

---

**From:** Roger Rafson  
**Sent:** Monday, August 3, 2020 9:59 AM  
**To:** Reid Howell  
**Subject:** RE: Elad Gross for AG Competitive Check Request - KYMO-FM\*, KYMO-AM\*

Thank you, Reid.

Have a good week!

Roger

**Roger Rafson**

*SVP Political/Issue Advocacy & Strategic Alliances*

[genmediapartners.com](http://genmediapartners.com)

McGavren Guild Media | Local Focus Radio | Regional Reps | Tacher Radio Reps | HRN Media Network

[campaignrates.com](http://campaignrates.com) the Political Resources website

For help with orders, traffic, etc contact Joyce Vordenbaum

[joyce.vordenbaum@genmediapartners.com](mailto:joyce.vordenbaum@genmediapartners.com)

NAB's [2020 Election Toolkit](#).

Some good [legal advice](#) regarding political advertising.

Just a reminder...are your stations public files online yet? [They need to be.](#)

["...Radio commands nearly 12 hours of our weekly media diets."](#) Nielsen 12/18/19

[Boomers: An Active Group That Advertisers Can't Afford To Ignore. AM/FM Delivers By The Masses](#)  
10/28/19

[AM/FM Radio adds 15% incremental reach to paid TV despite being only 5% of the total TV budget](#)

[Audio Today 2018 - A Focus on Black and Hispanic Audiences.](#) Nielsen

My [new favorite music video](#). A nice tribute to Radio!

"All politics is local" Tip O'Neill

(412) 421-2600 | (412) 421-6001 fax

1439 Denniston St. Pittsburgh, PA 15217

[Roger.Rafson@GenMediaPartners.com](mailto:Roger.Rafson@GenMediaPartners.com)



**Gen  
Media  
Partners**

**INNOVATIVE. EVOLVED. EXPANDED.**

McGavren Guild Media | Local Focus Radio | Regional Reps | Tacher Radio Reps | GMPT Media  
Sun Broadcast Group | HRN Media Networks | NexGen News | MG Malls | MG OOH



---

**From:** Reid Howell <[rhowell1969@att.net](mailto:rhowell1969@att.net)>  
**Sent:** Monday, August 3, 2020 7:12 AM  
**To:** [roger.rafson@ms.genmediapartners.com](mailto:roger.rafson@ms.genmediapartners.com)  
**Subject:** RE: Elad Gross for AG Competitive Check Request - KYMO-FM\*, KYMO-AM\*

There have been no ads for this candidate on this station.

Reid Howell, KYMO

Sent from [Mail](#) for Windows 10

---

**From:** [roger.rafson@ms.genmediapartners.com](mailto:roger.rafson@ms.genmediapartners.com)

**Sent:** Friday, July 31, 2020 11:14 AM

**To:** [advertising@kymoradio.com](mailto:advertising@kymoradio.com)

**Subject:** Elad Gross for AG Competitive Check Request - KYMO-FM\*, KYMO-AM\*

**Please click the link below or copy/paste this url into your browser.**

<http://www.genmediahub.com/compCheckRequestMod.php?key=691Y629ZHPHD>

Good morning,

One of the political ad agencies we call on is asking if the Elad Gross for Attorney General campaign is on your air. If so: on which of your stations? flight dates? dollar amount?

If not, here's a lead: they are buying direct from in-house at the campaign in St. Louis.

Thanks,

Roger Rafson

SVP Political/Issue Advocacy & Strategic Alliances

Gen Media Partners

McGavren Guild Media | Local Focus Radio | Regional Reps | Tacher Radio Reps

(412) 421-2600 | (412) 421-6001 fax

1439 Denniston St. Pittsburgh, PA 15217

[Roger.Rafson@GenMediaPartners.com](mailto:Roger.Rafson@GenMediaPartners.com)

[www.campaignrates.com](http://www.campaignrates.com)