

WLCS

# Order #601804: Main Stree../Senate Lea../Michigan/5720

Date	Action	Line	Comment	By	Total \$	# Spots	Expected GRP
10/09/20 8:43:00 AM	Processed		<async process>	Scott Nesmith	\$900.00	46	0.00
10/09/20 8:40:07 AM	Approved		political order ready, starts Monday	Crystal Jacobs	\$900.00	46	0.00
10/09/20 8:39:47 AM	Approval Workflow		[Business Manager - Business Office Approval Needed Default]	Crystal Jacobs	\$900.00	46	0.00
10/09/20 8:22:20 AM	Approval Workflow		[Sales Manager - Ready Default]	Ed Grey (ed.g)	\$900.00	46	0.00
10/09/20 8:00:57 AM	Ready for approval		political order ready	Crystal Jacobs	\$900.00	46	0.00
10/09/20 7:53:21 AM	New order created		<new order>	Crystal Jacobs	\$0.00	0	0.00

[Sorted by: Date]

# ORDER

**Orders**  
**Order / Rev:** 601804  
**Alt Order #:** 34399285  
**Product Desc:** Michigan  
**Estimate:** 5720  
**Flight Dates:** 10/12/20 - 10/19/20  
**Original Date / Rev:** 10/09/20 / 10/09/20  
**Order Type:** GENERAL

**WLCS-FM**  
**Primary AE:** Katz Philadelphia  
**Sales Office:** K-7.5  
**Sales Region:** N-Katz75

**Agency**  
**Name:** Main Street Media Group  
**Buying Contact:** \_\_\_\_\_  
**Billing Contact:** \_\_\_\_\_  
PO Box 25093  
Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Senate Leadership Fund  
**Demographic:** A25-54  
**Product Codes:** Issues/Propositions  
**Revenue Code 1:** AGY-AVAIL  
**Revenue Code 2:** POL-ISS  
**Revenue Code 3:** GEN  
**Priority:** P-100

**New Business Thru:** \_\_\_\_\_  
**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
09/28/20	10/19/20	46	\$900.00	\$765.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	46	\$900.00	\$765.00	0.00
<b>Totals</b>	<b>46</b>	<b>\$900.00</b>	<b>\$765.00</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	WLCS	10/12/20	10/19/20	M-F AM Drive M-F	CM	6a-10a	22222--	1:00	10	\$20.00	P-50	0.00	NM	12	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	22222--		10				\$20.00		0.00			
		Week: 10/19/20	10/25/20	2-----		2				\$20.00		0.00			
N 2	WLCS	10/12/20	10/19/20	M-F Midday M-F	CM	10a-3p	33333--	1:00	15	\$20.00	P-50	0.00	NM	18	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	33333--		15				\$20.00		0.00			
		Week: 10/19/20	10/25/20	3-----		3				\$20.00		0.00			
N 3	WLCS	10/12/20	10/19/20	M-F PM Drive M-F	CM	3p-7p	22222--	1:00	10	\$20.00	P-50	0.00	NM	12	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	22222--		10				\$20.00		0.00			
		Week: 10/19/20	10/25/20	2-----		2				\$20.00		0.00			
N 4	WLCS	10/17/20	10/17/20	Sa-Su Prime Sa-Su	CM	6a-7p	-----4-	1:00	4	\$15.00	P-50	0.00	NM	4	\$60.00
													<b>Totals</b>	<b>46</b>	<b>\$900.00</b>

Oct 09, 20  
 CONT# 34399285 Mod# Ver# 1 (Last =)  
 REP CHRISTAL RADIO  
 TO WLCS-FM (Muskegon, MI)  
 FM LATONYA CHENAULT  
 OFF PHILADELPHIA  
 AGY MAIN STREET MEDIA GROUP  
 ADDR PO BOX 25093  
 ALEXANDRIA, VA 22314

DDS CONT# 0  
 C/P/E: / / 5720  
 SALESPERSON FAX#  
 PH #

BYR STEPHANIE MARONEY  
 ADV SENATE LEADERSHIP FUND  
 PDT Michigan  
 FLT Oct 11, 20 - Oct 19, 20

\* REP ORDER COMMENT \*

\*\* 10/1/2020 11:35:00 AM: THIS IS A NEW ISSUE/POLITICAL ORDER. PLEASE NOTE THERE IS A 24 HOUR  
 CANCELLATION POLICY ON ALL ISSUE/POLITICAL ORDERS. PLEASE CONFIRM WITH  
 ANGELA.HOMAN@KATZMEDIA.COM OR CALL 215-557-4230. THANK YOU!

