

Nick Stone

From: Committee to Elect Tara Wheat <contact@tarawheatforjudge.com>
Sent: Monday, August 8, 2022 8:53 PM
To: Nick Stone
Subject: Re: Political
Attachments: attachment 3.pdf; 2022 Hall Communications Political Packet.pdf; 2022 Political Candidate Time Request.docx

Hi Nick,

Thank you for the information. I'm not entirely sure I understand all of it, so I may have filled out all of these forms incorrectly. If so, just let me know and maybe we can discuss further by email or by telephone.

Another candidate who told me he was doing radio ads with Hall Communications, said he was having one 30 sec ad aired an hour for a set number of hours and a set number of days. The info you sent about rates didn't really seem like they were meant for hourly advertisements (i.e. the language about "dayparts") but since he told me that's what he paid for, I made an assumption that I could do the same.

If it's unclear in the documents attached, I'm looking to do the following, if approved:

On WONN, one 30-sec ad an hour from 6-10 AM and 3-7 PM, Monday through Friday, and from 10 AM - 3 PM on Saturdays, just for the period of August 12-23 (M-F (8 hrs a day x 8 days x \$5 = \$320) + Sat (5 hrs a day x 2 days x \$5 = \$50) = \$370).

On WWRZ (98.3), one 30-sec ad an hour from 7-9 PM, Monday through Sunday, just for the period of August 12-22 (Mon-Sun 2 hrs a day x 11 days x \$12 = \$264).

On WPCV (97.5), one 30-sec ad an hour from 7-9 PM, Monday through Sunday, just for the period of August 13-22 (Mon-Sun 2 hrs a day x 10 days x \$30 = \$600).

I was also told I could come in and record my ad, so I was hoping to find out some information and parameters on what needs to be in the ad (i.e. does the disclaimer need to be included within the 30 sec time period?).

Please let me know if I need to send more information, or if I need to redo any of these forms, or anything else that may be necessary, including how to pay. Thank you!

Tara Wheat, Esq.
Committee to Elect Tara Wheat for
Polk County Judge Group 8
PO Box 652
Bartow, FL 33831
863.225.2838
contact@tarawheatforjudge.com
www.tarawheatforjudge.com

On Aug 8, 2022, at 12:23 PM, Nick Stone <nstone@hallradio.net> wrote:

Hi Tara,

My name is Nick and I'm an account rep for the Lakeland Radio Stations, and in charge of Political this year. I see that you reached out looking for some information about advertising your candidacy for Judge and I'm here to help! I've attached a packet with rates and information for political advertising, as well as forms needed to be filled out if you want to move forward.

Thanks!



Nick Stone, MBA
CRMC/CDMC
Marketing Consultant
WONN/WPCV/WLKF/WWRZ Radio
[404 West Lime Street](#)
[Lakeland, FL 33815](#)
[863/682-8184, Ext. 145](#)
[863/686-0357](#) Fax
[863/333-8354](#) Cell

Hall Communications does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed, or otherwise made a part of a particular contract, is hereby rejected.

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: WWRZ Lakeland	Date: 8/9/22
---	------------------------

I, Tara Wheat,
 being/on behalf of: Tara Wheat,
 a legally qualified candidate of the non-partisan
 political party for the office of: Polk County Judge Group 8
 in the Primary
 election to be held on: August 23, 2022
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
30 sec	7-9 pm	Monday-Sunday		1x per hour (2 hrs per day)	Aug 12 - Aug 22 (11 days)

Attach proposed schedule with charges (if available):

Mon-Sun 2 hrs x 11 days x \$12 = \$ 264

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: WPCV Lakeland	Date: 8/9/22
--	---

I, Tara Wheat

being/on behalf of: Tara Wheat

a legally qualified candidate of the non-partisan

political party for the office of: Polk County Judge Group 8

in the Primary

election to be held on: August 23, 2022

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
30 sec	7-9 pm	Monday-Sunday		1x per hour (2 hrs per day)	Aug 13- Aug 22 (10 days)

Attach proposed schedule with charges (if available):

Mon-Sun 2 hrs x 10 days x \$30 = \$600

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

Tara Wheat (non-partisan) for Polk County Judge,

and you are authorized to announce the time as paid for by such person or entity. I Group 8 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:

Theresa Draper

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

8/9/22

Date

Tara Wheat

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

~~8/10/22~~

Signature

Nick Stone

Printed Name

AE

Title

Nick Stone

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

Tara Wheat (non-partisan) by Polk County Judge Group 8

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:

