

From: [Nick Tracz](#)
To: [Erika Vance](#)
Cc: [Nikki Watkins](#)
Subject: FW: New submission from Advertise : KLBJ-FM
Date: Wednesday, August 3, 2022 1:13:39 PM

Here's the email approving the order, Erika!

From: Michael Shirley [<mailto:mike@pinpointaction.com>]
Sent: Friday, July 29, 2022 6:40 PM
To: Nick Tracz <NTracz@WATERLOOMEDIA.COM>
Subject: Re: New submission from Advertise : KLBJ-FM

We are moving forward yes. I didn't see your email this morning.

On Fri, Jul 29, 2022 at 9:15 AM Nick Tracz <NTracz@waterloomedia.com> wrote:

Roger that! Are you ready to move forward with the placement of this schedule? Or were you needing to get final approval?

From: Michael Shirley [<mailto:mike@pinpointaction.com>]
Sent: Friday, July 29, 2022 9:14 AM
To: Nick Tracz <NTracz@WATERLOOMEDIA.COM>
Subject: Re: New submission from Advertise : KLBJ-FM

The 15% off the 9325. So the net 7926.

Sent from my iPhone

On Jul 29, 2022, at 8:51 AM, Nick Tracz <NTracz@waterloomedia.com> wrote:

Finally got this message in my inbox! Were you wanting to add the 15% to the \$9,325 (\$10,970.59 GROSS)? Or did you want to shave the 15% off the \$9,325 (\$7,926.25/wk NET)?

Need anything else from my end?

Thanks!

Nick

From: Michael Shirley [<mailto:mike@pinpointaction.com>]
Sent: Thursday, July 28, 2022 8:32 AM
To: Nick Tracz <NTracz@WATERLOOMEDIA.COM>
Subject: Re: New submission from Advertise : KLBJ-FM

Rupal Chaudhari for Travis County Judge.

And I am the general consultant and the buying agency. So we take the 15%

mark up.

Sent from my iPhone

On Jul 28, 2022, at 8:15 AM, Nick Tracz
<NTracz@waterloomedia.com> wrote:

Morning! I spoke with management last night and have a few quick items to share/ask:

- 1) Anytime we receive a request for political rates, we are required to get the candidate(s) info for our political file. **Can you please provide the name(s) of the political candidates your working with/on behalf?**
- 2) What's your exact relationship with the candidate(s) – are you technically an agency booking on behalf of the candidates? Or is this “3rd Party money” promoting the candidates?
- 3) Political Window: I've also been informed the rates we provided are only **guaranteed** during the political window (Sun, 9/11 – Tue, 11/8) to legally qualified federal candidates. *** I want this to work and will get AS COMPETITIVE as possible with our rates, period***
However, I just need to know exactly what we're looking at to give each station manager the full picture and to extract the best rate available.

I'll still plan on having two proposals in your inbox ASAP today... one for the ~\$8,300/wk for 7 weeks... and another for the caboodle (~\$15,000/wk for 7 weeks). Going to make this work!
Thanks!
Nick