






|    | Date                 | Action             | Line | Comment   | By          | Total \$    | # Spots | Expected GRF |
|--|----------------------|--------------------|------|---|-------------|-------------|---------|--------------|
|  | 02/22/24 4:38:55 PM  | CIA Spot status    |      | <updated to Cleared> 2-5, 1-5, 2-1, 2-6, 1-1, 1-3, 1-2, 1-6, 1-4, 3-2, 3-4, 3-1, 3-5, 3-3, 2-3, 2-4, 2-2, 3-6 | Rachel Ori  | \$22,175.00 | 107     | 0.00         |
|   | 02/22/24 1:25:52 PM  | Processed          |      | <async process>   | Michelle Zi | \$22,175.00 | 107     | 0.00         |
|  | 02/22/24 1:16:06 PM  | Approved           |      |   | Rachel Ori  | \$22,175.00 | 107     | 0.00         |
|  | 02/22/24 1:16:04 PM  | Approval Workflow  |      | [Centralized AR - Business Office Approval Needed Default]  | Rachel Ori  | \$22,175.00 | 107     | 0.00         |
|  | 02/22/24 1:09:28 PM  | Approval Workflow  |      | [Sales Manager - Ready Default]   | Todd Livin  | \$22,175.00 | 107     | 0.00         |
|  | 02/22/24 12:42:20 PM | Ready for approval |      | added 15% commission  | Rachel Ori  | \$22,175.00 | 107     | 0.00         |
|  | 02/22/24 12:42:00 PM | Put in Edit Mode   |      |   | Rachel Ori  | \$22,175.00 | 107     | 0.00         |
|   | 02/22/24 12:38:23 PM | Processed          |      | <async process>   | Michelle Zi | \$22,175.00 | 107     | 0.00         |
|  | 02/22/24 12:09:04 PM | Approved           |      |   | Rachel Ori  | \$22,175.00 | 107     | 0.00         |
|  | 02/22/24 12:09:02 PM | Approval Workflow  |      | [Centralized AR - Business Office Approval Needed Default]  | Rachel Ori  | \$22,175.00 | 107     | 0.00         |
|  | 02/22/24 11:42:07 AM | Approval Workflow  |      | [Sales Manager - Ready Default]   | Todd Livin  | \$22,175.00 | 107     | 0.00         |
|  | 02/22/24 9:52:48 AM  | Ready for approval |      | Ready for approval.   | Eula Patte  | \$22,175.00 | 107     | 0.00         |
|  | 02/22/24 9:39:27 AM  | New order created  |      | <new order>   | Eula Patte  | \$0.00      | 0       | 0.00         |

[Sorted by: Date]

# ORDER

**Orders**  
**Order / Rev:** 1082796  
 Alt Order #:  
**Product Desc:** Issue  
 Estimate:  
**Flight Dates:** 02/23/24 - 02/29/24  
**Original Date / Rev:** 02/22/24 / 02/22/24  
**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   | 02/29/24 | 107     | \$22,175.00  | \$18,848.75 |

