

EFFECTV POLITICAL RECORD OF REQUEST: NATIONAL AND LOCAL ISSUE ADS

Ad (whether national or state/local) “communicates a political matter of national importance” by referring to (1) a legally qualified candidate for any federal office; (2) any election to federal office; or (3) any political matter of national importance, whether legislative or otherwise (e.g., immigration, IRS tax code, federal cabinet, national health care policy, national abortion rights issues, or federal judicial appointments, etc.).

OR

Ad relates to state or local issue and does not communicate a political matter of national importance (e.g., issues being decided by the state legislature or city council, state ballot issues, zoning controversies, local school issues.)

1) Requested by (Agency name, address, phone number and contact):

- a) **Agency Name:** Pier 91
- b) **Contact Name:** Blakely Summerhays
- c) **Phone Number:** 3372128160
- d) **Address:** [Click or tap here to enter text.](#)

2) Paid for by (Advertiser/sponsor name, address, phone number & contact):

- a) **Name:** Connected Commerce Council
- b) **Contact Name:** Jake Ward
- c) **Phone Number:** 2027693003
- d) **Address:** [Click or tap here to enter text.](#)
- e) **EIN#, FEC#, W-9 or CP575 (optional):** [Click or tap here to enter text.](#)

3) Date of request: 7/18/2023

4) Request received by: Megan Grasser

5) Description of the content of the ad (e.g. topics or issues discussed/candidates referenced): Promoting California small business

6) If ad refers to any federal election or federal candidate list: ALL name(s) of candidate(s) referred to, office being sought and date of election: NA

7) If ad refers to any national issues, identify ALL issues addressed (legislative or otherwise): NA

8) If ad refers to any state or local election or candidate list: ALL names(s) of candidate(s) referred to, office being sought and date of election: NA

9) If ad refers to any state or local issues, ballot measures, or referendums, identify ALL issues addressed (legislative or otherwise): NA

10) List ALL sponsor’s chief executive officers OR members of executive committee OR board of directors:
Jake Ward

11) If only one name is listed on documentation provided by agency/advertiser, the AE certifies that they have made a follow-up inquiry: [Click or tap here to enter text.](#) **YES.**

- a) **Date of follow-up inquiry:** [Click or tap here to enter text.](#)
- b) **Name of person contacted for follow-up inquiry:** [Click or tap here to enter text.](#)

12) DMA : Sacramento, **Interconnect (Check if Yes)**

Zones: [Click or tap here to enter text.](#)

13) Distribution Platform(s): Check if applies:

- Linear TV;** **VOD;** **Digital/websites/apps**

14) Date and information provided, if any: [Click or tap here to enter text.](#)

15) Disposition:

- Accepted – see attached contract details**
- Rejected – provide reason:** [Click or tap here to enter text.](#)

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16) **Date of ROR completion:** 7/19/2023

17) **Additional information:** [Click or tap here to enter text.](#)