

# 562244 American Crossroads/Main Street Media Group WQSM-FM {View} (Processed: 1) (CIA)

Date	Action	Line	Comment	By	Total \$	# Spots	Expected GR
10/21/20 6:15:39 AM	CIA Spot status		<updated to Cleared> 3-10, 1-5, 3-5, 1-7, 4-1, 3-8, 1-6, 1-10, 3-9, 3-6, 1-8, 1-9, 3-7, 2-14, 2-12, 2-15, 2-13, 2-7, 2-11, 2-8, 2-9, 2-10, 5-1	Heather R	\$13,425.00	37	0.00
10/20/20 2:16:14 PM	CIA Spot status		<updated to Cleared> 2-4, 2-5, 3-3	Heather R	\$13,425.00	37	0.00
10/20/20 7:42:03 AM	CIA Spot status		<updated to Cleared> 1-3, 1-4, 2-6, 3-4	Heather R	\$13,425.00	37	0.00
10/19/20 11:10:41 AM	Put in Edit Mode			Jennifer M	\$13,425.00	37	0.00
10/19/20 10:35:06 AM	CIA Spot status		<updated to Cleared> 1-1, 2-3, 1-2, 2-2, 2-1, 3-1, 3-2	Heather R	\$13,425.00	37	0.00
10/12/20 10:57:27 AM	Processed		<async process>	Sundreaur	\$13,425.00	37	0.00
10/12/20 10:31:52 AM	Approved			Jennifer M	\$13,425.00	37	0.00
10/12/20 10:31:48 AM	Approval Workflow		[Business Manager - Business Office Approval Needed Default]	Jennifer M	\$13,425.00	37	0.00
10/12/20 9:57:07 AM	Approval Workflow		[Sales Manager - Ready Default]	Cheryl Cai	\$13,425.00	37	0.00
10/12/20 8:54:06 AM	Ready for approval		10/12 updated order to reflect US Senate race per NAB. JMC	Jennifer M	\$13,425.00	37	0.00
10/12/20 6:16:49 AM	Approval Workflow		[Sales Manager - Ready Default]	Cheryl Sal	\$13,425.00	37	0.00
10/12/20 6:09:22 AM	Ready for approval		NEW POLITICAL ISSUE ORDER	Krystyna V	\$13,425.00	37	0.00
10/12/20 6:08:16 AM	New order created		Imported EC Order	Krystyna V	\$13,425.00	37	0.00

*Krystyna V*

[Sorted by: Date]

## ORDER

<b>Orders</b>	<b>Order / Rev:</b>	<b>562244</b>	
	<b>Alt Order #:</b>	<b>34434249</b>	
	<b>Product Desc:</b>	<b>North Carolina</b>	
	<b>Estimate:</b>	<b>5749</b>	<b>WQSM-FM</b>
	<b>Flight Dates:</b>	<b>10/20/20 - 10/26/20</b>	<b>Primary AE:</b> Katz Philadelphia
	<b>Original Date / Rev:</b>	<b>10/12/20 / 10/12/20</b>	<b>Sales Office:</b> K-7.5
	<b>Order Type:</b>	<b>GENERAL</b>	<b>Sales Region:</b> N-Katz75

<b>Agency</b>	<b>Name:</b>	<b>Main Street Media Group</b>	
	<b>Buying Contact:</b>		<b>Billing Type:</b> Cash
	<b>Billing Contact:</b>		<b>Billing Calendar:</b> Broadcast
		PO Box 25093	<b>Billing Cycle:</b> EOM/EOC
		Alexandria, VA 22314	<b>Agency Commission:</b> 15%

