

TIME REQUESTS FOR POLITICAL CANDIDATES
(For Broadcasts During 2018 Campaign)

Station: WONN / WPCV / WWRZ

Office Sought: Florida 9th US Congressional District

Candidate: Alan Brayson
(Including Party Requesting Time)

Agent by Whom Made Request: Jane Heller

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

Candidate to Appear X YES NO

Disposition of Request

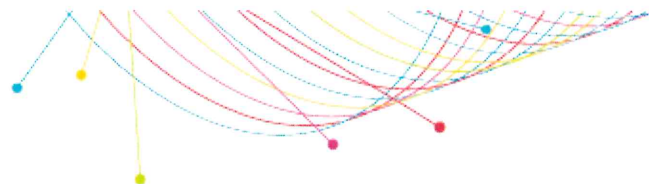
Date: 11/30/18 Time:

Amount Sold: N/A Class Sold:

Charges Made for Time:

Remarks (1) Sent to rates

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.



Ranker

LAKELAND-WINTER HAVEN (Metro Survey Area)

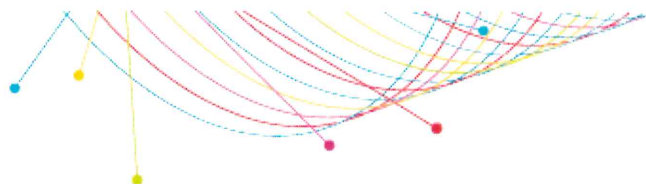
FA17 / SP17

Station Rankings Based on: In the Book

Adults 18+									
M-F 6a-7p									
Station	Average Rating*	Average Persons	Weekly Cume Persons	Average Share	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover
1 WPCV-FM	1.4	7,400	78,700	9.2	15.0	6:00	97.7	95.1	10.6
2 WRUM-FM	0.7	3,900	37,800	4.8	7.2	6:45	95.6	92.1	9.6
3t WFLZ-FM	0.6	2,900	54,600	3.6	10.4	3:30	87.3	87.6	18.9
3t WHPT-FM	0.6	3,100	17,600	3.8	3.4	11:30	99.9	99.0	5.6
3t WLLD-FM	0.6	3,400	54,800	4.2	10.5	4:00	86.2	81.4	16.1
3t WWRZ-FM	0.6	3,400	38,500	4.2	7.3	5:45	98.5	95.1	11.4
7t WDBO-FM	0.4	2,100	17,100	2.6	3.3	8:00	98.8	98.7	8.2
7t WDUV-FM	0.4	2,000	25,200	2.5	4.8	5:00	93.7	92.3	12.8
7t WFUS-FM	0.4	2,000	33,500	2.5	6.4	3:45	95.4	93.6	17.1
10t WBTP-FM	0.3	1,500	22,300	1.9	4.3	4:15	97.9	92.9	15.3
10t WCFB-FM	0.3	1,800	21,600	2.2	4.1	5:30	95.4	94.2	11.7
10t WPOI-FM	0.3	1,600	32,300	2.0	6.2	3:15	88.3	85.3	19.8
10t WRBQ-FM	0.3	1,500	21,000	1.9	4.0	4:45	99.8	98.7	13.6
10t WWRM-FM	0.3	1,700	30,400	2.1	5.8	3:45	95.4	91.9	17.4
10t WXGL-FM	0.3	1,600	19,500	2.0	3.7	5:30	99.7	97.8	12.0
16t WFLA-AM	0.2	1,200	11,200	1.5	2.1	6:45	100.0	100.0	9.6
16t WJRR-FM	0.2	800	16,100	1.0	3.1	3:15	97.0	95.8	20.2
16t WLKF-AM	0.2	1,300	14,100	1.6	2.7	5:45	99.8	95.9	11.2
16t WMGF-FM	0.2	800	11,100	1.0	2.1	4:45	99.0	93.8	13.8
16t WMTX-FM	0.2	1,100	26,700	1.4	5.1	2:45	89.8	89.4	24.2
16t WOMX-FM	0.2	800	15,400	1.0	2.9	3:30	93.0	86.1	19.1
16t WQYK-FM	0.2	800	17,100	1.0	3.3	3:00	91.0	89.7	21.6
16t WTKS-FM	0.2	900	12,300	1.1	2.3	4:45	100.0	100.0	13.3
16t WWBF-AM	0.2	1,000	10,900	1.2	2.1	5:45	99.9	97.4	11.4
16t WXTB-FM	0.2	1,100	23,500	1.4	4.5	3:00	96.6	96.3	21.6
16t WXXL-FM	0.2	900	20,800	1.1	4.0	3:00	90.0	90.0	22.4
27t WMMO-FM	0.1	500	10,300	0.6	2.0	3:00	100.0	100.0	21.0
27t WOCL-FM	0.1	700	9,900	0.9	1.9	4:45	98.7	96.4	13.5
27t WONN-AM	0.1	700	8,200	0.9	1.6	5:15	100.0	100.0	12.4
27t WPYO-FM	0.1	700	13,400	0.9	2.6	3:15	90.5	87.5	19.8