**Totals**

| Month         | # Spots    | Gross Amount       | Net Amount         | Rating      |
|---------------|------------|--------------------|--------------------|-------------|
| February 2024 | 107        | \$22,175.00        | \$18,848.75        | 0.00        |
| <b>Totals</b> | <b>107</b> | <b>\$22,175.00</b> | <b>\$18,848.75</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 | 02/23/24          | 02/23/24        | M-F AM Drive<br>M-F      | CM    | 6a-10a                                 | ----6-- | :30         | 6     | \$250.00      | P-30 | 0.00 | NM   | 6     | \$1,500.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       | <u>Spots/Week</u>                      |         | <u>Rate</u> |       | <u>Rating</u> |      |      |      |       |            |
|     |      | Week: 02/19/24    | 02/25/24        | ----6--                  |       | 6                                      |         | \$250.00    |       | 0.00          |      |      |      |       |            |
| N 2 | WJOX | 02/23/24          | 02/23/24        | M-F 5a-8p Revised<br>M-F | CM    | 10:00 AM-3:30 PM<br>(10:00 AM-3:30 PM) | ----6-- | :30         | 6     | \$225.00      | P-30 | 0.00 | NM   | 6     | \$1,350.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       | <u>Spots/Week</u>                      |         | <u>Rate</u> |       | <u>Rating</u> |      |      |      |       |            |
|     |      | Week: 02/19/24    | 02/25/24        | ----6--                  |       | 6                                      |         | \$225.00    |       | 0.00          |      |      |      |       |            |
| N 3 | WJOX | 02/23/24          | 02/23/24        | M-F 5a-8p Revised<br>M-F | CM    | 3:00 PM-7:00 PM<br>(3:00 PM-7:00 PM)   | ----6-- | :30         | 6     | \$250.00      | P-30 | 0.00 | NM   | 6     | \$1,500.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       | <u>Spots/Week</u>                      |         | <u>Rate</u> |       | <u>Rating</u> |      |      |      |       |            |
|     |      | Week: 02/19/24    | 02/25/24        | ----6--                  |       | 6                                      |         | \$250.00    |       | 0.00          |      |      |      |       |            |
| N 4 | WJOX | 02/23/24          | 02/25/24        | Sa-Su 5a-8p<br>Sa-Su     | CM    | 6:00 AM-7:00 PM<br>(6:00 AM-7:00 PM)   | -----+- | :30         | 13    | \$100.00      | P-30 | 0.00 | NM   | 13    | \$1,300.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       | <u>Spots/Week</u>                      |         | <u>Rate</u> |       | <u>Rating</u> |      |      |      |       |            |
|     |      | Week: 02/19/24    | 02/25/24        | -----+-                  |       | 13                                     |         | \$100.00    |       | 0.00          |      |      |      |       |            |
| N 5 | WJOX | 02/23/24          | 02/25/24        | Sa-Su 5a-8p<br>Sa-Su     | CM    | 6:00 AM-7:00 PM<br>(6:00 AM-7:00 PM)   | -----+- | :30         | 13    | \$100.00      | P-30 | 0.00 | NM   | 13    | \$1,300.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       | <u>Spots/Week</u>                      |         | <u>Rate</u> |       | <u>Rating</u> |      |      |      |       |            |
|     |      | Week: 02/19/24    | 02/25/24        | -----+-                  |       | 13                                     |         | \$100.00    |       | 0.00          |      |      |      |       |            |
| N 6 | WJOX | 02/26/24          | 02/29/24        | M-F AM Drive<br>M-F      | CM    | 6a-10a                                 | 5556--- | :30         | 21    | \$250.00      | P-30 | 0.00 | NM   | 21    | \$5,250.00 |

Order / Rev: 1082796  
 Alt Order #:  
 Flight Dates: 02/23/24 - 02/29/24

Advertiser: Sports Betting Alliance  
 Product Desc: Issue  
 Estimate:

**WJOX-FM**

| Ln  | Ch   | Start             | End             | Inventory Code           | Break | Start/End Time                         | Days    | Len | Spots | Rate        | Pri  | Rtg           | Type   | Spots | Amount      |
|-----|------|-------------------|-----------------|--------------------------|-------|--|---------|-----|-------|-------------|------|---------------|--------|-------|-------------|
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       | <u>Spots/Week</u>                      |         |     |       | <u>Rate</u> |      | <u>Rating</u> |        |       |             |
|     |      | Week: 02/26/24    | 03/03/24        | 5556---                  |       | 21                                     |         |     |       | \$250.00    |      | 0.00          |        |       |             |
| N 7 | WJOX | 02/26/24          | 02/29/24        | M-F 5a-8p Revised<br>M-F | CM    | 10:00 AM-3:00 PM<br>(10:00 AM-3:00 PM) | 5556--- | :30 | 21    | \$225.00    | P-30 | 0.00          | NM     | 21    | \$4,725.00  |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       | <u>Spots/Week</u>                      |         |     |       | <u>Rate</u> |      | <u>Rating</u> |        |       |             |
|     |      | Week: 02/26/24    | 03/03/24        | 5556---                  |       | 21                                     |         |     |       | \$225.00    |      | 0.00          |        |       |             |
| N 8 | WJOX | 02/26/24          | 02/29/24        | M-F 5a-8p Revised<br>M-F | CM    | 3:00 PM-7:00 PM<br>(3:00 PM-7:00 PM)   | 5556--- | :30 | 21    | \$250.00    | P-30 | 0.00          | NM     | 21    | \$5,250.00  |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       | <u>Spots/Week</u>                      |         |     |       | <u>Rate</u> |      | <u>Rating</u> |        |       |             |
|     |      | Week: 02/26/24    | 03/03/24        | 5556---                  |       | 21                                     |         |     |       | \$250.00    |      | 0.00          |        |       |             |
|     |      |                   |                 |                          |       |  |         |     |       |             |      |               | Totals | 107   | \$22,175.00 |