<b>Advertiser</b>	<b>Name:</b>	<b>American Crossroads</b>	
	<b>Demographic:</b>	<b>A35+</b>	<b>New Business Thru:</b>
	<b>Product Codes:</b>	<b>Issues/Propositions</b>	<b>Advertiser External ID:</b>
	<b>Revenue Code 1:</b>	<b>AGY-AVAIL</b>	<b>Agency External ID:</b>
	<b>Revenue Code 2:</b>	<b>POL-ISS</b>	<b>Unit Code:</b> General
	<b>Revenue Code 3:</b>	<b>POL-US SEN</b>	<b>Order Separation:</b> 00:15:00
	<b>Priority:</b>	<b>P-100</b>	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
09/28/20	10/25/20	30	\$10,800.00	\$9,180.00	October 2020	30	\$10,800.00	\$9,180.00	0.00
10/26/20	10/26/20	7	\$2,625.00	\$2,231.25	November 2020	7	\$2,625.00	\$2,231.25	0.00
					<b>Totals</b>	<b>37</b>	<b>\$13,425.00</b>	<b>\$11,411.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Philadelphia			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	WQSM	10/20/20	10/26/20	M-F AM Drive M-F	CM	6:00 AM-10:00 AM	22222--	1:00	10	\$375.00	P-30	0.00	NM	10	\$3,750.00
AM -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/20/20	10/26/20	22222--			10			\$375.00		0.00			
N 2	WQSM	10/20/20	10/26/20	M-F Midday M-F	CM	10:00 AM-3:00 PM	33333--	1:00	15	\$375.00	P-30	0.00	NM	15	\$5,625.00
MD -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/20/20	10/26/20	33333--			15			\$375.00		0.00			
N 3	WQSM	10/20/20	10/26/20	M-F PM Drive M-F	CM	3:00 PM-7:00 PM	22222--	1:00	10	\$375.00	P-30	0.00	NM	10	\$3,750.00
PM -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/20/20	10/26/20	22222--			10			\$375.00		0.00			
N 4	WQSM	10/20/20	10/26/20	Sa-Su Midday Sa-Su	CM	10:00 AM-3:00 PM	-----1-	1:00	1	\$175.00	P-30	0.00	NM	1	\$175.00
WK -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/20/20	10/26/20	-----1-			1			\$175.00		0.00			
N 5	WQSM	10/20/20	10/26/20	Sa-Su PM	CM	3:00 PM-7:00 PM	-----1-	1:00	1	\$125.00	P-30	0.00	NM	1	\$125.00

Order / Rev: 562244  
 Alt Order #: 34434249  
 Flight Dates: 10/20/20 - 10/26/20

Advertiser: American Crossroads  
 Product Desc: North Carolina  
 Estimate: 5749

WQSM-FM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sa-Su											
WK -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/20/20	10/26/20	-----1-		1				\$125.00		0.00			
													Totals	37	\$13,425.00

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, American Crossroads, 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: Main Street Media Group

Address: PO Box 25093 Alexandria, VA 22313

Contact: Media Buyer

Phone number: 703-485-0398

Email: info@msmg.tv

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: American Crossroads

Address: 45 North Hill Drive, Suite 100, Warrenton, VA 20186

Contact: Jack Pandol

Phone number: 202.559.6428

Email: Info@americancrossroads.org

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):

Board: Mike Duncan, Jo Ann Davidson, Anne Hathaway & Phil Cox; Caleb Crosby, Treasurer

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: Cal Cunningham

Office(s) sought by such candidate(s) (no acronyms or abbreviations): U.S. Senate

Date of election: November 3, 2020


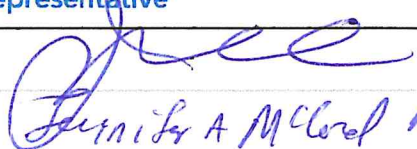
Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☒ 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: 	Signature: 
Name: Media Buyer, Main Street Media Group	Name: <i>Lynette A. McLeod Business Manager</i>
Date of Request to Purchase Ad Time: 10/9/2020	Date of Station Agreement to Sell Time: <i>10/12/20</i>

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station? ☒ Yes ☐ No Date ad received: *10/21/20*

**Note: Must have separate PB-19 forms 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:

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

Date and nature of follow-ups, if any:

*100% 160 "On Honesty"*

Contract #: <i>562244 / 34434249</i>	Station Call Letters: <i>WQSM-FM</i>	Date Received/Requested: <i>10/21/20</i>
Est. #: <i>5749</i>	Station Location: <i>Fayetteville, NC</i>	Run Start and End Dates: <i>10/22/20 - 10/26/20</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.

**American Crossroads "On Honesty" 60 10/22/20-11/3/20**

**Music up and under announcer...**

**Female Announcer:** As recently as July, Cal Cunningham engaged in an extra-marital affair with the wife of a severely injured veteran. The News and Observer said Cal Cunningham's lack of judgement and selfishness should quote, "deeply trouble North Carolinians." So we asked real North Carolina women--like Hannah-- what they think.

**Hannah:** Cal Cunningham campaigned on honesty and family. I'm sad I ever believed him.

**Female Announcer:** Just listen to Mary Stewart from Raleigh.

**Mary Stewart:** His affair with the wife of a severely injured veteran, bringing her into his family's home is too much. All while portraying himself as a father and husband we could trust. And now he won't answer questions and won't say how many affairs there may have been.

**Female Announcer:** Here's Melissa from Wilmington.

**Melissa:** We deserve better than that. Cal Cunningham misled everyone. I can't vote for someone like that.

**Disclaimer:** American Crossroads paid for and is responsible for the content of this advertising. Not authorized by any candidate or candidate's committee. W W W dot American Crossroads dot org.