AN UNCOMMON SENSE OF THE CONSUMER™



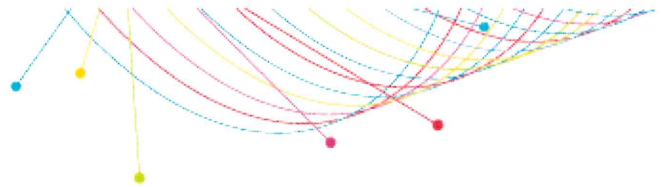
Adults 18+									
M-F 6a-7p									
Station	Average Rating*	Average Persons	Weekly Cume Persons	Average Share	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover
27t WQMP-FM	0.1	500	13,100	0.6	2.5	2:30	72.7	88.3	26.1
27t WSUN-FM	0.1	400	6,300	0.5	1.2	4:15	92.0	97.8	15.5
27t WWAB-AM	0.1	300	3,400	0.4	0.6	5:30	100.0	100.0	12.0
27t WWKA-FM	0.1	600	13,500	0.7	2.6	3:00	97.4	93.1	21.7

This report was created using the following information: LAKELAND-WINTER HAVEN; FA17 / SP17; Metro; M-F 6a-7p; P 18+; See Detailed Sourcing Page for Complete Details.





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Ranker Detailed Sourcing Summary

Market: LAKELAND-WINTER HAVEN
Survey: Average of Nielsen Radio Fall 2017, Nielsen Radio Spring 2017
Geography: Metro
Daypart: Monday-Friday 6a-7p

Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 18+	524,100	2,240

Stations: In the Book

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 in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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

Ascription Website: <http://ascription.nielsen.com>

Rating Reliability Estimator <https://rre.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/RR8/2017SPR/0311/pdfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/RR8/2017FAL/0311/pdfs/SpecialNotices.pdf>

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From: Wufoo [<mailto:no-reply@wufoo.com>]
Sent: Monday, April 30, 2018 10:49 AM
To: Dan Dubonnet
Subject: HallComm [#148]

Which Market Would You Like to Contact? *

Corporate Office

Name

June Heller

Phone Number

(813) 858-3670

Email

junemheller@gmail.com

Message

My name is June Heller, I am with Main Street Communications, a political advertising firm based in Tampa. I am looking for political rates on WPCV< WONN

and WWRZ for a Candidate for Florida's 9th US Congressional District.

I have tried calling 813-683-9797 and 863-682-8184 and there is no answer on either line.

We are looking at running a 60 second ad starting July 14th and running through the Monday before the Florida primary election day, August 27th.

Along with rates for all dayparts, any ratings information you have for adults 35+ and adults 65+ would be very helpful. The Congressional District is all of Osceola County, much of Polk County and some of Orange County just South of downtown Orlando. Any information you have about your reach/popularity in these areas would be especially helpful.

Thank you! Please feel free to respond via email and phone. I can be reached at 813-858-3670.

June Heller

Image removed by sender.