

# Order #877753: League of ../League of ../League of ../

Date	Action	Line	Comment	By	Total \$	# Spots	Expected GRP
10/20/22 8:04:42 AM	Processed		<async process>	Ashley Rit	\$450.00	15	0.00
10/20/22 7:55:24 AM	Approved			Teri King (	\$450.00	15	0.00
10/20/22 7:55:22 AM	Approval Workflow		[Centralized AR - Business Office Approval Needed Default]	Teri King (	\$450.00	15	0.00
10/20/22 6:58:27 AM	Approval Workflow		[Sales Manager - Ready Default]	Jack Lee (	\$450.00	15	0.00
10/20/22 6:51:26 AM	User Comment		Checked by KL	Kelli Lee (]	\$450.00	15	0.00
10/20/22 5:33:35 AM	Ready for approval		New order	Debbie Mc	\$450.00	15	0.00
10/20/22 5:21:17 AM	New order created		Copied from Order #877752	Debbie Mc	\$450.00	15	0.00

[Sorted by: Date]

# ORDER

**Orders**  
**Order / Rev:** 877753  
 Alt Order #: \_\_\_\_\_  
 Product Desc: League of Women Voters  
 Estimate: \_\_\_\_\_  
 Flight Dates: 10/24/22 - 11/04/22  
 Original Date / Rev: 10/20/22 / 10/20/22  
 Order Type: GENERAL

**WNML-FM/AM**  
 Primary AE: Debbie Moss  
 Sales Office: L-KNO  
 Sales Region: Local

**Agency**  
**Name:** League of Women Voters of Tennessee  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: Lindsay Brazier  
PO Box 158369  
Nashville, TN 37215

Billing Type: Cash  
 Billing Calendar: Calendar  
 Billing Cycle: EOM/EOC  
 Agency Commission: 0%

**Advertiser**  
**Name:** League of Women Voters of Tennessee  
 Demographic: A25-54  
 Product Codes: Issues/Propositions  
 Revenue Code 1: DIR  
 Revenue Code 2: POL-ISS  
 Revenue Code 3: GEN  
 Priority: P-100

New Business End: \_\_\_\_\_  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_  
 Unit Code: General  
 Order Separation: 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/22	10/31/22	9	\$270.00	\$270.00
11/01/22	11/04/22	6	\$180.00	\$180.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2022	9	\$270.00	\$270.00	0.00
November 2022	6	\$180.00	\$180.00	0.00
<b>Totals</b>	<b>15</b>	<b>\$450.00</b>	<b>\$450.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Debbie Moss	L-KNO	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	WNML	10/24/22	11/04/22	M-F Prime M-F	CM	6a-7p	MTWTF--	:15	8	\$30.00	P-60	0.00	NM	15	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/22	10/30/22	MTWTF--					8	\$30.00		0.00			
		Week: 10/31/22	11/06/22	MTWTF--					7	\$30.00		0.00			
													<b>Totals</b>	<b>15</b>	<b>\$450.00</b>

## Debbie Moss

---

**From:** Lindsay Brazier <lindsaybrazier@gmail.com>  
**Sent:** Monday, October 17, 2022 1:34 PM  
**To:** Debbie Moss  
**Subject:** Re: [EXT]Radio Ads for Early Voting  
**Attachments:** RADIO\_LWVC State.mp3

Debbie,

It turns out we have :30 PSA that's already recorded. I'll attach it to this email. How many spots could we purchase on your 3 stations, and how would you recommend spreading them out, for \$2,000?

We're debating which would be better - if it's possible to use the ad we already have recorded or to have Landon record a :15 spot based off our copy?

I look forward to hearing from you.

Thanks,  
Lindsay Brazier (she/her)  
Project Manager  
League of Women Voters of Tennessee  
[www.lwvtn.org](http://www.lwvtn.org)  
em: [lindsay@lwvtn.org](mailto:lindsay@lwvtn.org)

On Mon, Oct 17, 2022 at 1:00 PM Debbie Moss <[Debbie.Moss@cumulus.com](mailto:Debbie.Moss@cumulus.com)> wrote:

Hi Lindsay,

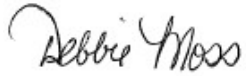
I would recommend running (20) :15 commercials on WIVK over the two weeks and (30) :15 commercials combined on WOKI & WNML for the two weeks as well.

I have attached a credit card authorization form for you to fill out as well as a new client form. For the New Client form I just need the top portion filled out and it signed at the bottom.

I will need everything by Wednesday midday in order to get it all in and approved to run on 10/24.

Please let me know if you have any questions.

