

EXHIBIT U

The Gabber Newspaper's Search Engine Optimization Decisions for Their July 12, 2024 Meet the Candidates Article Contrasted With January 23, 2025 Gulfport Mayoral Election Meet the Candidates Article

A screenshot of a Google search interface. The search bar contains the text "gabber 2024 florida democratic primary cd-13". Below the search bar, there are navigation tabs for "All Mode", "All", "News", "Videos", "Images", "Short videos", "Shopping", "More", and "Tools". The search results show a result from "The Gabber Newspaper" with the URL "https://thegabber.com > meet-the-candidates-for-the-dist...". The title of the article is "Meet the Candidates for the District 13 Congressional ..." and the date is "Jul 12, 2024". The snippet of the article reads: "The four candidates for the District 13 Congressional election debate with each other on July 13 at the St. Petersburg Marriott Clearwater."

A screenshot of a Google search interface. The search bar contains the text "gulfport fl mayoral election gabb". Below the search bar, there are navigation tabs for "All Mode", "All", "News", "Videos", "Images", "Short videos", "Shopping", "More", and "Tools". The search results show a result from "The Gabber Newspaper" with the URL "https://thegabber.com > 2025-gulfport-mayoral-election...". The title of the article is "2025 Gulfport Mayoral Election: Meet the Candidates" and the date is "Jan 23, 2025". The snippet of the article reads: "incumbent Sam Henderson — who has been mayor since 2013 — faces two challengers: Karen Love, a frequent and outspoken attendee at the City's ... Read more".