

# Order #578045: Screen Str../Peters/D/U../Peters for../6307

Date	Action	Line	Comment	By	Total \$	# Spots	Expected GRP
09/10/20 10:43:01 AM	Processed		<sync process>	Jeffrey Myers	\$212.00	28	0.00
09/10/20 10:39:34 AM	Approved		political order ready, starts tomorrow!	Crystal Jacobs	\$212.00	28	0.00
09/10/20 10:39:18 AM	Approval Workflow		[Business Manager - Business Office Approval Needed Default]	Crystal Jacobs	\$212.00	28	0.00
09/10/20 10:36:08 AM	Approval Workflow		[Sales Manager - Ready Default]	Rich Berry (rb)	\$212.00	28	0.00
09/10/20 9:18:17 AM	Ready for approval		new	Laura Ridenour	\$212.00	28	0.00
09/10/20 9:15:44 AM	New order created		Imported EC Order	Laura Ridenour	\$212.00	28	0.00

[Sorted by: Date]

# ORDER

<b>Orders</b>	<b>Order / Rev:</b>	<u>578045</u>	
	Alt Order #:	<u>34320628</u>	
	Product Desc:	<u>Peters for Senate</u>	
	Estimate:	<u>6307</u>	<b>WVIB-FM</b>
	Flight Dates:	<u>09/11/20 - 09/14/20</u>	Primary AE: <u>Katz Philadelphia</u>
	Original Date / Rev:	<u>09/10/20 / 09/10/20</u>	Sales Office: <u>K-7.5</u>
	Order Type:	<u>GENERAL</u>	Sales Region: <u>N-Katz75</u>

<b>Agency</b>	<b>Name:</b>	<u>Screen Strategies Media</u>	
	Buying Contact:	<u></u>	Billing Type: <u>Cash</u>
	Billing Contact:	<u></u>	Billing Calendar: <u>Broadcast</u>
		<u>11150 Fairfax Blvd</u>	Billing Cycle: <u>EOM/EOC</u>
		<u>Fairfax, VA 22030</u>	Agency Commission: <u>15%</u>

<b>Advertiser</b>	<b>Name:</b>	<u>Peters/D/US Senate</u>	
	Demographic:	<u>A35+</u>	New Business Thru: <u></u>
	Product Codes:	<u>Candidates</u>	Advertiser External ID: <u></u>
	Revenue Code 1:	<u>AGY-AVAIL</u>	Agency External ID: <u></u>
	Revenue Code 2:	<u>POL-CAND</u>	Unit Code: <u>General</u>
	Revenue Code 3:	<u>POL-US SEN</u>	Order Separation: <u>00:15:00</u>
	Priority:	<u>P-100</u>	

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/31/20	09/14/20	28	\$212.00	\$180.20

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	28	\$212.00	\$180.20	0.00
<b>Totals</b>	<b>28</b>	<b>\$212.00</b>	<b>\$180.20</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Philadelphia			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	WVIB	09/11/20	09/14/20	M-F 5a-8p	CM	6:00 AM-10:00 AM	----2--	1:00	2	\$8.00	P-50	0.00	NM	5	\$40.00
				M-F		(6:00 AM-10:00 AM)									
				AM -											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/20	09/13/20	----2--		2				\$8.00		0.00			
		Week: 09/14/20	09/20/20	3-----		3				\$8.00		0.00			
N 2	WVIB	09/11/20	09/14/20	M-F 5a-8p	CM	10:00 AM-3:00 PM	----3--	1:00	3	\$8.00	P-50	0.00	NM	5	\$40.00
				M-F		(10:00 AM-3:00 PM)									
				MD -											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/20	09/13/20	----3--		3				\$8.00		0.00			
		Week: 09/14/20	09/20/20	2-----		2				\$8.00		0.00			
N 3	WVIB	09/11/20	09/14/20	M-F PM Drive	CM	3:00 PM-7:00 PM	----3--	1:00	3	\$8.00	P-50	0.00	NM	6	\$48.00
				M-F		(3:00 PM-7:00 PM)									
				PM -											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/20	09/13/20	----3--		3				\$8.00		0.00			
		Week: 09/14/20	09/20/20	3-----		3				\$8.00		0.00			
N 4	WVIB	09/12/20	09/14/20	Sa-Su AM	CM	6:00 AM-10:00 AM	-----2-	1:00	2	\$7.00	P-50	0.00	NM	2	\$14.00
				Sa-Su											
				EV -											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/20	09/18/20	-----2-		2				\$7.00		0.00			

