



## Disclosure Statement Certification

Candidate or Authorized Committee Name: ELECT SHIELA TURNER McCall  
Representative: Shiela Turner McCall  
Address: 291 EATON RIDGE DR. APT 312 Sugar Hill OH 44067  
Phone: 216-438-0435

Method of Disclosure (check all that apply):

- Telephone \_\_\_\_\_ (person's name) on \_\_\_\_\_ (date)
- Mail \_\_\_\_\_ (person's name) on \_\_\_\_\_ (date)
- Email to ShielaMcCall (person's name) on 9/15/17 (date)
- In person \_\_\_\_\_ (person's name) on \_\_\_\_\_ (date)

Station Representative (signature):

[Signature]

Candidate or Representative (signature):

[Signature]

Date:

9/15/17

By signing this document, I hereby certify that I am authorized to purchase political advertising on behalf of the above candidate and that I have received and reviewed a copy of Radio One's Political Broadcast Advertising Disclosure Statement, the terms of which shall govern such purchase.

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>WZAK-TV CLEVELAND OH</u>	Date: <u>9/28/17</u>
--	-------------------------

I, SHEILA TURNER McCALL

being/on behalf of: ELECT SHEILA TURNER McCALL

a legally qualified candidate of the Democratic - Non Political Judge

political party for the office of: CLEVELAND MUNICIPAL JUDGE

in the NOVEMBER GENERAL

election to be held on: 11/7/17

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<u>30s</u>			<u>Non-Political</u>		<u>3 or 3</u>
	<u>See attached</u>			<u>39x5</u>	

Attach proposed schedule with charges (if available): \$2305

I represent that the payment for the above described broadcast time has been furnished by:

ELECT SATELA TURNER McCall

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

MARSHETRE FROST

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional 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.**

**To Be Signed By Candidate or Authorized Committee**

9/26/17  
Date

Sharon McCall  
Signature

**To Be Signed By Station Representative**

Accepted  
William J. Frost  
Signature

Accepted in Part  
William J. Frost  
Printed Name

Rejected  
S.A.C.  
Title

**RADIO ONE CLEVELAND CALENDARIZED SCHEDULE FOR Elect Sheila Turner McCall**  
**TOTAL WJMO + WZAK+ WENZ = \$3495**

	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
9/29 Fri-11/7 Tues WJMO							
6a-10a Erica Campbell MS	1x		1x		1x		
6a-10a Erica Campbell MS		1x Election day only					
6a-7p Praise Sundays							3x

**Total: 36 Thirty Second Commercials**  
**Investment: \$540**

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
WZAK							
10/16-10/29							
10a-3p Sam Sylk Show	1x		1x		1x	1x	1x
3p-7p							1x
7p-12m * Thistle-down					1x		

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
10/30 - 11/5							
6a-10a	1x	1x	1x	1x	1x	1x	1x
10a-3p	1x	1x	1x	1x	1x	1x	1x
3p-7p	1x		1x		1x		

	Mon	Tues
11/6-11/7		
6a-10a	1x	1x
10a-3p	1x	1x
3p-7p	1x	
7p-12m	1x	

**Total: 39 Thirty Second Commercials**  
**Investment: \$2305**

WENZ	Mon	Tues	Wed	Thur	Fri	Sat	Sun
11/4 Sat-11-7 Tues							
6a-10a	1x	1x					
10a-3p	1x	1x					
3p-7p	1x						
7p-12m						1x	1x

Total: 11 Thirty Second Commercials  
Investment: \$650

Elect Sheila Turner McCall



From: Valerie Brooks  
 Phone: (216) 774-0919  
 Email: vbrooks@radio-one.com  
 9/15/2017 3:59 PM

Flight Dates: 10/01/2017 - 11/07/2017

Demo: P 18+

Radio Market: CLEVELAND  
 Survey: AUG17 / JUL17 / JUN17  
 Geography: Metro

NTR Market:  
 Survey:  
 Geography:  
 NTR Sourcing:

