

Sales Order

Station: WSGW-AM-FM Buyer: _____
 Contract Name: POL24NAB/WSGWAM Tax Schedule: _____ (None)
 Contract#: _____ 715259 Agency Commission %: 0
 Start Date: 4/26/24 End Date: 4/29/24 Billing Cycle: Standard
 Revenue Type: POLITICAL DIRECT Type: Cash Salesperson: 4413HOUSE Comm %: 0
 Advertiser: POL24/NAB Makegood Policy: Within Contract Dates
 Address: 1 M Street SE
 City: Washington State: DC Zip: 20003
 Product Name: POL24/NAB
 Competitive Code: POLITICAL - ISSUES

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	4/26/24	4/28/24		12:00 AM	11:59 PM	30					3	3	3	9	D	0.00	9	0.00	10
2	4/29/24	4/29/24		12:00 AM	11:59 PM	30	3							3	D	0.00	3	0.00	10

Billing Projections: By Month

	Apr 24	May 24
CA	0.00	0.00
ST	0.00	0.00

Print Spot Prices

TOTAL SPOTS 12
 GROSS TOTAL \$ 0.00
 ADJUSTED SPOTS 12
 ADJUSTED TOTAL \$ 0.00

APPROVE DECLINE

- General Manager
- 501243mlest, 04/25/24 @12:03PM
- National Sales Manager
- 4413KGUS, 04/25/24 @11:47AM



NAB Campaign Request

1 message

Tiffany Chamberlain <tiffany.chamberlain@alphamediausa.com>

Wed, Apr 24, 2024 at 11:02 AM

To: Alpha Media All Traffic <AlphaMediaAllTraffic@alphamediausa.com>, Alpha Media Market Managers <AlphaMediaAllGMs@alphamediausa.com>, Alpha Media All Business Managers <AlphaMediaAllBusinessManagers@alphamediausa.com>

Good morning,

I am passing along a request to air political issue spots on behalf of NAB. *"Next week, the House Energy and Commerce Committee will hold a hearing to discuss keeping AM radio accessible in automobiles. **Your help is needed to educate listeners and urge them to contact legislators.**"*

If your stations choose to air a schedule, please ensure this form (linked below & attached to this email) is completed for *each piece of copy aired*, and **added to your political file within 24 hours of the first airing**. Please consider airing on your stations and streams.

PB19 form: <https://www.nab.org/xert/2023Emails/PublicAffairs/amRadioPB19.pdf>

Please use the advertiser account: **POL24/NAB** to book orders (account has been setup in Marketron & WideOrbit). Orders should be coded as political.

Order start date: as soon as you are able

End date: 4/29 (legislative hearing is on 4/30)

Length: :30

BTA - please determine the # to air based on station availability. Suggestion: 12+ Preemptible

English & Spanish language spots attached to this email.

Thank you


--

Tiffany Chamberlain | Manager, Corporate Traffic | Alpha Media LLC

office 503-517-6079 | cell 702-496-2424

7 attachments

 **amRadioPB19.pdf**
1090K

 **AM_Radio - AM is Always On.mp3**
491K

 **AM Radio - Pass the AM4EV Act.mp3**
491K

 **AM Radio - Make Your Voice Heard.mp3**
843K

 **AM_Radio - AM está siempre encendida.mp3**
499K

 **AM Radio - Aprobar la Ley AM4EV.mp3**
491K

 **AM Radio - Hacer oír su voz.mp3**
498K

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, D.C. 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:

N/A

Consumer access to AM radio in automobiles

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>Mary Lester</i>
Name: Michelle Lehman	Name: <i>Mary Lester</i>
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: <i>4/25/24</i>

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: *4/24/24*

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: *'Am is Always on'*

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>718289</i>	Station Call Letters: <i>Wsgw am-fm</i>	Date Received/Requested: <i>4/24/24</i>
Est. #: <i>N/A</i>	Station Location: <i>Saginaw, MI</i>	Run Start and End Dates: <i>4/26 - 4/29/24</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.

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Agency name: n/a

Address:

Contact:

Phone number:

Email:

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Name: National Association of Broadcasters

Address: 1 M Street SE, Washington, D.C. 20003

Contact: Michelle Lehman

Phone number: (202) 429-5350

Email: mlehman@nab.org

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N/A

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Advertiser/Sponsor	Station Representative
Signature: <i>Michelle Lehman</i>	Signature: <i>Mary Lester</i>
Name: Michelle Lehman	Name: <i>Mary Lester</i>
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Disposition:

- Accepted *'PASS the AM 4ev act'*
 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>715239</i>	Station Call Letters: <i>Wsgw Am-Fm</i>	Date Received/Requested: <i>4/24/24</i>
Est. #: <i>N/A</i>	Station Location: <i>Saginaw, MI</i>	Run Start and End Dates: <i>4/26/24 - 4/29/24</i>

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Disposition:

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

'Make your voice heard'

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

Date and nature of follow-ups, if any:

Contract #: <i>715259</i>	Station Call Letters: <i>WSGW AM-FM</i>	Date Received/Requested: <i>4/25/24</i>
Est. #: <i>N/A</i>	Station Location: <i>Saginaw</i>	Run Start and End Dates: <i>4/26 - 4/29/24</i>

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