Order / Rev: 578045  
 Alt Order #: 34320628  
 Flight Dates: 09/11/20 - 09/14/20

Advertiser: Peters/D/US Senate  
 Product Desc: Peters for Senate  
 Estimate: 6307  
**WVIB-FM**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WVIB	09/12/20	09/14/20	Sa-Su Midday Sa-Su	CM	10:00 AM-3:00 PM	-----2-	1:00	2	\$7.00	P-50	0.00	NM	2	\$14.00
WK -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/20	09/18/20	-----2-					2	\$7.00		0.00			
N 6	WVIB	09/12/20	09/14/20	Sa-Su PM Sa-Su	CM	3:00 PM-7:00 PM	-----2-	1:00	2	\$7.00	P-50	0.00	NM	2	\$14.00
WK -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/20	09/18/20	-----2-					2	\$7.00		0.00			
N 7	WVIB	09/13/20	09/14/20	Sa-Su AM Sa-Su	CM	6:00 AM-10:00 AM	-----2	1:00	2	\$7.00	P-50	0.00	NM	2	\$14.00
WK -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/20	09/19/20	-----2					2	\$7.00		0.00			
N 8	WVIB	09/13/20	09/14/20	Sa-Su Midday Sa-Su	CM	10:00 AM-3:00 PM	-----2	1:00	2	\$7.00	P-50	0.00	NM	2	\$14.00
WK -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/20	09/19/20	-----2					2	\$7.00		0.00			
N 9	WVIB	09/13/20	09/14/20	Sa-Su PM Sa-Su	CM	3:00 PM-7:00 PM	-----2	1:00	2	\$7.00	P-50	0.00	NM	2	\$14.00
WK -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/20	09/19/20	-----2					2	\$7.00		0.00			
													Totals	28	\$212.00

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Screen Strategies Media, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Gary Peters

Authorized committee:

Peters for Michigan

Agency requesting time (and contact information):

N/A Screen Strategies Media, 11150 Fairfax Blvd, Suite 505, Fairfax, VA 22030

Candidate's political party:

Democratic

Office sought (no acronyms or abbreviations):

U.S. Senate

Date of election:

11/3/2020

General

Primary

Treasurer of candidate's authorized committee:

Geraldine Buckles

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion 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.**

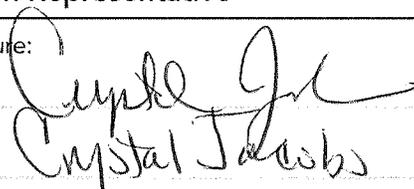
Candidate/Committee/Agency

Station Representative

Signature:



Signature:



Name: Kyle Osterhout

Name:

Crystal Jacobs

Date of Request to Purchase Ad Time: 9/9/2020

Date of Station Agreement to Sell Time:

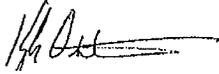
9/10/20

**Federal Candidate Certification:**

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

**Candidate/Authorized Committee/Agency**

Signature:



Name: Kyle Osterhout

Date: 9/9/2020

**TO BE COMPLETED BY STATION ONLY**



Ad submitted to Station?

Yes

No

Date ad received:

9/10/2020

**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**

Federal candidate certification signed (above):

Yes

No

N/A

Disposition:

Accepted

Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\*

Rejected – provide reason:

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

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #:

578045

Station Call Letters:

WV13 - FM

Date Received/Requested:

9/10/20

Est. #:

6307

Station Location:

Muskegon MI

Run Start and End Dates:

9/11 - 9/14/20

Upload order, this form and invoice (or traffic system print-out) or other documents 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 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.

## FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Peters for Michigan

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

**does**

**does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

John James

the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Kyle Osterhout

9/10/2020

printed name

date



Date Sent 9/10/2020

Time Sent 10:15 AM

## TRAFFIC INSTRUCTIONS

Attention: Patrick McGee

Station: WVIB-FM

Phone Number: 216-505-5297

Market: Grand Rapids-Kalamazoo-Battle Creek Email Address: patrick.mcgee@katzmedia.com

### Advertiser: Peters for Senate 2020

<u>Spot Name</u>	<u>Spot Number</u>	<u>Spot Length</u>	<u>Spot Rotation</u>
Listen Up	GPR2003	60	100%

Effective Date 9/11/2020

Effective Time 4:00 AM

Duration The above instructions should run until further notice.