ScheduleDescription:  
 Cle. Muni Judge 11.7.17

Grand Total	Daypart/Ad Type	DP Code/Ad Placement	Spots/Units	Length/Size	Unit Rate	Total Cost	Schedule Cumulative Persons
<b>Radio Total</b>			<b>86</b>		<b>\$40.64</b>	<b>\$3,495.00</b>	
WZAK-FM			50		\$59.10	\$2,955.00	719,900
Flight B - 1 wk (10/30)			39		\$59.10	\$2,305.00	458,100
One Week Total			17		\$66.76	\$1,135.00	244,100
	M-F 6A-10A	AM	5	30	\$66.76	\$325.00	98,400
	M-F 10A-3P	MD	5	30	\$70.00	\$350.00	146,100
	M-F 3P-7P	PM	3	30	\$100.00	\$300.00	149,300
	Sa 10A-3P	SA2	1	30	\$50.00	\$50.00	60,000
	Sa 3P-7P	SA3	1	30	\$50.00	\$50.00	57,700
	Su 10A-3P	SU2	1	30	\$35.00	\$35.00	48,200
	Su 3P-7P	SU3	1	30	\$25.00	\$25.00	51,300
Flight A - 1 wk (11/06)			6		\$65.00	\$390.00	137,500
One Week Total			6		\$65.00	\$390.00	137,500
	M-Tu 10A-3P		2	30	\$70.00	\$140.00	91,500
	M 3P-7P		1	30	\$100.00	\$100.00	57,300
	M 7P-12M		1	30	\$20.00	\$20.00	41,600
	M-Tu 6A-10A		2	30	\$65.00	\$130.00	59,100
Flight C - 2 wks (10/16, 10/23)			16		\$48.75	\$790.00	300,500
One Week Total			8		\$48.75	\$390.00	233,000

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: CLEVELAND; AUG17 / JUL17 / JUN17; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.

This report was created in TAPSCAN using the following NTR information: P 18+; See Detailed Sourcing Page for Complete Details.



Elect Sheila Turner McCall



From: Valerie Brooks  
 Phone: (216) 774-0919  
 Email: vbrooks@radio-one.com  
 9/15/2017 3:59 PM

Daypart / Ad Type	DP Code/Ad Placement	Spots/Units	Length/Size	Unit Rate	Total Cost	Schedule Cum Perms
<b>WZAK-FM (continued)</b>						
M-F 10A-3P	MD	3 30		\$70.00	\$210.00	146,100
M-F 7P-12M	EVE	1 30		\$20.00	\$20.00	117,600
Sa 10A-3P	SA2	1 30		\$50.00	\$50.00	60,000
Sa 3P-7P	SA3	1 30		\$50.00	\$50.00	57,700
Su 10A-3P	SU2	1 30		\$35.00	\$35.00	48,200
Su 3P-7P	SU3	1 30		\$25.00	\$25.00	51,300
<b>WENZ-FM</b>		<b>11</b>		<b>\$59.09</b>	<b>\$650.00</b>	<b>311,200</b>
Flight A - 1 wk (10/30)						
		6		\$32.50	\$195.00	173,100
One Week Total		6		\$32.50	\$195.00	173,100
Sa 3P-7P	SA3	1 30		\$50.00	\$50.00	60,600
Sa 7P-12M	SA4	1 30		\$15.00	\$15.00	51,800
Su 10A-3P	SU2	1 30		\$35.00	\$35.00	54,500
Su 3P-7P	SU3	1 30		\$35.00	\$35.00	56,700
Sa 10A-3P	SA2	1 30		\$50.00	\$50.00	60,100
Su 7P-12M	SU4	1 30		\$10.00	\$10.00	42,200
Flight A - 1 wk (11/06)						
One Week Total		5		\$91.00	\$455.00	136,300
M-Tu 10A-3P		2 30		\$75.00	\$150.00	80,500
M 3P-7P		1 30		\$125.00	\$125.00	60,900
M-Tu 6A-10A		2 30		\$90.00	\$180.00	61,200
<b>NTR Total</b>		<b>36</b>		<b>\$15.00</b>	<b>\$540.00</b>	
<b>Radio Station Total</b>		<b>36</b>		<b>\$15.00</b>	<b>\$540.00</b>	
<b>WJMO-AM</b>		<b>36</b>		<b>\$15.00</b>	<b>\$540.00</b>	
Flight B - 6 wks (09/25, 10/02, 10/09, 10/16, 10/23, 10/30)						
One Week Total		6		\$15.00	\$90.00	

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: CLEVELAND; AUG17 / JUL 17 / JUN17; Metro; Multiple Dayparts Used; P 18-; See Detailed Sourcing Page for Complete Details.

This report was created in TAPSCAN using the following NTR information: P 18-; See Detailed Sourcing Page for Complete Details.

Copyright © 2017 The Nielsen Company. All rights reserved.



Elect Sheila Turner McCall



From: Valerie Brooks  
 Phone: (216) 774-0919  
 Email: vbrosks@radio-one.com  
 9/15/2017 3:59 PM

WJMO-AM (continued)

Daypart / Ad Type	DP Code/Ad Placement	Spots/Units	Length/Size	Unit Rate	Total Cost	Schedule Cumulative Persons
30 second commercials	Sundays 6a-7p	3		\$15.00	\$45.00	
30 second commercials	M.W.F 6a-10a	3		\$15.00	\$45.00	

STG  
 9/29  
 Fri's  
 Tues  
 11/1

18x's Erica  
 18x's Wland

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio Information: CLEVELAND: AUG17 / JUL17 / JUN17; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.

