

Broadcast Contract

VI LYLES
7804 FAIRVIEW RD #121
CHARLOTTE, NC 28226

Start Date 10/26/17	Contract# 38197	Mod# 1
End Date 10/29/17	Date Entered 10/24/17	Date Last Modified 10/25/17
Advertiser VI LYLES	Station Market WBAV-FM,WPEG-FM	
Product Vi Lyles WBAV WPEG	SalesRep/Office Andrea Arguijo	

Standard Billing Cycle Estimate#

WBAV-FM

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
			LINE	REMARK								
1	TH 10/26/17 FR 10/27/17	06:00A-10:00A	30	--	--	--	5	5	--	--	10	\$80.00
3	TH 10/26/17 FR 10/27/17	03:00P-07:00P	30	--	--	--	5	5	--	--	10	\$65.00
5	SA 10/28/17 SA 10/28/17	06:00A-07:00P	30	--	--	--	--	--	8	--	8	\$35.00
7	SU 10/29/17 SU 10/29/17	06:00A-07:00P	30	--	--	--	--	--	--	8	8	\$25.00

LN	DATE	INVENTORY TYPE	REVENUE TYPE	PRICING STRUCTURE	RATE	QTY	TAX SCHEDULE	LINE TOTAL
1	10/26/17 10/27/17	:30 STREAMING AD	POLITICAL DIRECT	PER ITEM	\$10.00	15		\$150.00

Alternative Revenue Total: \$150.00

WPEG-FM

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
			LINE	REMARK								
1	TH 10/26/17 FR 10/27/17	06:00A-10:00A	30	--	--	--	5	5	--	--	10	\$75.00
3	TH 10/26/17 FR 10/27/17	03:00P-07:00P	30	--	--	--	5	5	--	--	10	\$70.00
5	SA 10/28/17 SA 10/28/17	06:00A-07:00P	30	--	--	--	--	--	8	--	8	\$50.00
7	SU 10/29/17 SU 10/29/17	06:00A-07:00P	30	--	--	--	--	--	--	8	8	\$35.00

NON-DISCRIMINATION: IN THE PERFORMANCE OF ALL BEASLEY STATION'S ADVERTISING AGREEMENTS, BEASLEY REQUIRES THAT EACH PARTY NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY.

Accepted for Station

Accepted for advertiser OR agency(and MBS, if any) as agent for the advertiser

Name _____ Title _____
See reverse for accepted terms and conditions, if any

Name _____ Title _____
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LN	DATE	INVENTORY TYPE	REVENUE TYPE	PRICING STRUCTURE	RATE	QTY	TAX SCHEDULE	LINE TOTAL
5	10/26/17 10/27/17	:30 STREAMING AD	POLITICAL DIRECT	PER ITEM	\$10.00	15		\$150.00

Alternative Revenue Total: \$150.00

-----Additional Comments-----	Total Spots	Spots Total\$	Net	Gross
	72	4,060.00	\$ 4,360.00	\$ 4,360.00

Billing Projections: By Month

	Oct 17
CA	4,360.00
ST	4,360.00

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Broadcast Contract

VI LYLES
7804 FAIRVIEW RD #121
CHARLOTTE, NC 28226

Start Date 10/30/17	Contract# 38227	Mod# 0
End Date 11/05/17	Date Entered 10/25/17	Date Last Modified 10/25/17
Advertiser VI LYLES		Station Market WBAV-FM,WPEG-FM
Product Vi Lyles WBAV WPEG 10/30		SalesRep/Office Andrea Arguijo

Standard Billing Cycle Estimate#

WBAV-FM

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
			LINE	REMARK								
1	MO 10/30/17 FR 11/03/17	06:00A-10:00A	30	2	2	2	2	2	--	--	10	\$80.00
2	MO 10/30/17 FR 11/03/17	03:00P-07:00P	30	2	2	2	2	2	--	--	10	\$65.00
3	SA 11/04/17 SA 11/04/17	06:00A-07:00P	30	--	--	--	--	--	8	--	8	\$35.00
4	SU 11/05/17 SU 11/05/17	06:00A-07:00P	30	--	--	--	--	--	--	8	8	\$25.00

LN	DATE	INVENTORY TYPE	REVENUE TYPE	PRICING STRUCTURE	RATE	QTY	TAX SCHEDULE	LINE TOTAL
1	10/30/17 11/03/17	:30 STREAMING AD	POLITICAL DIRECT	PER ITEM	\$10.00	15		\$150.00

