

**Tammy Sondgeroth**

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**From:** Cebrina Hardy <CHardy@ilfb.org>  
**Sent:** Monday, March 11, 2024 11:43 AM  
**To:** Tammy Sondgeroth  
**Cc:** Ashley Cravens; Chale Masters  
**Subject:** [EXTERNAL] WCMY New Radio order for Illinois Farm Bureau ACTIVATOR Tim Yager Senate  
**Attachments:** Yager 37th dist take 2 with music Mixdown 1.wav; 2024 ACTIVATOR\_order letter Tim Yager 37th Senate Wcmym.docx; NAB Form State.pdf  
  
**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

WCMY AM/FM

Attached is a radio order and NAB form for Tim Yager 37<sup>th</sup> Senate from Illinois Farm Bureau ACTIVATOR.

Spot is also attached.

ACH will be sent to your station as soon as possible.

Please confirm back to me that you have received the spot and order.

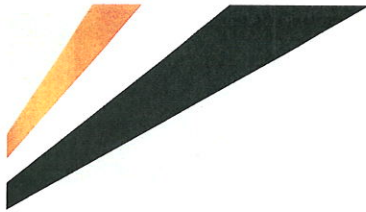
Thanks much,

**Cebrina Hardy**  
Sr. News Operations Specialist  
309-557-3163



*Together, We Cover Illinois Ag Better*

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Illinois Farm Bureau ACTIVATOR® Political Involvement Fund

3/11/2024

Memo To: Tammy Sondgeroth WCMY AM/FM  
[tsondgeroth@nrgmedia.com](mailto:tsondgeroth@nrgmedia.com)

From: Kevin Semlow

Subject: Support of Tim Yager 37th Senate

Tammy,

Please air the attached spot on 3/15, 3/18 and 3/19. Times are ROS 6a-7p. This is a total of 21 spots. Run make-goods if you receive payment after the 15<sup>th</sup>. Please send the NAB forms to [ksemlow@ifb.org](mailto:ksemlow@ifb.org).

Please air the following:

WCMY AM FM	Tammy Sondgeroth	\$ 8.00	21	\$ 168.00
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Your station will be paid by ACH as soon as possible. **If for any reason the rate should be different, please air as many spots as you have money for.**

Please send affidavits to me at the address below.

Thank you.

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Kevin Semlow, 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:** Illinois Farm Bureau ACTIVATOR Political Involvement Fund

Agency name: ACTIVATOR

Address: PO Box 1605, Bloomington, IL 61702-1605

Contact: Kevin S. Semlow

Phone number: 309-557-2308

Email: ksemlow@ifb.org

**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: Illinois Farm Bureau ACTIVATOR Political Involvement Fund

Address: PO Box 1605, Bloomington, IL 61705-1605

Contact: Kevin S. Semlow

Phone number: (309-557-2308

Email: ksemlow@ifb.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.):**

Jeff Kirwan, Chairman  
Alan Dodds, Treasurer  
Kevin Semlow, Secretary

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):


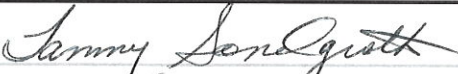
Date of election:

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

N/A

**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: Kevin S. Semlow	Name: Tammy Sondgeroth
Date of Request to Purchase Ad Time: 3/7/2024	Date of Station Agreement to Sell Time: 3/11/24

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No      Date ad received: 3/11/24

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):

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

Date and nature of follow-ups, if any:

n/a

Contract #: n/a <u>38195</u>	Station Call Letters: <u>wcmj</u>	Date Received/Requested: <u>3/11/24</u>
Est. #: n/a	Station Location: <u>Ottawa, IL</u>	Run Start and End Dates: <u>3/15 - 3/19/24</u>

**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.

N/A. Free time. There are no rates, invoice, or classes of time related to this run of spots. See either the attached for information on when the spots aired or this station will upload this information as soon as it is available.

# Sales Order

Station: WCMY-AM Buyer: Kevin Semlow  
 Contract Name: Support Tim Yager 37th Senate Tax Schedule: (None)  
 Contract#: 38195 Agency Commission %: 0  
 Start Date: 3/15/24 End Date: 3/19/24 Billing Cycle: Standard  
 Revenue Type: Political Direct Type: Cash Salesperson: 1297tson Comm %: 14  
 Advertiser: ILLINOIS FARM BUREAU ACTIVATOR Makegood Policy: Within Contract Dates  
 Address: PO Box 1605  
 City: Bloomington State: IL Zip: 61702  
 Product Name: Support Tim Yager 37th Se  
 Competitive Code: Political-Issue

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY		
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$	
1	3/15/24	3/19/24		6:00 AM	7:00 PM	30	7	7				7			21	D	8.00	21	168.00	3

Billing Projections: By Month

Mar 24  
 CA 168.00  
 ST 168.00

Print Spot Prices

TOTAL SPOTS ..... 21  
 GROSS TOTAL \$ ..... 168.00  
 ADJUSTED SPOTS ..... 21  
 ADJUSTED TOTAL \$ ..... 168.00

APPROVE    DECLINE  
        1297tson, 03/12/24 @11:18AM  
        Sales Manager  
        Business/ Traffic Manager  
        Local Sales Manager