#### Spot Delivery Information

Spot Arrival Date: 9/10/2020

Spot Arrival Time: 10:30 AM

Spot Delivered Via: Email

Spots Previously Delivered:

PLEASE CONFIRM THESE INSTRUCTIONS BY SIGNING AND DATING BELOW AND RETURNING TO:

Confirmed Start Date: \_\_\_\_\_

Confirmed Start Time: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please contact James Wells at Screen Strategies Media at 703-272-7300 with any questions.

Screen Strategies Media  
11150 Fairfax Blvd, Suite 505  
Fairfax, VA  
(703) 272-7300

Sep 10, 20  
 CONT# 34320628 Mod# Ver# 1 (Last = )  
 REP CHRISTAL RADIO  
 TO WVIB-FM (Muskegon, MI)  
 FM PATRICK MCGEE  
 OFF PHILADELPHIA  
 AGY SCREEN STRATEGIES MEDIA  
 ADDR 11150 FAIRFAX BLVD SUITE 505  
 FAIRFAX, VA 22030

DDS CONT# 0  
 C/P/E: GPFS / MI / 6307

SALESPERSON FAX#

PH #

BYR JAMES WELLS  
 ADV GARY PETERS FOR US SENATE  
 PDT Peters for Senate  
 FLT Sep 11, 20 - Sep 14, 20

\* REP ORDER COMMENT \*

\*\* 9/9/2020 3:43:00 PM: THIS IS A NEW ISSUE/POLITICAL ORDER. PLEASE NOTE THERE IS A 24 HOUR  
 CANCELLATION POLICY ON ALL ISSUE/POLITICAL ORDERS. PLEASE CONFIRM WITH  
 MICHAEL.MERGET@KATZRADIOGROUP.COM OR CALL 215-557-4208. THANK YOU!

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF Day	NPD	RATE	TOT SPTS
		<b>FLIGHT 1</b>							
	1.1	....F..	6A - 10A	60	09/11/2020 - 09/11/2020	1D	2	\$8.00	2
	1.2	....F..	10A - 3P	60	09/11/2020 - 09/11/2020	1D	3	\$8.00	3
	1.3	....F..	3P - 7P	60	09/11/2020 - 09/11/2020	1D	3	\$8.00	3
					** FLIGHT TOTALS **		8	\$64.00	
		<b>FLIGHT 2</b>							
	2.1	.....S.	6A - 10A	60	09/12/2020 - 09/12/2020	1D	2	\$7.00	2
	2.2	.....S.	10A - 3P	60	09/12/2020 - 09/12/2020	1D	2	\$7.00	2
	2.3	.....S.	3P - 7P	60	09/12/2020 - 09/12/2020	1D	2	\$7.00	2
					** FLIGHT TOTALS **		6	\$42.00	
		<b>FLIGHT 3</b>							
	3.1	.....S	6A - 10A	60	09/13/2020 - 09/13/2020	1D	2	\$7.00	2
	3.2	.....S	10A - 3P	60	09/13/2020 - 09/13/2020	1D	2	\$7.00	2
	3.3	.....S	3P - 7P	60	09/13/2020 - 09/13/2020	1D	2	\$7.00	2
					** FLIGHT TOTALS **		6	\$42.00	
		<b>FLIGHT 4</b>							
	4.1	M.....	6A - 10A	60	09/14/2020 - 09/14/2020	1D	3	\$8.00	3
	4.2	M.....	10A - 3P	60	09/14/2020 - 09/14/2020	1D	2	\$8.00	2
	4.3	M.....	3P - 7P	60	09/14/2020 - 09/14/2020	1D	3	\$8.00	3
					** FLIGHT TOTALS **		8	\$64.00	

CONT# 34320628 Mod# Ver# 1 (Last = )  
 REP CHRISTAL RADIO

DDS CONT# 0  
 C/P/E: GPFS / MI / 6307

	<b>Sep 20</b>					
SPOTS	28					
CASH	212.00					
TRADE	0.00					
NSL	0.00					
TOTAL	212.00					

						<b>TOTAL</b>
SPOTS						28
CASH						212.00
TRADE						0.00
NSL						0.00
TOTAL						212.00

**\*\* Competitive Comments \*\***

SVC:  
 Demo Adults 35+

Nondiscrimination -Paragraphs 49 and 50 of the United States Federal Communications Commission's Report and Order No. 07-217 provides that broadcast stations' advertising contracts will not discriminate on the basis of race or ethnicity, and must contain nondiscrimination clauses. Consistent with this order, Katz Communications, Inc. (including any subsidiary or division of Katz) does not discriminate in any broadcast advertising contract on the basis of race or ethnicity and evaluates, negotiates and completes its broadcast advertising contracts without regard to race or ethnicity.