

# Order #1084807: CardinalGPS/Morrow/R/S../Additional../

Date	Action	Comment	By	Total \$	# Spots
02/27/24 1:28:47 PM	Cash in Advance Removal	[cleared cash in adv] paid	Veronica Hall (veronica.hall@cumcbs.com)	\$320.00	10
02/27/24 1:09:37 PM	Processed	<async process>	Melissa Lawson (melissa.lawson@cumcbs.com)	\$320.00	10
02/27/24 1:07:05 PM	Approved	cia provided	Veronica Hall (veronica.hall@cumcbs.com)	\$320.00	10
02/27/24 1:06:58 PM	Approval Workflow	[Centralized AR - Business Office Approval Needed Default]	Veronica Hall (veronica.hall@cumcbs.com)	\$320.00	10
02/27/24 12:57:59 PM	Approval Workflow	[Sales Manager - Ready Default] Added line notes to include Class B Preemptible With Notice. Approved. We have the required NAB Form and will be airing the same commercial from last flight. Please confirm CIA and complete final approvals. Thank	Eric McCart (emccart@cumcbs.com)	\$320.00	10
02/27/24 12:57:25 PM	Ready for approval	Added line notes to include Class B Preemptible With Notice. We have the required NAB Form and will be airing the same commercial from last flight. Please confirm CIA and complete final approvals. Thank you! EMC	Eric McCart (emccart@cumcbs.com)	\$320.00	10
02/27/24 10:45:58 AM	Ready for approval	New order - credit card payment received	James Reynolds (jamesrey@cumcbs.com)	\$320.00	10
02/27/24 10:44:35 AM	New order created	<new order>	James Reynolds (jamesrey@cumcbs.com)	\$0.00	0

[Sorted by: Date]

# ORDER

**Orders**  
**Order / Rev:** 1084807  
**Alt Order #:**  
**Product Desc:** Additional Campaign  
**Estimate:**  
**Flight Dates:** 02/28/24 - 03/05/24  
**Original Date / Rev:** 02/27/24 / 02/27/24  
**Order Type:** GENERAL  
**Primary AE:** James Reynolds  
**Sales Office:** L-WNC  
**Sales Region:** Local  
**WAAV-AM**

**Agency**  
**Name:** CardinalGPS  
**Buying Contact:**  
**Billing Contact:** Aimee Mulligan  
 1149 Executive Circle  
 Cary, NC 27511  
**Billing Type:** Cash  
**Billing Calendar:** Calendar  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Morrow/R/Superintendent  
**Demographic:** A25-54  
**Product Codes:** Candidates  
**Revenue Code 1:** AGY-AVAIL  
**Revenue Code 2:** POL-CAND  
**Revenue Code 3:** POL-STATE  
**Priority:** P-100  
**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:15:00

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
02/01/24	02/29/24	4	\$128.00	\$108.80	February 2024	4	\$128.00	\$108.80	0.00
03/01/24	03/05/24	6	\$192.00	\$163.20	March 2024	6	\$192.00	\$163.20	0.00
<b>Totals</b>						<b>10</b>	<b>\$320.00</b>	<b>\$272.00</b>	<b>0.00</b>

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
James Reynolds	L-WNC	Local	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	WAAVA	02/28/24	03/05/24	M-F Midday M-F	CM	10a-3p	2222--	:30	10	\$32.00	P-50	0.00	NM	10	\$320.00
Class B Preemptible With Notice															
		<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	--222--		6				\$32.00		0.00			
		Week: 03/04/24	03/10/24	22-----		4				\$32.00		0.00			
													<b>Totals</b>	<b>10</b>	<b>\$320.00</b>

# CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Aimee Mulligan, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

MICHELE MORROW

Authorized committee:

COMMITTEE TO ELECT MICHELE MORROW

Agency requesting time (and contact information):

N/A Aimee Mulligan, CardinalGPS amulligan@cardinalgps.com

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

NC superintendent of public instruction

Date of election:

3/5/2024

General

Primary

Treasurer of candidate's authorized committee:

Heather Swift

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion 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.**

**Candidate/Committee/Agency**

**Station Representative**

Signature:

Aimee Mulligan

Digitally signed by Aimee Mulligan  
Date: 2024.01.29 10:18:07 -05'00'

Signature:



Name: Aimee Mulligan

Name: Eric McCart

Date of Request to Purchase Ad Time: 02/20/2024

Date of Station Agreement to Sell Time: 2/27/2024

**Federal Candidate Certification:**

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

**Candidate/Authorized Committee/Agency**

Signature:

Name:

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received: 2/27/2024

**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**

Federal candidate certification signed (above):  Yes  No  N/A

Disposition:

- Accepted
- Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\*
- Rejected – provide reason:

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

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: 1084807-Morrow-R-NC Superintendent-WAAV	Station Call Letters: WAAV-AM	Date Received/Requested: 2/27/2024
Est. #:	Station Location: Leland, NC	Run Start and End Dates: 2/28/24-3/5/24

Upload order, this form and invoice (or traffic system print-out) or other documents 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 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.

Commercials associated with this WAAV 980 AM Candidate Advertisement Agreement also airs on FM Translator (107.9FM) Call Sign W300DX - Facility ID 202676 and WGNI 102.7FM HD2 - Facility ID 8581.