

Broadcast Contract

VOTE YES FOR BONDS CAMPAIGN
330 South Tryon Street
Charlotte, NC 28202

Start Date 10/30/17	Contract# 38127	Mod# 1
End Date 11/05/17	Date Entered 10/23/17	Date Last Modified 10/23/17
Advertiser VOTE YES FOR BONDS C	Station Market WBAV-FM,WPEG-FM	
Product Vote Yes School Bonds NON	SalesRep/Office Andrea Arguijo	

Standard Billing Cycle Estimate#

WBAV-FM

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
1	MO 10/30/17 SU 11/05/17	06:00A-07:00P	30		X	X	X	X	X	--	11	\$100.00

WPEG-FM

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
1	MO 10/30/17 SU 11/05/17	06:00A-07:00P	30		X	X	X	X	X	--	12	\$115.00

-----Additional Comments-----	Total Spots	Spots Total\$	Net	Gross
	23	2,480.00	\$ 2,480.00	\$ 2,480.00

Thank you for your business
Billing Projections: By Month

	Oct 17	Nov 17
CA	1,190.00	1,290.00
ST		2,480.00

NON-DISCRIMINATION: IN THE PERFORMANCE OF ALL BEASLEY STATION'S ADVERTISING AGREEMENTS, BEASLEY REQUIRES THAT EACH PARTY NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY.

Accepted for Station

Accepted for advertiser OR agency(and MBS, if any) as agent for the advertiser

Name

Title

Name

Title

See reverse for accepted terms and conditions, if any

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School Bonds Suggested 10.18.17

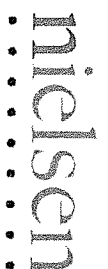


From: Andrea Arguilo
 Phone: (704) 227-8809
 Email: andrea.arguilo@bqj.com
 10/18/2017 1:19 PM

Flight Dates: 10/30/2017 - 11/05/2017
 Demo: W 25-54; W 25-54 Ethnic = Black

Radio Market: CHARLOTTE-GASTONIA-ROCK HILL
 Survey: SEP17 / AUG17 / JUL17
 Geography: Metro

	Daypart	Spots	Length	Unit Rate	Total Cost	W 25-54 Average Rating	W 25-54 GRPs	W 25-54 Net Reach	W 25-54 Frequency	W 25-54 ¹ Average Rating	W 25-54 ¹ Frequency	W 25-54 ¹ GRPs
Radio Total		23		\$107.83	\$2,480.00	0.6%	14.9	50,200	1.6	2.1%	1.7	47.8
WBAV-FM		11		\$100.00	\$1,100.00	0.7%	7.7	29,700	1.5	2.6%	1.5	28.6
Flight A - 1 wk (10/30)												
One Week Total		11		\$100.00	\$1,100.00	0.7%	7.7	29,700	1.5	2.6%	1.5	28.6
M-F 6A-7P		11 30		\$100.00	\$1,100.00	0.7%	7.7	29,700	1.5	2.6%	1.5	28.6
WPEG-FM		12		\$115.00	\$1,380.00	0.6%	7.2	26,200	1.4	1.6%	1.4	19.2
Flight A - 1 wk (10/30)												
One Week Total		12		\$115.00	\$1,380.00	0.6%	7.2	26,200	1.4	1.6%	1.4	19.2
M-F 6A-7P		12 30		\$115.00	\$1,380.00	0.6%	7.2	26,200	1.4	1.6%	1.4	19.2



School Bonds Suggested 10.18.17



From: Andrea Arquijo
 Phone: (704) 227-8809
 Email: andrea.arquijo@bbqj.com
 10/18/2017 1:19 PM

Schedule Grand Totals: 1 Week

Stations	Spots	Unit Rate	Total Cost	Average Rating	W 25-54 GRPs	W 25-54 Net Reach	W 25-54 Frequency	W 25-54 Average Rating	W 25-54 Frequency	W 25-54 GRPs
Radio Total	23	\$107.83	\$2,480.00	0.6%	14.9	50,200	1.6	2.1%	1.7	47.8
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Accepted by Station

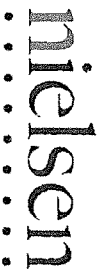
Date

Keith B. Kelly
 Accepted by Client
 -Note Yes for Bonds Campaign

10/20/2017
 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.

The first demo listed is the Primary Demo.
 This report was created in TAPSCAN using the following Radio information: CHARLOTTE-GASTONIA-ROCK HILL, SEPT17 / AUG17 / JUL17, Metro, Multiple Dayparts Used, Multiple Demos Used, Socioeconomic Criteria Used, See Detailed Sourcing Page for Complete Details.
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CERTIFICATE OF DISCLOSURE

Referendum Committee

~~CANDIDATE~~ Vote Yes for Bonds Campaign

REPRESENTATIVE (if applicable): Keith Kelly

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 Andrea Clay (person's name) on 10/20/17 (date).

ACCOUNT EXECUTIVE (initials) _____.

RECEIVED BY: Keith B. Kelly
Candidate or Representative

DATE: 10/20/2017

Candidate Certification Form

I, Keith Kelly on behalf of the Vote Yes for Bonds Campaign hereby certify that the programming to be broadcast on station WBAV-FM will comply with the requirements of the Bipartisan Campaign Reform Act of 2002. Specifically, I certify that the programming: _____ does not refer to an opposing candidate or _____ does not refer to an opposing candidate but contains the mandatory disclosure statement. This mandatory disclosure consists of an audio statement voiced by the candidate that (1) identifies him or herself, (2) discloses the office being sought, and (3) states that the candidate has approved the broadcast.

Keith B. Kelly

Signature of Candidate or Authorized Committee

Keith B. Kelly

Printed Name of Candidate or Authorized Committee

Date: 10/20/2017

NON-CANDIDATE REQUEST FOR POLITICAL BROADCAST INFORMATION OR TIME

This form must be completed for all requests for broadcast time made by anyone seeking to broadcast a message that refers (a) to a legally qualified candidate, (b) to any election to federal office, or (c) to "a national legislative issue of public importance" or a "political matter of national importance (i.e. an issue advertisement). The form must be placed in the station's public inspection file for a period of two years.

Date of Request: 10/20/2017 Time of Request: 5 pm

Candidate Named in Spot: Bonds Referendum

Party: N/A

Candidate for: N/A
(Office) (Location)

Issued Referred to: Bonds Referendum for CMS Schools

Name of Organization: Vote Yes for Bonds Campaign

Name of Contact Person: Keith Kelly

Address: 330 S. Tryon Street, Charlotte, NC 28202

Telephone: 704-378-1332

Chief Executive Officers, Board of Directors, or Members of the Executive Committee of the Organization (attach a list, if necessary): N/A

Agency for Organization (if any): N/A

Name of Person Requesting Information/Time: _____

Information Requested: _____

- Rates for _____
- Availabilities for _____
- Other: _____

Disposition of Request:

☐ Accepted ☐ Rejected ☐ Accepted or Rejected in part (attach explanation)

Rate Charged for Spot: _____

Class of Time Purchased: _____

Air Date and Time (attach a schedule of the advertising or program time provided, if necessary):

Date Public File Report Prepared: _____, 2015.

Other Information: _____

Inquiry Received By: _____

