





# 1077329 Order History

  	Date	Action	Line	Comment	By	Total \$	# Spots	Expected GR
	02/07/24 5:09:04 PM	CIA Spot status		<updated to Cleared> 1-9, 2-3, 2-10, 1-3, 1-4, 1-1, 1-2, 2-2, 3-9, 2-1, 2-4, 3-1, 3-3, 3-2, 3-4	Rachel Ori	\$10,190.00	58	0.00
	02/07/24 1:20:37 PM	Processed		<async process>	Michelle Zi	\$10,190.00	58	0.00
	02/07/24 12:59:26 PM	Approved			Rachel Ori	\$10,190.00	58	0.00
	02/07/24 12:59:24 PM	Approval Workflow		[Centralized AR - Business Office Approval Needed Default]	Rachel Ori	\$10,190.00	58	0.00
	02/07/24 12:55:59 PM	Approval Workflow		[Sales Manager - Ready Default]	Todd Livin	\$10,190.00	58	0.00
	02/07/24 12:06:23 PM	Ready for approval		added 15% commission	Rachel Ori	\$10,190.00	58	0.00
	02/07/24 11:52:44 AM	New order created		<new order>	Eula Patte	\$0.00	0	0.00

[Sorted by: Date]

# ORDER

**Orders**  
**Order / Rev:** 1077329  
 Alt Order #: \_\_\_\_\_  
**Product Desc:** Issue  
 Estimate: \_\_\_\_\_  
**Flight Dates:** 02/08/24 - 02/15/24  
**Original Date / Rev:** 02/07/24 / 02/07/24  
**Order Type:** GENERAL

**WJOX-FM**  
**Primary AE:** Eula Patterson  
**Sales Office:** L-BHM  
**Sales Region:** Local

**Agency**  
**Name:** Greystone Public Affairs LLC  
**Buying Contact:** \_\_\_\_\_  
**Billing Contact:** Lance Hyché  
1150 Greymoon Road  
Shoal Creek, AL 35242

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

**Advertiser**  
**Name:** Sports Betting Alliance  
**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 End:** \_\_\_\_\_  
**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
02/01/24	02/15/24	58	\$10,190.00	\$8,661.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2024	58	\$10,190.00	\$8,661.50	0.00
<b>Totals</b>	<b>58</b>	<b>\$10,190.00</b>	<b>\$8,661.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Eula Patterson			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	WJOX	02/08/24	02/15/24	M-F AM Drive M-F	CM	6a-10a	MTWTF--	:30	10	\$178.00	P-50	0.00	NM	20	\$3,560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/05/24	02/11/24	---TF--		10				\$178.00		0.00			
		Week: 02/12/24	02/18/24	MTWT---		10				\$178.00		0.00			
N 2	WJOX	02/08/24	02/15/24	M-F 5a-8p Revised M-F	CM	10:00 AM-3:00 PM (10:00 AM-3:00 PM)	MTWTF--	:30	10	\$165.00	P-50	0.00	NM	20	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/05/24	02/11/24	---TF--		10				\$165.00		0.00			
		Week: 02/12/24	02/18/24	MTWT---		10				\$165.00		0.00			
N 3	WJOX	02/08/24	02/15/24	M-F 5a-8p Revised M-F	CM	3:00 PM-7:00 PM (3:00 PM-7:00 PM)	MTWTF--	:30	9	\$185.00	P-50	0.00	NM	18	\$3,330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/05/24	02/11/24	---TF--		9				\$185.00		0.00			
		Week: 02/12/24	02/18/24	MTWT---		9				\$185.00		0.00			
<b>Totals</b>													<b>58</b>	<b>\$10,190.00</b>	



POLITICAL INQUIRY FORM

(TO BE COMPLETED BY STATION REPRESENTATIVE RESPONDING TO THE INQUIRY)

INSTRUCTIONS: This form must be completed as to all requests, both oral and written, for broadcast time to be used by or on behalf of (1) a candidate for public office or (2) persons who wish to communicate a message relating to "any political matter of national importance," as defined in the Bipartisan Campaign Reform Act of 2002. It is to be kept in the Station Public File for a period of two years.