Alternative Revenue Total: \$150.00

WPEG-FM

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
			LINE	REMARK								
1	MO 10/30/17 FR 11/03/17	06:00A-10:00A	30	2	2	2	2	2	--	--	10	\$75.00
2	MO 10/30/17 FR 11/03/17	03:00P-07:00P	30	2	2	2	2	2	--	--	10	\$70.00
3	SA 11/04/17 SA 11/04/17	06:00A-07:00P	30	--	--	--	--	--	8	--	8	\$50.00
4	SU 11/05/17 SU 11/05/17	06:00A-07:00P	30	--	--	--	--	--	--	8	8	\$35.00

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Advertiser VI LYLES	Station Market WBAV-FM,WPEG-FM	
Product Vi Lyles WBAV WPEG 10/30	SalesRep/Office Andrea Arguijo	

Standard Billing Cycle Estimate#

LN	DATE	INVENTORY TYPE	REVENUE TYPE	PRICING STRUCTURE	RATE	QTY	TAX SCHEDULE	LINE TOTAL
2	10/30/17 11/03/17	:30 STREAMING AD	POLITICAL DIRECT	PER ITEM	\$10.00	15		\$150.00

Alternative Revenue Total: \$150.00

-----Additional Comments-----	Total Spots	Spots Total\$	Net	Gross
	72	4,060.00	\$ 4,360.00	\$ 4,360.00

Billing Projections: By Month

	Oct 17	Nov 17
CA	1,280.00	3,080.00
ST		4,360.00

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Broadcast Contract

VI LYLES
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Start Date 11/06/17	Contract# 38228	Mod# 0
End Date 11/07/17	Date Entered 10/25/17	Date Last Modified 10/25/17
Advertiser VI LYLES	Station Market WBAV-FM,WPEG-FM	
Product WBAV WPEG VI LYLES	SalesRep/Office Andrea Arguijo	

Standard Billing Cycle Estimate#

WBAV-FM

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
			LINE	REMARK								
1	MO 11/06/17 TU 11/07/17	06:00A-10:00A	30	4	4	--	--	--	--	--	8	\$80.00
2	MO 11/06/17 TU 11/07/17	10:00A-03:00P	30	4	4	--	--	--	--	--	8	\$70.00

LN	DATE	INVENTORY TYPE	REVENUE TYPE	PRICING STRUCTURE	RATE	QTY	TAX SCHEDULE	LINE TOTAL
1	11/06/17 11/06/17	:30 STREAMING AD	POLITICAL DIRECT	PER ITEM	\$10.00	3		\$30.00
2	11/07/17 11/07/17	:30 STREAMING AD	POLITICAL DIRECT	PER ITEM	\$10.00	2		\$20.00

Alternative Revenue Total: \$50.00

WPEG-FM

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
			LINE	REMARK								
1	MO 11/06/17 TU 11/07/17	06:00A-10:00A	30	4	4	--	--	--	--	--	8	\$75.00
2	MO 11/06/17 TU 11/07/17	10:00A-03:00P	30	4	4	--	--	--	--	--	8	\$60.00

LN	DATE	INVENTORY TYPE	REVENUE TYPE	PRICING STRUCTURE	RATE	QTY	TAX SCHEDULE	LINE TOTAL
3	11/06/17 11/06/17	:30 STREAMING AD	POLITICAL DIRECT	PER ITEM	\$10.00	3		\$30.00
4	11/07/17 11/07/17	:30 STREAMING AD	POLITICAL DIRECT	PER ITEM	\$10.00	2		\$20.00

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Advertiser VI LYLES	Station Market WBAV-FM,WPEG-FM	
Product WBAV WPEG VI LYLES	SalesRep/Office Andrea Arguijo	

Standard Billing Cycle Estimate#

Alternative Revenue Total: \$50.00

-----Additional Comments-----	Total Spots	Spots Total\$	Net	Gross
	32	2,280.00	\$ 2,380.00	\$ 2,380.00

Billing Projections: By Month

	Nov 17
CA	2,380.00
ST	2,380.00

NON-DISCRIMINATION: IN THE PERFORMANCE OF ALL BEASLEY STATION'S ADVERTISING AGREEMENTS, BEASLEY REQUIRES THAT EACH PARTY NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY.

