

# ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, National Association of Broadcasters, 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: National Association of Broadcasters

Agency name: n/a

Address:

Contact:

Phone number:

Email:

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: National Association of Broadcasters

Address: 1 M Street SE, Washington, DC 20003

Contact: Michelle Lehman

Phone number: (202) 429-5350

Email: mlehman@nab.org

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

NAB Executive Committee: Perry Sook, Nexstar Media Group, Inc.; Ramona Alexander, WDBD Jackson, Miss.; David Santrella, Salem Media Group; Curtis LeGeyt, National Association of Broadcasters; John Zimmer, Zimmer Radio of Mid-Missouri, Inc.; Kristopher Jones, Fox Corp.; Chris Ornelas, Beasley Media Group; Kevin Perry, Perry Broadcasting; Collin Jones, Cumulus Media Inc.; Lynn Beall, TEGNA; Pat LaPlatney, Gray Television; Chris Ripley, Sinclair Broadcast Group, Inc.

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:  
Consumer access to AM radio in automobiles

N/A

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor	Station Representative
Signature: <i>Michelle Lehman</i>	Signature: <i>Beth Coughlin</i>
Name: Michelle Lehman	Name: <i>Beth Coughlin</i>
Date of Request to Purchase Ad Time: 6/7/23	Date of Station Agreement to Sell Time: <i>6/22/2023</i>

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: *6/22/2023*

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

- Accepted
- Accepted IN PART (e.g., ad not received to determine content)\*
- Rejected – provide reason (optional):

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

Date and nature of follow-ups, if any:

Contract #: <i>484390</i>	Station Call Letters: <i>WTAQ</i>	Date Received/Requested: <i>6/26/23 - 9/6/2023</i>
Est. #:	Station Location: <i>Syracuse</i>	Run Start and End Dates: <i>6/26 - 9/6/2023</i>

**For national issue ads only (not required for state/local issue ads):**

Upload order, this disclosure form and invoice (or traffic system print-out) or other material 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 (including date, time, class of time and reasons for any make-goods or rebates) 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.

# CONTRACT



**WAQX-FM**  
**1064 James Street**  
**Syracuse, NY 13203**  
**(315) 472-0200**

95X.com

And:

**National Association of Broadcasters**  
**1 M Street SE**  
**Washington, DC 20003**

<u>Contract / Revision</u> 984390 /		<u>Alt Order #</u>
<u>Advertiser</u> National Association of Broadcasters		<u>Original Date / Revision</u> 06/21/23 / 06/21/23
<u>Contract Dates</u> 06/26/23 - 09/06/23	<u>Estimate #</u>	
<u>Product</u> Keeping AM Radio in Automobile		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WAQX-FM	<u>Account Executive</u> Corporate House	<u>Sales Office</u> Internal Nationa
<u>Special Handling</u> Do Not Print		
<u>Demographic</u> Adults 25-54		
<u>Agy Code</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	Type	Spots	Amount
N 1	WAQX	06/26/23	09/06/23	M-Su	5a-12a		:30			NM	365	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/26/23	07/02/23	5555555				35	\$0.00			
Week:		07/03/23	07/09/23	5555555				35	\$0.00			
Week:		07/10/23	07/16/23	5555555				35	\$0.00			
Week:		07/17/23	07/23/23	5555555				35	\$0.00			
Week:		07/24/23	07/30/23	5555555				35	\$0.00			
Week:		07/31/23	08/06/23	5555555				35	\$0.00			
Week:		08/07/23	08/13/23	5555555				35	\$0.00			
Week:		08/14/23	08/20/23	5555555				35	\$0.00			
Week:		08/21/23	08/27/23	5555555				35	\$0.00			
Week:		08/28/23	09/03/23	5555555				35	\$0.00			
Week:		09/04/23	09/10/23	555----				15	\$0.00			
<b>Totals</b>											<b>365</b>	<b>\$0.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
06/26/23 -07/30/23	175	\$0.00	\$0.00
07/31/23 -08/27/23	140	\$0.00	\$0.00
08/28/23 -09/06/23	50	\$0.00	\$0.00
<b>Totals</b>	<b>365</b>	<b>\$0.00</b>	<b>\$0.00</b>

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

(\* Line Transactions: N = New, E = Edited, D = Deleted)  
 Effective May 15, 2023, except where prohibited by law, we will impose a 2.0% administrative fee on all credit card payments.

## Brian Olivarri

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**Subject:** FW: NAB Keeping AM Radio in Automobile Spots

**From:** John Kaufman <[John.Kaufman@cumulus.com](mailto:John.Kaufman@cumulus.com)>  
**Sent:** Wednesday, June 21, 2023 12:30 PM  
**To:** Jason Hutchinson <[Jason.Hutchinson@cumulus.com](mailto:Jason.Hutchinson@cumulus.com)>  
**Subject:** NAB Keeping AM Radio in Automobile Spots

Here's what I posted. If you can get orders built today, that would be great.

NAB Keeping AM Radio in Automobile Spots

Good afternoon everyone. We have been asked to run these spots on behalf of the NAB regarding potential legislation to keep AM Radio in Automobiles. These should be:

- RUN ON EVERY CUMULUS STATION
- Coded as LOCAL DIRECT POLITICAL ISSUE spots
- 5x/day 30s spots, Mon-Sun (not auto-weekly)
- 5a-Midnight full rotation
- Fully pre-emptible without notice P90
- **Starting this Monday, June 26<sup>th</sup> and running through September 6. It is a no-charge order**

We will create the orders in WideOrbit centrally so all the stations will need to do is approve them. You can use a copy of this post as an Insertion Order for your records.

This order WILL NOT impact your LUR given the broad rotation; also the FCC confirmed that this type of issue order on behalf of the industry should not be considered in setting your LUR for other political orders.

The NAB's NAB form for political upload is attached. Upload the corresponding WideOrbit order details and the COMPLETED NAB form (with station info and authorized station rep signature, change air dates on form to 6/26-9/6) AS SOON AS POSSIBLE to each of your stations' Political Issue public file. Use the naming convention: 123456 (station 6 digit WO order number)-National Association of Broadcasters-WXYZ (your station call letters).

The link to the creative is here. You can choose the spot that is appropriate for your station format. We will also post in Cedis:

[Broadcast-Ready Spots | AM Radio Toolkit | National Association of Broadcasters \(nab.org\)](#)

THANK YOU!!!

**John Kaufman**  
**SVP, Revenue Strategy and Operations | CUMULUS MEDIA**  
**M:** 203.919.9085  
[John.Kaufman@cumulus.com](mailto:John.Kaufman@cumulus.com)  
[cumulusmedia.com](http://cumulusmedia.com)