Theresa Draper

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

8/9/22 Tara Wheat
Date Signature

To Be Signed By Station Representative

Accepted Accepted in Part Rejected
Nick Stone Nick Stone AE
Signature Printed Name Title

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: WQNN Lakeland	Date: 8/9/22
---	------------------------

I, Tara Wheat,
 being/on behalf of: Tara Wheat,
 a legally qualified candidate of the non-partisan
 political party for the office of: Polk County Judge Group 8
 in the Primary
 election to be held on: August 23, 2022

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
30 Sec.	6-10 am 3-7 pm 10-3 pm	M-F M-F Sat		1x per hour (8 hrs M-F 5 hrs Sat)	Aug 12- Aug 23 excluding Sundays (10 days)

Attach proposed schedule with charges (if available):

M-F 8 hrs x 8 days x \$5 = \$320
 Sat 5 hrs x 2 days x \$5 = \$50 > \$370

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

Tara Wheat (non-partisan) for Polk County Judge Group 8

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:

Theresa Draper

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

8/9/22
Date

Tara Wheat
Signature

To Be Signed By Station Representative

Accepted
Nick Stone
Signature

Accepted in Part
Nick Stone
Printed Name

Rejected
AE
Title

TIME REQUESTS FOR POLITICAL CANDIDATES
(For Broadcasts During 2022 Campaign)

Station: WPCV, WANN, WWRZ

Office Sought: Judge

Candidate: Tara Wheat
(Including Party Requesting Time)

Agent by Whom Made Request: Tara Wheat

Date, Time, Amount & Class
(Fixed, Preemptable, ROS, Class AA, Class A, etc. requested)

Candidate to Appear YES NO

Disposition of Request

Date: 8/9/22 Time: :30

Amount Sold: 1234 Class Sold:

Charges Made for Time: —

Remarks (1) —

Initials of staff member making entry; date of entry; indication of any conditions imposed, e.g., requirement that script be furnished in advance. Use reverse side for further remarks if necessary.

Hall Communications, Inc



Committee to Elect Tara Wheat
 PO Box 652
 Bartow, Florida 33831

Advertiser: Committee to Elect Tara Wheat
 Order #: 2156073632662
 Date Entered: 08/09/2022
 Last Modified: 08/09/2022
 Product: Judge Campaign
 Salesperson: Nick Stone
 Billing Cycle: Calendar Month
 Estimate #:

Order Date Range: 08/12/2022 through 08/23/2022 (2 weeks)
Media Outlets: WONN-AM, WPCV-FM, WWRZ-FM

On-Air Schedule

#	Dates	Station	Time/Program	Len	Mo	Tu	We	Th	Fr	Sa	Su	S/W	Rate	Qty	Total
1	08/12/22-08/23/22	WONN-AM	06:00AM-10:00AM	30	4	4	4	4	4	--	--	20	5.00	32	160.00
2	08/12/22-08/23/22	WONN-AM	03:00PM-07:00PM	30	4	4	4	4	4	--	--	20	5.00	32	160.00
3	08/13/22-08/23/22	WONN-AM	10:00AM-03:00PM	30	--	--	--	--	--	5	--	5	5.00	10	50.00
4	08/13/22-08/22/22	WPCV-FM	07:00PM-09:00PM	30	2	2	2	2	2	2	2	14	30.00	20	600.00
5	08/12/22-08/22/22	WWRZ-FM	07:00PM-09:00PM	30	2	2	2	2	2	2	2	14	12.00	22	264.00

Station Totals

Station	On-Air Count	Digital Count	Web Count	Other Count	Gross Billing	Net Billing
WONN-AM	74	0	0	0	\$370.00	\$370.00
WPCV-FM	20	0	0	0	\$600.00	\$600.00
WWRZ-FM	22	0	0	0	\$264.00	\$264.00
Totals	116	0	0	0	\$1,234.00	\$1,234.00

Total Charges: \$1,234.00
Total Net: \$1,234.00

THANK YOU FOR YOUR BUSINESS

Projected Billing By Calendar Month

Month	Year	Gross Billing	Net Billing
August	2022	\$1,234.00	\$1,234.00
Totals		\$1,234.00	\$1,234.00

Accepted for Hall Communications, Inc

Accepted for advertiser OR agency as agent for the advertiser

 Name Title

 Name Title