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Vi Lyles 10.19 Pre-Emptable With Notice



From: Andrea Arguilo
 Phone: (704) 227-8809
 Email: andrea.arguilo@bgi.com
 10/19/2017 3:37 PM

Flight Dates: 10/02/2017 - 11/12/2017

Demo: P 18+

Radio Market: CHARLOTTE-GASTONIA-ROCK HILL

Survey: AUG17 / JUL17 / JUN17

Geography: Metro

	Daypart	Notes	Spots	Length	Unit Rate	Total Cost	Frequency	Gls	Net Reach
Radio Total			246		\$45.12	\$11,100.00	4.1	2,140,400	519,500
WBAV-FM			123		\$43.98	\$5,410.00	4.2	1,272,600	299,500
Flight 2 - 2 wks (10/23, 10/30)									
One Week Total			102		\$40.78	\$4,160.00	4.4	1,040,400	238,700
			51		\$40.78	\$2,080.00	3.2	520,200	164,600
	M-F 6A-10A	2 per day	10 30		\$80.00	\$800.00	1.8	114,000	62,500
	M-F 3P-7P	2 per day	10 30		\$65.00	\$650.00	1.7	108,000	62,800
	Sa 6A-7P		8 30		\$35.00	\$280.00	1.7	63,200	37,900
	Su 6A-7P		8 30		\$25.00	\$200.00	1.7	64,000	37,700
Flight 3 - 1 wk (11/06)	M-F 6A-10A	Streaming	15 30		\$10.00	\$150.00	2.3	171,000	74,800
One Week Total			21		\$59.52	\$1,250.00	2.4	232,200	97,900
			21		\$59.52	\$1,250.00	2.4	232,200	97,900
	M-Tu 6A-10A	4 per day	8 30		\$80.00	\$640.00	2.0	91,200	45,500
	M-F 6A-10A	Streaming	5 30		\$10.00	\$50.00	1.4	57,000	41,800
	M-Tu 10A-3P	4 per day	8 30		\$70.00	\$560.00	1.8	84,000	46,100
			123		\$46.26	\$5,690.00	3.0	867,800	293,300
Flight 2 - 2 wks (10/23, 10/30)									
One Week Total			102		\$44.71	\$4,560.00	3.1	720,400	234,400
			51		\$44.71	\$2,280.00	2.4	360,200	152,000
	M-F 6A-10A	2 per day	10 30		\$75.00	\$750.00	1.5	62,000	41,000
	M-F 3P-7P	2 per day	10 30		\$70.00	\$700.00	1.6	110,000	70,300
	Sa 6A-7P		8 30		\$50.00	\$400.00	1.5	54,400	37,000
	Su 6A-7P		8 30		\$35.00	\$280.00	1.5	40,800	27,500
	M-F 6A-10A	Streaming	15 30		\$10.00	\$150.00	1.8	93,000	51,900

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: CHARLOTTE-GASTONIA-ROCK HILL, AUG17 / JUL17 / JUN17, Metro, Multiple Dayparts Used, P 18+, See Detailed Sourcing Page for Complete Details.
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Vi Lyles 10.19 Pre-Emptable With Notice



From: Andrea Arguilo
 Phone: (704) 227-8809
 Email: andrea.arguilo@bbj.com
 10/19/2017 3:37 PM

WPEG-FM (continued)	Daypart	Notes	Spots	Length	Unit Rate	Total Cost	Frequency	Gls	Net Reach
Flight 3 - 1 wk (10/18/17) 11/6			21		\$53.81	\$1,130.00	2.2	147,400	67,900
One Week Total			21		\$53.81	\$1,130.00	2.2	147,400	67,900
	M-Tu 6A-10A	4 per day	8 30		\$75.00	\$600.00	1.6	46,400	28,700
	M-Tu 10A-3P	4 per day	8 30		\$60.00	\$480.00	1.7	72,000	42,500
	M-Tu 6A-10A	Streaming	5 30		\$10.00	\$50.00	1.3	29,000	21,500

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio Information: CHARLOTTE-GASTONIA-ROCK HILL, AUG17 / JUL17 / JUN17; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.
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Vi Lyles 10.19 Pre-Emptable With Notice



From: Andrea Argujio
 Phone: (704) 227-8809
 Email: andrea.argujio@bhgi.com
 10/19/2017 3:37 PM

Schedule Grand Totals: 4 Weeks

Stations	Spots	Unit Rate	Total Cost	Frequency	Gls	Net Reach
Radio Total	246	\$45.12	\$11,100.00	4.1	2,140,400	519,500
WBAV-FM	123	\$43.98	\$5,410.00	4.2	1,272,600	299,500
WPEG-FM	123	\$46.26	\$5,690.00	3.0	867,800	293,300

Accepted by Station

Date

Accepted by Client

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: CHARLOTTE-GASTONIA-ROCK HILL; AUG17 / JUL17 / JUN17; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.
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Detailed Sourcing Summary

Radio Market: CHARLOTTE-GASTONIA-ROCK HILL
Survey: Average of Nielsen Radio August 2017, Nielsen Radio July 2017, Nielsen Radio June 2017
Geography: Metro
Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population		Intab	
	Avg Daily	Avg Weekly	Avg Daily	Avg Weekly
Adults 18+ (Primary)	2,033,400	2,033,400	881	764

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. Encoded stations qualify to be reported if they have received credit for five or more minutes of listening within a quarter hour from at least one PPM Panelist and an Average Weekly Cume Rating of at least .495 during the Monday - Sunday 6am - Midnight daypart for the survey period.