From: Eula Patterson  
 Phone: (205) 917-1918  
 Email: eula.patterson@cumulus.com  
 2/22/2024 9:19 AM

Flight Dates: 02/23/2024 - 02/29/2024

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 Cume Persons |
|-------------------------|------------|--------|-----------------|--------------------|------------|--------------|-----------------|-----------------------|
| <b>Radio Total</b>      | <b>177</b> |        | <b>\$169.60</b> | <b>\$30,020.00</b> | <b>6.8</b> | <b>14.2%</b> | <b>\$319.36</b> | <b>135,700</b>        |
| <b>WJOX-FM</b>          | <b>107</b> |        | <b>\$207.24</b> | <b>\$22,175.00</b> | <b>6.9</b> | <b>8.6%</b>  | <b>\$379.06</b> | <b>81,900</b>         |
| Flight B - 1 wk (02/19) |            |        |                 |                    |            |              |                 |                       |
|                         | 44         |        | \$157.95        | \$6,950.00         | 3.7        | 4.7%         | \$421.21        | 51,000                |
| <b>One Week Total</b>   | <b>44</b>  |        | <b>\$157.95</b> | <b>\$6,950.00</b>  | <b>3.7</b> | <b>4.7%</b>  | <b>\$421.21</b> | <b>51,000</b>         |
| F 6A-10A                | 6 30       |        | \$250.00        | \$1,500.00         | 2.4        | 1.8%         | \$357.14        | 21,700                |
| F 10A-3P                | 6 30       |        | \$225.00        | \$1,350.00         | 2.5        | 1.8%         | \$281.25        | 20,900                |
| F 3P-7P                 | 6 30       |        | \$250.00        | \$1,500.00         | 2.2        | 1.6%         | \$416.67        | 20,200                |
| Sa 6A-7P                | 13 30      |        | \$100.00        | \$1,300.00         | 2.2        | 1.4%         | \$500.00        | 19,300                |
| Su 6A-7P                | 13 30      |        | \$100.00        | \$1,300.00         | 2.0        | 0.9%         | \$1,000.00      | 13,600                |
| Flight C - 1 wk (02/26) |            |        |                 |                    |            |              |                 |                       |
|                         | 63         |        | \$241.67        | \$15,225.00        | 7.4        | 5.7%         | \$362.50        | 53,000                |
| <b>One Week Total</b>   | <b>63</b>  |        | <b>\$241.67</b> | <b>\$15,225.00</b> | <b>7.4</b> | <b>5.7%</b>  | <b>\$362.50</b> | <b>53,000</b>         |
| M-Th 6A-10A             | 21 30      |        | \$250.00        | \$5,250.00         | 4.1        | 3.5%         | \$357.14        | 35,600                |
| M-Th 10A-3P             | 21 30      |        | \$225.00        | \$4,725.00         | 4.2        | 3.5%         | \$321.43        | 36,000                |
| M-Th 3P-7P              | 21 30      |        | \$250.00        | \$5,250.00         | 4.2        | 3.1%         | \$416.67        | 31,800                |
| <b>WZRR-FM</b>          | <b>70</b>  |        | <b>\$112.07</b> | <b>\$7,845.00</b>  | <b>6.0</b> | <b>6.2%</b>  | <b>\$220.99</b> | <b>60,300</b>         |
| Flight B - 1 wk (02/19) |            |        |                 |                    |            |              |                 |                       |
|                         | 24         |        | \$97.50         | \$2,340.00         | 3.3        | 2.9%         | \$248.94        | 32,700                |
| <b>One Week Total</b>   | <b>24</b>  |        | <b>\$97.50</b>  | <b>\$2,340.00</b>  | <b>3.3</b> | <b>2.9%</b>  | <b>\$248.94</b> | <b>32,700</b>         |
| F 6A-10A                | 4 30       |        | \$115.00        | \$460.00           | 1.9        | 1.2%         | \$230.00        | 15,500                |
| F 10A-3P                | 4 30       |        | \$105.00        | \$420.00           | 2.3        | 1.2%         | \$150.00        | 13,500                |
| F 3P-7P                 | 4 30       |        | \$140.00        | \$560.00           | 1.9        | 1.5%         | \$200.00        | 19,600                |