STATION WJOX

DATE OF REQUEST: 2-6-2024

INQUIRY MADE BY: Lance Hyche

AGENCY (if any): Greystone Public Affairs, LLC

ADDRESS OF AGENCY: 1150 Greyson Road

CITY, STATE, ZIP OF AGENCY: Shoal Creek, Al 35242

TELEPHONE NUMBER OF AGENCY: 205-789-1446

CANDIDATE: Issue Sports Betting Alliance

ORGANIZATION OR SPONSORING AUTHORITY (WHO WILL PAY): Sports Betting Alliance

IF SPONSOR IS A COMMITTEE, NAME OF COMMITTEE:

ADDRESS OF COMMITTEE: 2200 Wilson Blvd

CITY, STATE, ZIP OF COMMITTEE: Arlington, Va 22201

TELEPHONE NUMBER OF COMMITTEE: 202-849-9002

COMMITTEE OFFICERS:

Chairman: Scott Ward

Vice Chairman:

Treasurer:

Secretary:

Is this the Candidate's Authorized Committee? ( ) yes ( ) no

OFFICE SOUGHT: Issue PARTY AFFILIATION:

( ) federal ( ) state ( ) local

ELECTION AND DATE: March 5, 2024

( ) primary ( ) general



# CUMULUS BIRMINGHAM

FOR ISSUE ADS ONLY:

a. Candidate(s) and offices (if any) referred to: \_\_\_\_\_

b. Federal election(s) (if any) referred to: \_\_\_\_\_

c. Issue(s) discussed: Sports Betting Alliance

d. Name, Address, Phone Number of Contact: 2200 Wilson Blvd.  
Arlington, VA 22201-202-849-7002

DATES REQUESTED: 2/8 - 2/15/2024

LENGTH OF SPOT/PROGRAM TIME REQUESTED: :30

REQUEST MADE: Email

in writing       orally

If request is made in writing, attach and retain.

STATION OFFER: Rates

DISPOSITION OF REQUEST:

granted       denied

If not granted, state reasons in space below. If denied in writing, attach and retain. If granted, attach contract and invoice, when available.

REQUEST FOR DOCUMENTATION THAT CANDIDATE IS LEGALLY QUALIFIED:

yes       no

Attach any written documentation received.

DATE POLITICAL DISCLOSURE FORM SUBMITTED TO REQUESTOR: 2/6/2024

COMMENTS

STATION REP	<u>Eula Patterson</u>
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REVIEWED	
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## Eula Patterson

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**From:** lance greystonepublic.com <lance@greystonepublic.com>  
**Sent:** Tuesday, February 6, 2024 7:06 PM  
**To:** Eula Patterson  
**Subject:** [EXT]Re: New Schedule

You don't often get email from lance@greystonepublic.com. [Learn why this is important](#)  
Schedule is approved.

I'll get you the NAB and spot tomorrow.

Please send a payment link for ACH or credit card.

Lance Hyché  
Greystone Public Affairs LLC  
205-789-1446  
www.greystonepublic.com

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**From:** Eula Patterson <Eula.Patterson@cumulus.com>  
**Sent:** Tuesday, February 6, 2024 9:30:18 AM  
**To:** lance greystonepublic.com <lance@greystonepublic.com>  
**Subject:** New Schedule

### Eula Patterson, CRMC

Account Manager/Cumulus Birmingham

WJOX-FM JOX94.5/WJQX-FM2 100.5/WJOX-AM3 690/WAPI-AM 1070/WZRR-FM TALK 99.5/WUHT-FM HOT 107.7

244 Goodwin Crest Drive/Suite 300

Birmingham, Alabama 35209

Direct: 205.917.1918 | Main: 205.945-4646 | Cell: 205.601-0395 |

**“BE KINDER THAN NECESSARY, BECAUSE EVERYONE YOU MEET IS FIGHTING SOME KIND OF BATTLE”**



BIRMINGHAM



From: Eula Patterson  
 Phone: (205) 917-1918  
 Email: eula.patterson@cumulus.com  
 2/6/2024 10:17 AM