Thanks,



*Debbie Moss Ghrist*  
*Sr. Account Executive*

**WOKI** NewsTalk 98.7FM [www.newstalk987.com](http://www.newstalk987.com)

**WNML** Sports Animal 99.1 [www.991thesportsanimal.com](http://www.991thesportsanimal.com)

**WIVK** The Frog Station [www.wivk.com](http://www.wivk.com)

**Direct:** 865.212.4590

**Main:** 865.588.6511 ext. 3090

**Mobile:** 865.661.7071

**Fax:** 865.588-3725

[linkedin](#)



KNOXVILLE



---

**From:** Lindsay Brazier <[lindsaybrazier@gmail.com](mailto:lindsaybrazier@gmail.com)>

**Sent:** Monday, October 17, 2022 12:50 PM

**To:** Debbie Moss <[Debbie.Moss@cumulus.com](mailto:Debbie.Moss@cumulus.com)>  
**Subject:** [EXT]Radio Ads for Early Voting

Debbie,

Good afternoon! I hope this email finds you well. I'm hopeful we'll get the copy squared away ASAP in order for League of Women Voters of Tennessee to run ads on your stations during the weeks of 10/24 and 10/31.

What day this week do you need everything finalized in order to get those ads set for the next two weeks?

Our budget is \$2,000 and we'd like these 15 second spots to reach as many listeners as often as possible over that time frame.

Also, I'd like to ask for Landon Doane to voice the ad.

Please let me know if you have any questions. I look forward to hearing from you.

Thanks,  
Lindsay Brazier (she/her)  
Project Manager  
League of Women Voters of Tennessee  
[www.lwvtn.org](http://www.lwvtn.org)  
em: [lindsay@lwvtn.org](mailto:lindsay@lwvtn.org)

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you know the sender and you are sure the content is safe. Please report the message using the Report Message feature in your email client if you believe the email is suspicious.

## Debbie Moss

---

**From:** Lindsay Brazier <lindsaybrazier@gmail.com>  
**Sent:** Monday, October 17, 2022 10:34 PM  
**To:** Debbie Moss  
**Subject:** [EXT]Fwd: 15 second spot

Debbie,

Here's our copy. We'd like to fit it in :15 second spots as discussed. Please let me know if you have questions or need anything additionally.

Thanks,  
Lindsay Brazier

----- Forwarded message -----

From: **Debby Gould** <[debbygould@bellsouth.net](mailto:debbygould@bellsouth.net)>  
Date: Mon, Oct 17, 2022 at 2:57 PM  
Subject: 15 second spot  
To: Lindsay Brazier <[lindsaybrazier@gmail.com](mailto:lindsaybrazier@gmail.com)>

I think this will work in 15 seconds:

Early voting starts October 19th. Go to [Vote411.org](http://Vote411.org) to find out more about your candidates. Democracy thrives when all Americans vote. Brought to you by the League of Women Voters of Tennessee.

*Debby*

Debby Gould  
[debbygould@bellsouth.net](mailto:debbygould@bellsouth.net)  
(615) 403-6478

--

Thanks,  
Lindsay Brazier (she/her)  
Project Manager  
League of Women Voters of Tennessee  
[www.lwvtn.org](http://www.lwvtn.org)  
em: [lindsay@lwvtn.org](mailto:lindsay@lwvtn.org)

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you know the sender and you are sure the content is safe. Please report the message using the Report Message feature in your email client if you believe the email is suspicious.

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Debby Gould, 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: Debby Gould		
Agency name: League of Women Voters of Tennessee Education Fund		
Address: P.O. Box 158369		
Contact: Debby Gould	Phone number: 629-777-5677	Email: president@lwvtn.org
<b>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):</b>		
Name: League of Women Voters of Tennessee Education Fund		
Address: P.O. Box 158369		
Contact: Debby Gould	Phone number: 629-777-5677	Email: president@lwvtn.org
Station is authorized to announce the time as paid for by such person or entity.		
<b>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):</b>		
League of Women Voters of Tennessee Education Fund Trustees: Debby Gould, Leslie Collum, Mary Anne Reeves, Peg Watkins, Marian Ott		
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).		
<b>If ad refers to a federal candidate(s) or federal election, list ALL of the following:</b>		<input checked="" type="checkbox"/> N/A
Name(s) of every candidate referred to:		
Office(s) sought by such candidate(s) (no acronyms or abbreviations):		
Date of election:		
<b>Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:</b>		<input checked="" type="checkbox"/> N/A

**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>Debby Gould</i>	Signature: <i>Debbie Moss</i>
Name: Debby Gould, President of LWW of TN	Name: Debbie Moss
Date of Request to Purchase Ad Time: 10/18/22	Date of Station Agreement to Sell Time: 10/18/22

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: 10/18/22

Note: Must have separate PB-19 forms for 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:

Contract #: 877751 877753 877752	Station Call Letters: WINK, WNNL, WOK1	Date Received/Requested: 10/18/22 <i>edh/dab</i>
Est. #:	Station Location: Knoxville	Run Start and End Dates: 10/24/22 - 11/16/22

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.