This report was created in TAPSCAN using the following NTR information: P 18+; See Detailed Sourcing Page for Complete Details.  
 Copyright © 2017 The Nielsen Company. All rights reserved.





# CONTRACT



**WZAK-FM**  
**6555 Carnegie Avenue**  
**Suite 100**  
**Cleveland, OH 44103-4619**  
**Billing Fax: (216) 361-1605**  
**(216) 579-1111**

<http://wzakcleveland.com>

And:

**Elect Shiela Turner McCall**  
**Attention: Shiela McCall**  
**291 Eaton Ridge Road**  
**Apartment 312**  
**Sagamore Hills, OH 44067**

<u>Contract / Revision</u> 417248A /		<u>Alt Order #</u>
<u>Product</u> Cleveland Municipal Judge		
<u>Contract Dates</u> 09/29/17 - 11/07/17		<u>Estimate #</u> NovGen2017
<u>Advertiser</u> Elect Shiela Turner McCall		<u>Original Date / Revision</u> 09/21/17 / 09/26/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> WZAK-FM	<u>Account Executive</u> Valerie Brooks	<u>Sales Office</u> Local Cleveland
<u>Special Handling</u> Cash in Advance		
<u>Demographic</u> Adults 18+		
<u>Agency Ref</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WZAK	10/16/17	10/27/17	M-F Midday	10a-3p		:30				NM	6	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/16/17	10/22/17	1-1-1--				3	\$70.00				
Week:		10/23/17	10/29/17	1-1-1--				3	\$70.00				
2	WZAK	10/16/17	10/27/17	M-F Evening	7p-12a		:30				NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/16/17	10/22/17	----1--				1	\$20.00				
Week:		10/23/17	10/29/17	----1--				1	\$20.00				
3	WZAK	10/21/17	11/04/17	Sa Midday	10a-3p		:30				NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/16/17	10/22/17	-----1-				1	\$50.00				
Week:		10/23/17	10/29/17	-----1-				1	\$50.00				
Week:		10/30/17	11/05/17	-----1-				1	\$50.00				
4	WZAK	10/21/17	11/04/17	Sa PM	3p-7p		:30				NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/16/17	10/22/17	-----1-				1	\$50.00				
Week:		10/23/17	10/29/17	-----1-				1	\$50.00				
Week:		10/30/17	11/05/17	-----1-				1	\$50.00				
5	WZAK	10/22/17	11/05/17	Su Midday	10a-3p		:30				NM	3	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/16/17	10/22/17	-----1				1	\$35.00				
Week:		10/23/17	10/29/17	-----1				1	\$35.00				
Week:		10/30/17	11/05/17	-----1				1	\$35.00				
6	WZAK	10/22/17	11/05/17	Su PM	3p-7p		:30				NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/16/17	10/22/17	-----1				1	\$25.00				
Week:		10/23/17	10/29/17	-----1				1	\$25.00				
Week:		10/30/17	11/05/17	-----1				1	\$25.00				
7	WZAK	10/30/17	11/07/17	M-F AM Drive	6a-10a		:30				NM	7	\$455.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/17	11/05/17	11111--				5	\$65.00				
Week:		11/06/17	11/12/17	11-----				2	\$65.00				
8	WZAK	10/30/17	11/07/17	M-F Midday	10a-3p		:30				NM	7	\$490.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

WZAKCleveland.com



**WZAK-FM**  
**6555 Carnegie Avenue**  
**Suite 100**  
**Cleveland, OH 44103-4619**  
**Billing Fax: (216) 361-1605**  
**(216) 579-1111**

<http://wzakcleveland.com>

<u>Contract / Revision</u> 417248A /		<u>Alt Order #</u>
<u>Contract Dates</u> 09/29/17 - 11/07/17		<u>Product</u> Cleveland Municipal Jud
		<u>Estimate #</u> NovGen2017
<u>Advertiser</u> Elect Shiela Turner McCa		<u>Original Date / Revision</u> 09/21/17 / 09/26/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/17	11/05/17	11111--				5	\$70.00				
Week:		11/06/17	11/12/17	11-----				2	\$70.00				
9	WZAK	10/30/17	11/06/17	M-F PM Drive	3p-7p		:30				NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/17	11/05/17	1-1-1--				3	\$100.00				
Week:		11/06/17	11/12/17	1-----				1	\$100.00				
10	WZAK	11/06/17	11/06/17	M-F Evening	7p-12a		:30				NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/06/17	11/12/17	1-----				1	\$20.00				
<b>Totals</b>								0.00				39	\$2,305.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/17 - 10/31/17	21	\$1,150.00	\$1,150.00
11/01/17 - 11/07/17	18	\$1,155.00	\$1,155.00
<b>Totals</b>	39	\$2,305.00	\$2,305.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.