Flight Dates: 02/08/2024 - 02/15/2024  
 Demo: P 21+

Radio Market: BIRMINGHAM  
 Survey: DEC23 SD (OCT-DEC)  
 Geography: Metro

ScheduleDescription:  
 Issue

	Daypart	Spots	Length	Unit Rate	Total Cost	Frequency	% Reach	CPP	Schedule Cumulative Persons
<b>Radio Total</b>		<b>58</b>		<b>\$175.69</b>	<b>\$10,190.00</b>	<b>5.5</b>	<b>7.1%</b>	<b>\$262.63</b>	<b>69,800</b>
<b>WJOX-FM</b>		<b>58</b>		<b>\$175.69</b>	<b>\$10,190.00</b>	<b>5.5</b>	<b>7.1%</b>	<b>\$262.63</b>	<b>69,800</b>
Flight A - 2 wks (02/05, 02/12)									
		58		\$175.69	\$10,190.00	5.5	7.1%	\$262.63	69,800
<b>One Week Total</b>		<b>29</b>		<b>\$175.69</b>	<b>\$5,095.00</b>	<b>3.7</b>	<b>5.3%</b>	<b>\$262.63</b>	<b>57,300</b>
	M-F 6A-10A	10	30	\$178.00	\$1,780.00	2.4	2.9%	\$254.29	37,100
	M-F 10A-3P	10	30	\$165.00	\$1,650.00	2.3	3.0%	\$235.71	39,500
	M-F 3P-7P	9	30	\$185.00	\$1,665.00	2.1	2.6%	\$308.33	35,400

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: BIRMINGHAM; DEC23 SD (OCT-DEC); Metro; Multiple Dayparts Used; P 21+; See Detailed Sourcing Page for Complete Details.  
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From: Eula Patterson  
 Phone: (205) 917-1918  
 Email: eula.patterson@cumulus.com  
 2/6/2024 10:17 AM

**Schedule Grand Totals: 2 Weeks**

Stations	Spots	Unit Rate	Total Cost	Frequency	% Reach	CPP	Schedule Cumulative Persons
Radio Total	58	\$175.69	\$10,190.00	5.5	7.1%	\$262.63	69,800
WJDX-FM	58	\$175.69	\$10,190.00	5.5	7.1%	\$262.63	69,800

*Eula Patterson*

*2-7-2024*

Accepted by Station

Date

Accepted by Client

Date

*See attached Email*

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.

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ISSUE (Non-candidate) ADVERTISEMENT  
AGREEMENT FORM

I, Lance Hlyche, 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: Graystone Public Affairs, LLC  
Address: 1150 Greymar Road Shoal Creek AL 35242  
Contact: Lance Hlyche | Phone number: 205-789-1446 | Email: lance@graystonepublic.com

**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: Sports Betting Alliance  
Address: 2200 Wilson Blvd  
Contact: Scott Ward | Phone number: 202-349-9002 | Email: sward@sbact.com

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):**

Scott Ward

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:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

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

N/A



CERTIFICATE OF DISCLOSURE

CANDIDATE *Sports Betting Alliance*  
REPRESENTATIVE (if applicable): *Lance Hyche*

METHOD OF DISCLOSURE (check any that apply):

By telephone to \_\_\_\_\_ (person's name) on \_\_\_\_\_ (date).

Mailed to \_\_\_\_\_ (person's name) on \_\_\_\_\_ (date).

By facsimile to \_\_\_\_\_ (person's name) on \_\_\_\_\_ (date).

In person to \_\_\_\_\_ (person's name) on \_\_\_\_\_ (date).

X By e-mail to *Lance Hyche* (person's name) on *2/06/24* (date).  
*lance@greystonerepublic.com*

ACCOUNT EXECUTIVE (Initials) *EP*

RECEIVED BY: *Lance Hyche*  
Candidate or Representative

DATE: *2/06/24*

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>  <i>WJOX</i>	<b>Date:</b>  <i>2-8-24</i>
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I, *Lance Hyche*

do hereby request station time concerning the following issue:

<i>sports betting alliance</i>
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>order attached</i>					

This broadcast time will be used by: *Sports Betting Alliance*