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF Day	NPD	RATE	TOT SPTS
		<b>FLIGHT 1</b>							
	1.1	M.....	6A - 10A	60	10/12/2020 - 10/12/2020	1D	2	\$20.00	2
	1.2	M.....	10A - 3P	60	10/12/2020 - 10/12/2020	1D	3	\$20.00	3
	1.3	M.....	3P - 7P	60	10/12/2020 - 10/12/2020	1D	2	\$20.00	2
					** FLIGHT TOTALS **		7	\$140.00	
		<b>FLIGHT 2</b>							
	2.1	.T.....	6A - 10A	60	10/13/2020 - 10/13/2020	1D	2	\$20.00	2
	2.2	.T.....	10A - 3P	60	10/13/2020 - 10/13/2020	1D	3	\$20.00	3
	2.3	.T.....	3P - 7P	60	10/13/2020 - 10/13/2020	1D	2	\$20.00	2
					** FLIGHT TOTALS **		7	\$140.00	
		<b>FLIGHT 3</b>							
	3.1	..W....	6A - 10A	60	10/14/2020 - 10/14/2020	1D	2	\$20.00	2
	3.2	..W....	10A - 3P	60	10/14/2020 - 10/14/2020	1D	3	\$20.00	3
	3.3	..W....	3P - 7P	60	10/14/2020 - 10/14/2020	1D	2	\$20.00	2
					** FLIGHT TOTALS **		7	\$140.00	
		<b>FLIGHT 4</b>							
	4.1	...T...	6A - 10A	60	10/15/2020 - 10/15/2020	1D	2	\$20.00	2
	4.2	...T...	10A - 3P	60	10/15/2020 - 10/15/2020	1D	3	\$20.00	3
	4.3	...T...	3P - 7P	60	10/15/2020 - 10/15/2020	1D	2	\$20.00	2
					** FLIGHT TOTALS **		7	\$140.00	

Oct 09, 20  
 CONT# 34399285 Mod# Ver# 1 (Last = )  
 REP CHRISTAL RADIO

DDS CONT# 0  
 C/P/E: / / 5720

<b>FLIGHT 5</b>									
5.1	....F..	6A - 10A	60	10/16/2020 - 10/16/2020	1D	2	\$20.00	2	
5.2	....F..	10A - 3P	60	10/16/2020 - 10/16/2020	1D	3	\$20.00	3	
5.3	....F..	3P - 7P	60	10/16/2020 - 10/16/2020	1D	2	\$20.00	2	
** FLIGHT TOTALS **						7	\$140.00		
<b>FLIGHT 6</b>									
6.1	.....S.	6A - 7P	60	10/17/2020 - 10/17/2020	1D	4	\$15.00	4	
** FLIGHT TOTALS **						4	\$60.00		
<b>FLIGHT 7</b>									
7.1	M.....	6A - 10A	60	10/19/2020 - 10/19/2020	1D	2	\$20.00	2	
7.2	M.....	10A - 3P	60	10/19/2020 - 10/19/2020	1D	3	\$20.00	3	
7.3	M.....	3P - 7P	60	10/19/2020 - 10/19/2020	1D	2	\$20.00	2	
** FLIGHT TOTALS **						7	\$140.00		

	Oct 20					
SPOTS	46					
CASH	900.00					
TRADE	0.00					
NSL	0.00					
TOTAL	900.00					

						TOTAL
SPOTS						46
CASH						900.00
TRADE						0.00
NSL						0.00
TOTAL						900.00

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

SLF MI RADIO 10.11-10.19.20  
 SVC: FA99 MSA CustRadio  
 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.



# Political Broadcast Agreement Form for Non-Candidate/Issue Advertisements (PB-19)



## Political Broadcast Agreement Form for Non-Candidate/Issue Advertisements (PB-19)

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This form may serve as a model agreement for the sale of political broadcast advertising time and to facilitate compliance with the Federal Communications Commission's (FCC) record retention requirements. Broadcasters seeking information on how the FCC's political broadcast rules and record retention requirements apply to their specific circumstances should seek the advice of their own attorney.

**Please note:**

**You will be prompted to save this form after each entry of your electronic signature. Make sure to re-save the form if you enter any information after entering your electronic signature.**

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A companion to this form is NAB's Political Broadcast Catechism. To assist with your understanding of the political advertising rules, an all-new Political Advertising Primer course will become available via Broadcast Education in March 2020.

Broadcast Education is NAB's home for online educational offerings, including live and on-demand webcasts, podcasts and certificate courses. For more information, visit [education.nab.org](https://www.nab.org/education).

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit [nab.org/MemberTools](https://www.nab.org/MemberTools).

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Senate Leadership Fund, 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:**

Agency name: Main Street Media Group

Address: PO Box 25093

Contact: Media Buyer

Phone number: 703-485-0398

Email: info@msg.tv

**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: Senate Leadership Fund

Address: 45 North Hill Drive, Suite 100, Warrenton, VA 20186

Contact: Jack Pandol

Phone number: 703-574-3044

Email: Info@senateleadershipfund.org

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

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

President: Steven Law; Treasurer: Caleb Crosby

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: Gary Peters; John James

Office(s) sought by such candidate(s) (no acronyms or abbreviations): U.S. Senate

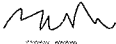
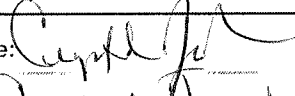
Date of election: November 3, 2020

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

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.

<b>Advertiser/Sponsor</b>	<b>Station Representative</b>
Signature: 	Signature: 
Name: Media Buyer, Main Street Media Group	Name: Crystal Jackson
Date of Request to Purchase Ad Time: 10/1/2020	Date of Station Agreement to Sell Time: 10/9/20

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: 10/9/20

Note: Must have separate PB-19 forms 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:

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

Date and nature of follow-ups, if any:

Contract #: 601804	Station Call Letters: WLCS-FM	Date Received/Requested: 10/9/20
Est. #: 5720	Station Location: Muskegon MI	Run Start and End Dates: 10/12 - 10/19/20

**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.