

## Jennifer Flowers

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**From:** David Welch  
**Sent:** Monday, April 29, 2024 11:49 AM  
**To:** andyhogue@ymail.com  
**Cc:** Steve Sherrill; Jennifer Flowers  
**Subject:** Ad campaign this week  
**Attachments:** Andy Hogue cc payment form May 2024.xlsx; Andy Hogue Campaign May 2024.pptx

**Importance:** High

Hi Andy—

Thank you for your inquiry about advertising on News Radio KLBJ for your Leander mayoral campaign, and for your time on the telephone this morning.

Attached are:

- A proposal for 30 second spots (commercials) for this week, starting Thursday and running through mid afternoon on Saturday
- Our candidate form required for our legal file
- Our credit card payment form

I set the schedule to start on Thursday to allow us time (though still short) for getting all the steps done in time.

We need the candidate form and the completed and authorized payment form back to us by noon on Wednesday, latest. I must have the produced commercial to me in mp3 format by noon Wednesday also.

As discussed, the ad must state who paid for it, and your voice must appear on the ad.

Thank you again and let me know what questions you may have.

### ***David Welch***

Waterloo Media

News Radio KLBJ 590 AM/99.7 FM

102.7. ESPN|107.1 KLZT-FM|Latino 93.3|103.5 BOB-FM|97.1 ACL Radio|101X KROX-FM|93.7 KLBJ-FM

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