PPM estimates are derived from the PPM technology and methodology 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

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://rrr.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/PP6/2017AUG/0093/pdfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/PP6/2017JUL/0093/pdfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/PP6/2017JUN/0093/pdfs/SpecialNotices.pdf>

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CERTIFICATE OF DISCLOSURE

CANDIDATE Viola "Vi" Alexander Lyles

REPRESENTATIVE (if applicable): Ann M. White

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).
- ☒ X By e-mail to Amanda Eubanks (person's name) on 10.27.17 (date).

ACCOUNT EXECUTIVE (initials) _____.

RECEIVED BY:

Candidate or Representative

DATE: _____

ATTACHMENT B
RADIO SPECIFIC DISCLOSURE REQUIREMENTS

Candidate Certification:

If the advertisement, which qualifies as a “use,” refers to an opposing candidate it must include at the end:

- An audio statement voiced by the candidate that (1) identifies him or herself, (2) discloses the office being sought, and (3) states that the candidate has approved the broadcast.

Sponsorship Identification:

If an announcement advocating the election or defeat of a federal candidate or soliciting any political contributions is produced or authorized by a federal candidate (or the candidate’s authorized committee), it must include:

- An audio statement voiced by the candidate that (1) identifies him or herself, (2) discloses who paid for the broadcast (in most cases the candidate or the candidate’s committee), and (3) states that the candidate has approved the broadcast.

If an announcement advocating the election or defeat of a federal candidate or soliciting any political contributions is not produced or authorized by a federal candidate (or the candidate’s authorized committee), it must include:

- An audio statement disclosing that no federal candidate authorizes the announcement.
- The statement: “_____ is responsible for the content of this advertising,” where the blank is filled in with (1) the name of the political party, committee, or person paying for the broadcast, (2) the name of any connected organization of the payor, and (3) the permanent street address, telephone number or web address of the person who paid for the announcement.

Candidate Certification Form

I, Viola "Vi" Alexander Lyles, hereby certify that the programming to be broadcast on station WBAV-FM will comply with the requirements of the Bipartisan Campaign Reform Act of 2002. Specifically, I certify that the programming: _____ does not refer to an opposing candidate or _____ does not refer to an opposing candidate but contains the mandatory disclosure statement. This mandatory disclosure consists of an audio statement voiced by the candidate that (1) identifies him or herself, (2) discloses the office being sought, and (3) states that the candidate has approved the broadcast.



Signature of Candidate or Authorized Committee

Vi Lyles

Printed Name of Candidate or Authorized Committee

Date: 10.24.17

CANDIDATE REQUEST FOR POLITICAL BROADCAST INFORMATION OR TIME

Date of Request: _____ Time of Request: _____

Candidate Name: ___ Viola "Vi" Alexander Lyles _____

Party: ___ Democrat _____

Candidate for: ___ Mayor _____ Charlotte, NC _____
(Office) (Location)

Candidate's Authorized Committee: ___ Friends of Vi Lyles _____

Treasurer of Candidate's Authorized Committee: ___ Ann M White _____

Address: ___ 7804 Fairview Rd. #121 _____ Charlotte, NC 28226 _____

Telephone: ___ 704.607.3916 _____

Agency for Candidate (if any): _____

Name of Person Requesting Information/Time: ___ Amanda Eubanks and Tonya Jameson _____

Information Requested: _____

- Rates for _____
- Availabilities for _____
- Other: _____

Disposition of Request:

___ Accepted ___ Rejected ___ Accepted or Rejected in part (attach explanation)

Rate Charged for Spot: ___ \$11,100 total _____

Class of Time Purchased: _____

Air Date and Time (attach a schedule of the advertising or program time provided, if necessary):

Rebate Paid (if any): _____

Disclosure Statement Provided by Station: ___ Yes ___ No ___ X Previously provided

Certificate (for Federal candidates only) Provided: ___ Yes ___ No ___ Previously provided

Other Information: _____

Inquiry Received By: _____