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  
 2/22/2024 9:19 AM

| Daypart                        | Spots | Length | Unit Rate | Total Cost | Frequency | % Reach | CPP      | Schedule Cume Persons |
|--------------------------------|-------|--------|-----------|------------|-----------|---------|----------|-----------------------|
| <b>WZRR-FM (continued)</b>     |       |        |           |            |           |         |          |                       |
| Sa 6A-7P                       | 6:30  |        | \$75.00   | \$450.00   | 1.8       | 0.7%    | \$375.00 | 10,300                |
| Su 6A-7P                       | 6:30  |        | \$75.00   | \$450.00   | 1.5       | 0.4%    | \$750.00 | 6,700                 |
| <b>Flight C - 1 wk (02/26)</b> |       |        |           |            |           |         |          |                       |
|                                | 46    |        | \$119.67  | \$5,505.00 | 6.2       | 4.5%    | \$210.92 | 43,300                |
| <b>One Week Total</b>          | 46    |        | \$119.67  | \$5,505.00 | 6.2       | 4.5%    | \$210.92 | 43,300                |
| M-Th 6A-10A                    | 15:30 |        | \$115.00  | \$1,725.00 | 3.5       | 2.3%    | \$230.00 | 24,800                |
| M-Th 10A-3P                    | 16:30 |        | \$105.00  | \$1,680.00 | 3.9       | 2.6%    | \$175.00 | 26,500                |
| M-Th 3P-7P                     | 15:30 |        | \$140.00  | \$2,100.00 | 3.4       | 2.8%    | \$233.33 | 30,300                |

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  
 2/22/2024 9:19 AM

**Schedule Grand Totals: 2 Weeks**

| Stations           | Spots      | Unit Rate       | Total Cost         | Frequency  | % Reach      | CPP             | Schedule Cume Persons |
|--------------------|------------|-----------------|--------------------|------------|--------------|-----------------|-----------------------|
| <b>Radio Total</b> | <b>177</b> | <b>\$169.60</b> | <b>\$30,020.00</b> | <b>6.8</b> | <b>14.2%</b> | <b>\$319.36</b> | <b>135,700</b>        |
| <b>WJOX-FM</b>     | <b>107</b> | <b>\$207.24</b> | <b>\$22,175.00</b> | <b>6.9</b> | <b>8.6%</b>  | <b>\$379.06</b> | <b>81,900</b>         |
| <b>WZRR-FM</b>     | <b>70</b>  | <b>\$112.07</b> | <b>\$7,845.00</b>  | <b>6.0</b> | <b>6.2%</b>  | <b>\$220.99</b> | <b>60,300</b>         |

*Eula Patterson*

Accepted by Station

*2/22/2024*

Date

Accepted by Client

Date

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.

*see attached*



## Eula Patterson

---

**From:** lance greystonepublic.com <lance@greystonepublic.com>  
**Sent:** Thursday, February 22, 2024 7:00 AM  
**To:** Eula Patterson  
**Subject:** Re: [EXT]Re: Email

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

Schedule approved. I'll get you spot and payment today.

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

---

**From:** Eula Patterson <Eula.Patterson@cumulus.com>  
**Sent:** Thursday, February 22, 2024 6:46:34 AM  
**To:** lance greystonepublic.com <lance@greystonepublic.com>  
**Subject:** RE: [EXT]Re: Email

Let me know if this will work. Thanks

### 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:** lance greystonepublic.com <lance@greystonepublic.com>  
**Sent:** Thursday, February 22, 2024 6:19 AM  
**To:** Eula Patterson <Eula.Patterson@cumulus.com>  
**Subject:** Re: [EXT]Re: Email

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

Eula

ISSUE (Non-candidate) ADVERTISEMENT  
AGREEMENT FORM

I, Lance Flyche, 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: Greystone Public Affairs, LLC  
Address: 1150 Greystone Road, Shoal Creek, AL 35242  
Contact: Lance Flyche | Phone number: 205-781-1446 | Email: lance@greystonepublic.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: 2002 Wilson Circle  
Contact: Scott Ward | Phone number: 202-549-9002 | Email: ward@sbac.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



# CUMULUS

## 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).
- By e-mail to *Lance Hyche* (person's name) on *2/23/24* (date).  
*lance@greystonepublic.com*

ACCOUNT EXECUTIVE (Initials) *EP*

RECEIVED BY: *Lance Hyche*  
Candidate or Representative

DATE: *2/23/24*

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

|  |                                |
|--|--------------------------------|
| <b>Station and Location:</b><br><i>WJWX/WZRR</i> | <b>Date:</b><br><i>2-13-24</i> |
|--|--------------------------------|

I, *Lance Hylke*

do hereby request station time concerning the following issue:

*sports betting alliance*

| 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*

