed Name Title

10/5/18

NON-CANDIDATE REQUEST FOR POLITICAL BROADCAST INFORMATION OR TIME

Date of Request: 10/1/18 Time of Request: PM

Issue Referred to: Issue 3 - Lakeland Community College

Name of Organization: Citizens for Lakeland Community College

Contact of Organization: _____

Treasurer of Organization(Attach a list if necessary of additional Executive Committee Members:

Kip Molenaar

Address: 7290 South Meadow Dr Concord OH 44027

Telephone: _____

Agency for Organization (if any): Burges & Burges

Name of Person Requesting Information / Time: Margaret Reiser

Information Requested: _____

• Rates For: Issue General Election 2018

• Other: _____

Disposition of Request:

☒ Accepted _____ Rejected _____ Accepted or Rejected in part (attach explanation)

Other Information: _____

Inquiry Received By: _____

METHOD OF DISCLOSURE (check any that apply):

☐ By Telephone to _____ on _____
(Name) (Date)

☐ By Mail to _____ on _____
(Name) (Date)

CERTIFICATE OF DISCLOSURE

☐ By Fax to _____ on _____
(Name) (Date)

☐ By Hand to _____ on _____
(Name) (Date)

☒ By E-mail to Margaret Reiser on 10/1/18
(Name) (Date)

ACCOUNT EXECUTIVE (initials): LH

DATE: 10/1/18

Radio Order

Market: Cleveland-Akron (Canton)
Vendor: WNCX-98.5
Station Rep: Lisa Heine
Phone: (216) 861-0697
Email: Lisa.Heine@entercom.com
Campaign Remarks:

Lakeland Community College

Campaign: Political Levy Fall 2018
Radio - Issue Rates (Copy)
Flight Dates: 10/08/2018 to 11/06/2018
Contract No: 14020148919-116476
Rev. No: 1

Burges & Burges Strategists

Buyer: Nick Pecko
npecko@burgesandburgess.com

Item	Days	Times	DP/LEN	Call	Program	Rate/Total	CPP	P 35+	Oct 08	Oct 15	Oct 22	Oct 29	Nov 05	Spots
1	MTWRF	0600A-0700P	RO/30	Rock		125.00 3750.00	138.89	0.90	8	6	6	8	2	30
2	Sa	0700A-0700P	WE/30	Rock		50.00 200.00	62.50	0.80	1	1	1	1	0	4
3	Su	0700A-0700P	WE/30	Rock		50.00 200.00	71.43	0.70	1	1	1	1	0	4
									10 8.7	8 6.9	8 6.9	10 8.7	2 1.8	38 33

Month	Spots	GRPs	Reach	Freq	Gross	Net
Oct-2018	26	22.5	17.19%	1.31	\$2,800.00	\$2,380.00
Nov-2018	12	10.5	8.51%	1.23	\$1,350.00	\$1,147.50
Totals	38	33	23.98%	1.38	\$4,150.00	\$3,527.50

Comments:

Please confirm receipt and acceptance of this order by emailing designated buyer. Thank you.

Traffic:

Signed: _____ Date: _____

Burges & Burges Strategists
BURGES & BURGES STRATEGISTS
26100 Lake Shore Blvd.
Cleveland, OH 44132
(216) 261-3737

Buyer
Nick Pecko
npecko@burgesandburgess.com



BURGES & BURGES
S T R A T E G I S T S

Created On: 2018-10-05 11:20:28

ORDER

93.5 WNCX
 Cleveland's Classic Rock

Orders
Order / Rev: 1079952
Alt Order #:
Product Desc: Political Levy Fall 2018
Estimate: 14020148919-116476
Flight Dates: 10/10/18 - 11/06/18
Original Date / Rev: 10/05/18 / 10/05/18
Order Type: GENERAL

Entercom Cleveland WNCX

Primary AE: Lisa Heine
Sales Office: L-CLV
Sales Region: Local

Agency
Name: Burges & Burges
Buying Contact: Ellen Smith
Billing Contact: Ellen Smith
 26100 Lake Shore Blvd
 Cleveland, OH 44132-1139

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

Advertiser
Name: Lakeland Community College
Demographic: A25-54
Product Codes: Schools/Colleges/Universities/Trade
Priority: FULL
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-ISS

New Business Thru:
Order Separation: 00:45:00
Advertiser External ID: 1035769
Agency External ID: 157502
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/18	10/28/18	26	\$2,800.00	\$2,380.00
10/29/18	11/06/18	12	\$1,350.00	\$1,147.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	26	\$2,800.00	\$2,380.00	0.00
November 2018	12	\$1,350.00	\$1,147.50	0.00
Totals	38	\$4,150.00	\$3,527.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Lisa Heine	L-CLV	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	WNCX	10/10/18	11/06/18	M-F PRIME M-F PRIME	CM	6a-7p	MTWTF--	:30	8	\$125.00	P-RO	0.00	NM	30	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/18	10/14/18	--WTF--		8				\$125.00		0.00			
		Week: 10/15/18	10/21/18	MTWTF--		6				\$125.00		0.00			
		Week: 10/22/18	10/28/18	MTWTF--		6				\$125.00		0.00			
		Week: 10/29/18	11/04/18	MTWTF--		8				\$125.00		0.00			
		Week: 11/05/18	11/11/18	MT-----		2				\$125.00		0.00			
N 2	WNCX	10/10/18	11/06/18	Sa-Su ROS 7:00 AM-7:00 PM	CM	7:00 AM-7:00 PM (7:00 AM-7:00 PM)	-----S-	:30	1	\$50.00	WP-F	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/18	10/14/18	-----S-		1				\$50.00		0.00			
		Week: 10/15/18	10/21/18	-----S-		1				\$50.00		0.00			
		Week: 10/22/18	10/28/18	-----S-		1				\$50.00		0.00			
		Week: 10/29/18	11/04/18	-----S-		1				\$50.00		0.00			
		Week: 11/05/18	11/11/18	-----S-		0				\$0.00		0.00			
N 3	WNCX	10/10/18	11/06/18	Sa-Su ROS 7:00 AM-7:00 PM	CM	7:00 AM-7:00 PM (7:00 AM-7:00 PM)	-----S	:30	1	\$50.00	WP-F	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/18	10/14/18	-----S		1				\$50.00		0.00			
		Week: 10/15/18	10/21/18	-----S		1				\$50.00		0.00			
		Week: 10/22/18	10/28/18	-----S		1				\$50.00		0.00			

Order / Rev: 1079952
 Alt Order #:
 Flight Dates: 10/10/18 - 11/06/18

Advertiser: Lakeland Community College
 Product Desc: Political Levy Fall 2018
 Estimate: 14020148919-116476

Entercom Cleveland WNC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/18	11/04/18	-----S		1				\$50.00		0.00			
Week:		11/05/18	11/11/18	-----		0				\$0.00		0.00			
													Totals	38	\$4,150.00