Oct 12, 20  
 CONT# 34434249 Mod# Ver# 1 (Last = )  
 REP EASTMAN  
 TO WQSM-FM (Fayetteville, NC)  
 FM LATONYA CHENAULT  
 OFF PHILADELPHIA  
 AGY MAIN STREET MEDIA GROUP  
 ADDR PO BOX 25093  
 ALEXANDRIA, VA 22314

DDS CONT# 0  
 C/P/E: / / 5749

SALESPERSON FAX#

PH #

BYR STEPHANIE MARONEY  
 ADV AMERICAN CROSSROADS  
 PDT North Carolina  
 FLT Oct 20, 20 - Oct 26, 20

\* REP ORDER COMMENT \*

\*\* 10/11/2020 11:47:00 PM: THIS IS A NEW ISSUE/POLITICAL ORDER. PLEASE NOTE THERE IS A 24 HOUR  
 CANCELLATION POLICY ON ALL ISSUE/POLITICAL ORDERS. PLEASE CONFIRM WITH  
 ANGELA.HOMAN@KATZMEDIA.COM OR CALL 215-557-4230. THANK YOU!

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF Day	NPD	RATE	TOT SPTS
		<b><u>FLIGHT 1</u></b>							
	1.1	.T....	6A - 10A	60	10/20/2020 - 10/20/2020	1D	2	\$375.00	2
	1.2	.T....	10A - 3P	60	10/20/2020 - 10/20/2020	1D	3	\$375.00	3
	1.3	.T....	3P - 7P	60	10/20/2020 - 10/20/2020	1D	2	\$375.00	2
					** FLIGHT TOTALS **		7	\$2,625.00	
		<b><u>FLIGHT 2</u></b>							
	2.1	..W....	6A - 10A	60	10/21/2020 - 10/21/2020	1D	2	\$375.00	2
	2.2	..W....	10A - 3P	60	10/21/2020 - 10/21/2020	1D	3	\$375.00	3
	2.3	..W....	3P - 7P	60	10/21/2020 - 10/21/2020	1D	2	\$375.00	2
					** FLIGHT TOTALS **		7	\$2,625.00	
		<b><u>FLIGHT 3</u></b>							
	3.1	...T...	6A - 10A	60	10/22/2020 - 10/22/2020	1D	2	\$375.00	2
	3.2	...T...	10A - 3P	60	10/22/2020 - 10/22/2020	1D	3	\$375.00	3
	3.3	...T...	3P - 7P	60	10/22/2020 - 10/22/2020	1D	2	\$375.00	2
					** FLIGHT TOTALS **		7	\$2,625.00	
		<b><u>FLIGHT 4</u></b>							
	4.1	....F..	6A - 10A	60	10/23/2020 - 10/23/2020	1D	2	\$375.00	2
	4.2	....F..	10A - 3P	60	10/23/2020 - 10/23/2020	1D	3	\$375.00	3
	4.3	....F..	3P - 7P	60	10/23/2020 - 10/23/2020	1D	2	\$375.00	2
					** FLIGHT TOTALS **		7	\$2,625.00	

Oct 12, 20  
 CONT# 34434249 Mod# Ver# 1 (Last = )  
 REP EASTMAN

DDS CONT# 0  
 C/P/E: / / 5749

		<b>FLIGHT 5</b>							
	5.1	.....S.	10A - 3P	60	10/24/2020 - 10/24/2020	1D	1	\$175.00	1
	5.2	.....S.	3P - 7P	60	10/24/2020 - 10/24/2020	1D	1	\$125.00	1
					<b>** FLIGHT TOTALS **</b>		2	\$300.00	
		<b>FLIGHT 6</b>							
	6.1	M.....	6A - 10A	60	10/26/2020 - 10/26/2020	1D	2	\$375.00	2
	6.2	M.....	10A - 3P	60	10/26/2020 - 10/26/2020	1D	3	\$375.00	3
	6.3	M.....	3P - 7P	60	10/26/2020 - 10/26/2020	1D	2	\$375.00	2
					<b>** FLIGHT TOTALS **</b>		7	\$2,625.00	

	<b>Oct 20</b>	<b>Nov 20</b>					
SPOTS	30	7					
CASH	10800.00	2625.00					
TRADE	0.00	0.00					
NSL	0.00	0.00					
TOTAL	10800.00	2625.00					

						<b>TOTAL</b>
SPOTS						37
CASH						13,425.00
TRADE						0.00
NSL						0.00
TOTAL						13,425.00

**\*\* Competitive Comments \*\***

SVC: FA99 MSA CustRadio  
 Demo Adults 35+

Nondiscrimination -Paragraphs 49 and 50 of the United States Federal Communications Commission's Report and Order No. 07-217 provides that broadcast stations' advertising contracts will not discriminate on the basis of race or ethnicity, and must contain nondiscrimination clauses. Consistent with this order, Katz Communications, Inc. (including any subsidiary or division of Katz) does not discriminate in any broadcast advertising contract on the basis of race or ethnicity and evaluates, negotiates and completes its broadcast advertising contracts without regard to race or ethnicity.