

Order #888361: National A./National A./NAB Perfor../

Date	Action	Line	Comment	By	Total \$	# Spots	Expected GRI
03/28/22 10:01:32 AM	Processed		<sync process>	Yolanda A	\$0.00	805	0.00
03/28/22 9:55:48 AM	Approved			Maria Clar	\$0.00	805	0.00
03/28/22 9:55:45 AM	Approval Workflow		[Business Manager - Business Office Approval Needed Default]	Maria Clar	\$0.00	805	0.00
03/28/22 9:44:42 AM	Approval Workflow		[Sales Manager - Ready Default]	Bob Berge	\$0.00	805	0.00
03/28/22 8:57:46 AM	Ready for approval		Ready	Margaret L	\$0.00	805	0.00
03/28/22 8:57:25 AM	New order created		Copied from Order #888335	Margaret L	\$0.00	805	0.00

[Sorted by: Date]

ORDER

Orders	Order / Rev: <u>888361</u>		
	Alt Order #: _____		
	Product Desc: <u>NAB Performance Tax</u>		
	Estimate: _____		KWNN-FM
	Flight Dates: <u>03/30/22 - 09/06/22</u>	Primary AE: <u>Corporate House</u>	
	Original Date / Rev: <u>03/28/22 / 03/28/22</u>	Sales Office: <u>L-MOD</u>	
	Order Type: <u>GENERAL</u>	Sales Region: <u>Local</u>	

Agency	Name: <u>National Association of Broadcasters</u>		
	Buying Contact: _____	Billing Type: <u>Cash</u>	
	Billing Contact: _____	Billing Calendar: <u>Broadcast</u>	
	<u>1 M Street SE</u>	Billing Cycle: <u>EOM/EOC</u>	
	<u>Washington, DC 20003</u>	Agency Commission: <u>0%</u>	

Advertiser	Name: <u>National Association of Broadcasters</u>		
	Demographic: <u>A25-54</u>	New Business Thru: _____	
	Product Codes: <u>Radio</u>	Advertiser External ID: _____	
	Revenue Code 1: <u>DIR</u>	Agency External ID: _____	
	Revenue Code 2: <u>POL-ISS</u>	Unit Code: <u>General</u>	
	Revenue Code 3: <u>POL-STATE</u>	Order Separation: <u>00:15:00</u>	
	Priority: <u>P-100</u>		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/22	04/24/22	130	\$0.00	\$0.00
04/25/22	05/29/22	175	\$0.00	\$0.00
05/30/22	06/26/22	140	\$0.00	\$0.00
06/27/22	07/31/22	175	\$0.00	\$0.00
08/01/22	08/28/22	140	\$0.00	\$0.00
08/29/22	09/06/22	45	\$0.00	\$0.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	130	\$0.00	\$0.00	0.00
May 2022	175	\$0.00	\$0.00	0.00
June 2022	140	\$0.00	\$0.00	0.00
July 2022	175	\$0.00	\$0.00	0.00
August 2022	140	\$0.00	\$0.00	0.00
September 2022	45	\$0.00	\$0.00	0.00
Totals	805	\$0.00	\$0.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Corporate House	L-MOD	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	KWNN	03/30/22	09/06/22	M-Su Extended Prime	CM	6a-12a	555555	:30	35	\$0.00	P-90	0.00	NM	805	\$0.00
M-Su															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	03/28/22	04/03/22	--55555					25	\$0.00		0.00			
	Week:	04/04/22	04/10/22	5555555					35	\$0.00		0.00			
	Week:	04/11/22	04/17/22	5555555					35	\$0.00		0.00			
	Week:	04/18/22	04/24/22	5555555					35	\$0.00		0.00			
	Week:	04/25/22	05/01/22	5555555					35	\$0.00		0.00			
	Week:	05/02/22	05/08/22	5555555					35	\$0.00		0.00			
	Week:	05/09/22	05/15/22	5555555					35	\$0.00		0.00			
	Week:	05/16/22	05/22/22	5555555					35	\$0.00		0.00			
	Week:	05/23/22	05/29/22	5555555					35	\$0.00		0.00			
	Week:	05/30/22	06/05/22	5555555					35	\$0.00		0.00			
	Week:	06/06/22	06/12/22	5555555					35	\$0.00		0.00			
	Week:	06/13/22	06/19/22	5555555					35	\$0.00		0.00			
	Week:	06/20/22	06/26/22	5555555					35	\$0.00		0.00			
	Week:	06/27/22	07/03/22	5555555					35	\$0.00		0.00			
	Week:	07/04/22	07/10/22	5555555					35	\$0.00		0.00			
	Week:	07/11/22	07/17/22	5555555					35	\$0.00		0.00			

Order / Rev: 888361
 Alt Order #:
 Flight Dates: 03/30/22 - 09/06/22

Advertiser: National Association of Broadcasters
 Product Desc: NAB Performance Tax
 Estimate:
 KWNN-FM

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: 07/18/22	07/24/22	5555555					35	\$0.00		0.00			
		Week: 07/25/22	07/31/22	5555555					35	\$0.00		0.00			
		Week: 08/01/22	08/07/22	5555555					35	\$0.00		0.00			
		Week: 08/08/22	08/14/22	5555555					35	\$0.00		0.00			
		Week: 08/15/22	08/21/22	5555555					35	\$0.00		0.00			
		Week: 08/22/22	08/28/22	5555555					35	\$0.00		0.00			
		Week: 08/29/22	09/04/22	5555555					35	\$0.00		0.00			
		Week: 09/05/22	09/11/22	55-----					10	\$0.00		0.00			
													Totals	805	\$0.00

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, _____, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

Check one:

Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.

Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by: National Association of Broadcasters

Agency name: n/a

Address:

Contact:

Phone number:

Email:

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: National Association of Broadcasters

Address: 1 M Street SE Washington, DC 20003

Contact: Michelle Lehman

Phone number: (202)429-5350

Email: nab@nab.org

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

Curtis LeGeyt, President and Chief Executive Officer
Shawn Donilon, EVP, Government Relations
Michelle Lehman, Chief of Staff and EVP, Public Affairs
Tea Gennaro, Chief Financial Officer and EVP, Finance and Administration
For further information, please visit <https://www.nab.org/about/departments/default.asp>.

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

N/A

Local Radio Freedom Act, H. Con. Res 33 and S. Con. Res 9
American Music Fairness Act, H.R. 4130

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

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor	Station Representative
Signature: <i>Michelle Lehman</i>	Signature: <i>Maria Clark</i>
Name: Michelle Lehman	Name: <i>Maria Clark</i>
Date of Request to Purchase Ad Time: March 21, 2022	Date of Station Agreement to Sell Time: <i>3/28/2022</i>

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: *3/28/2022*

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

Accepted
 Accepted IN PART (e.g., ad not received to determine content)*
 Rejected – provide reason (optional):

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

n/a

Contract #: n/a <i>888361</i>	Station Call Letters: <i>KWNA-FM</i>	Date Received/Requested: <i>3/28/2022</i>
Est. #: n/a <i>N/A</i>	Station Location: <i>Modesto/Stockton, CA</i>	Run Start and End Dates: <i>3/30-9/6/2022</i>

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

N/A. Free time. There are no rates, invoice, or classes of time related to this run of spots. See either the attached for information on when the spots aired or this station will upload this information as soon as it is available.

Margaret Leggett

From: Bob Berger
Sent: Monday, March 28, 2022 8:22 AM
To: Margaret Leggett
Subject: Performance Tax Orders

Margaret,

All Cumulus stations have been asked to run spots for the NAB. I need orders written for this.

Details:

Client - NAB Performance Tax

House account

Local Direct Political Issue

Run 5x :30 every day M-Su 6a-12m P-90

Run 3/30-9/6

There are 2 spots. Rotate 50/50

The two spots can be downloaded from the link:

[Performance Tax Spots and Resources | Advocacy | National Association of Broadcasters \(nab.org\)](#)

Thank you,
Bob

Bob Berger

Vice President / Market Manager

Cumulus Radio Station Group | Modesto - Stockton

Direct: 209-507-8563

3127 Transworld Rd Suite 270 Stockton, CA 95206

bob.berger@cumulus.com

cumulusmedia.com



Cumulus Radio
STATION GROUP

MODESTO
STOCKTON



Margaret Leggett

From: Maria Clark
Sent: Monday, March 28, 2022 8:37 AM
To: Margaret Leggett
Subject: NAB Order Details

Orders for NAB Performance Tax Issue Spots

Good morning everyone. As mentioned last week, we are now ready to have you create orders we have been asked to run on behalf of the NAB regarding Performance Tax legislation. These should be coded as LOCAL DIRECT POLITICAL ISSUE spots, 5x/day 30s spots ON EVERY CUMULUS STATION, Mon-Sun (not auto-weekly) 5a-Midnight full rotation, fully pre-emptible without notice P90, **starting this Wednesday March 30 and running through September 6. It is a no-charge order.**

This order WILL NOT impact your LUR given the broad rotation; also the FCC confirmed that this issue order on behalf of the industry should not be considered in setting your LUR for other political orders.

The link to the request to air to the broadcasters (which you can use in lieu of an insertion order for your records), downloadable spot creative, and the NAB's NAB form is below. I posted the NAB's NAB form last week as well.

<https://www.nab.org/performancetaxresources/...>

There are two spots for English language stations. Please use even spot creative rotation. If Spanish language creative is appropriate for your station, there is Spanish creative as well that can be used.

Upload the corresponding WideOrbit order details and the COMPLETED NAB form (with station info and authorized station rep signature) AS SOON AS POSSIBLE to each of your stations' Political Issue public file. Use the naming convention: 123456 (station 6 digit WO order number)-National Association of Broadcasters-WXYZ-REVISION.

Please use this client name and naming even if you used another name when you uploaded the original NAB form last week. Leave the original NAB form you uploaded last week in your public political file as is.

THANK YOU!!!

Maria Clark
Assistant Business Manger/Accounts Payable/Accounts Receivables
3127 Transworld Dr Suite 270
Stockton, Ca 95206
(209) 507-8505

