

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> <u>Tuscaloosa, AL</u>	<b>Date:</b> <u>11/2/18</u>
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I, Schmitt Moore,

being/on behalf of: Schmitt Moore,

a legally qualified candidate of the ~~Democratic Party~~

political party for the office of: Tusc Co School Board District 3

in the General Election

election to be held on: Nov. 6<sup>th</sup>, 2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	2x 10P Sat/Sun	Sat/Sun	Section 4	2	1
	1x 5P Mon 10P	Mon		1	1

**Attach proposed schedule with charges (if available):**

I represent that the payment for the above described broadcast time has been furnished by:

Schmitt Moore Company

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Schmitt Moore

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

11/2/18                      x Schmitt Moore  
Date    Signature

**To Be Signed By Station Representative**

Accepted                       Accepted in Part                       Rejected  
[Signature]                      Angie Hughes                      ASM  
Signature    Printed Name    Title

**AGREED UPON SCHEDULE**

**(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF CANDIDATE'S REQUEST)**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<p>See attached schedule</p>					

**Attach proposed schedule with charges (if available):**

**AFTER AIRING OF BROADCASTS:**

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.**



## BCRA POLITICAL RECORD

This Political Record is required by the Bipartisan Campaign Reform Act of 2002 (BCRA) to be completed every time a request is made to purchase broadcast time that (1) is made by or on behalf of a legally qualified candidate for public office, or (2) communicates a message relating to any political matter of national importance, including a legally qualified candidate, any election to federal office, or a national legislative issue of public importance. Once completed, the Political Record must be placed in the station's local public inspection file and must be retained for two years.

This Record is for  a candidate request  an election message request \*  
 an issue request \*\*

The request was  accepted #  rejected

Candidate Named in Message:

Schwitt Moon

Office Being Sought:

Tusc Co Board Dist 3

Election Referred to:

General Election Nov 2018

Sponsor (or authorized candidate committee):

Schwitt Moon Campaign

Treasurer of authorized candidate committee:

Same

Person Ordering Advertising:

Same

\* An "election message request" is a request made by anyone to broadcast a message that refers either to a legally qualified candidate or to any election to federal office.

# If the request is accepted, attach the sales order showing the rate charged, the date(s) and time(s) the message is aired, and the class of time purchased. For an issue request, also attach the name, address, and phone number of a contact person, and a list of the chief executive officers or members of the executive committee or of the board of directors of the sponsor.



WWUA  
Box 870120  
Tuscaloosa, AL 35487

Schmitt Moore Campaign  
1394 Jace lane  
Northport, AL 35475

**Contract # 7010**

Schedule Dates 11/03/18-11/05/18  
Advertiser Schmitt Moore Campaign (1842)  
Agency Schmitt Moore Campaign (1224)  
Product Political Candidate (1042)  
Brand Political (1676)  
Salesperson Hughes, Angie (1018)  
Sales Office Tuscaloosa WWUA  
Buyer Name Moore, Schmitt  
Phone/Fax /  
CPE N/A  
Account Types Local/Political  
Billing Type Calendar  
Comments

Date Entered 11/02/18  
Last Modified 11/02/18  
Entered By Angie Hughes  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$54.75  
Net Total \$310.25  
Sales Tax

Tuscaloosa (WWUA)		
By Calendar Month	Spots	Rate
Nov. 2018	7	\$365.00
<b>Grand Total:</b>	<b>7</b>	<b>\$365.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	11/03/18-11/03/18	4	:30	21525- 10PM NEWS 2014	1							1	1	\$80.00	\$80.00	Tuscaloosa (WWUA)		11/2/18
2.0	Normal Line / SPOT	11/04/18-11/04/18	4	:30	21525- 10PM NEWS 2014	1							1	1	\$80.00	\$80.00	Tuscaloosa (WWUA)		11/2/18
3.0	Normal Line / SPOT	11/05/18-11/05/18	4	:30	21525- 10PM NEWS 2014	1							1	1	\$80.00	\$80.00	Tuscaloosa (WWUA)		11/2/18
4.0	Normal Line / SPOT	11/05/18-11/05/18	4	:30	21523- 5P NEWS 2014 *	1							1	1	\$45.00	\$45.00	Tuscaloosa (WWUA)		11/2/18
5.0	Normal Line / SPOT	11/05/18-11/05/18	4	:30	21517- WWUA 6P News - 2014	1							1	1	\$80.00	\$80.00	Tuscaloosa (WWUA)		11/2/18
6.0	Normal Line / SPOT	11/05/18-11/05/18	5	:30	5A- 1A (CST)	2							2	2	\$0.00	\$0.00	Tuscaloosa (WWUA)		11/2/18

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
Comments: \_\_\_\_\_





## 2018 POLITICAL RATE CARD

				Section 1	Section 2	Section 3	Section 4
				Fixed/ Non-preemptible	Non-Preemptible	Preempt w/notice	Imm Preemptible
TIME PERIOD	PROGRAM	DAY	TIME	10	11	12	13
DT	Daytime ROS	M-F	9a-5p	\$30	\$20	\$10	\$3
DT	Judge Faith/Celebrity Page	M-F	3p-4p	\$30	\$20	\$10	\$5
DT	The List/Access Live	M-F	4p-5p	\$30	\$20	\$10	\$5
EN	News at 5	M-F	5p-530p	\$100	\$75	\$50	\$45
EN	News at 6	M-F	6p-630p	\$150	\$125	\$95	\$80
AC	Top 30 thru 8/20/18	M-F	530p-6p	\$75	\$50	\$30	\$15
AC-SP *	Saban Press Conference	Mon	530p-6p	\$150	\$125	\$100	\$40
AC	Top 30	Tu-F	530p-6p	\$75	\$50	\$30	\$15
AC	The List thru 8/20/18	Mon	630p-7p	\$75	\$50	\$40	\$30
AC-SP *	Nick Saban Show	Mon	630p-7p	\$350	\$325	\$275	\$150
AC-SP	TiderInsider	Tues	630p-7p	\$200	\$175	\$150	\$125
AC	Mysteries of the Unexplained	Wed	630p-7p	\$75	\$50	\$40	\$30
AC-SP *	Nick Saban Show	Wed	630p-7p	\$350	\$325	\$275	\$150
AC	Law Call/People's Law School	Thur	630p-7p	\$125	\$100	\$75	\$40
AC-SP	Crimson Cover	Fri	630p-7p	\$150	\$125	\$100	\$75
Prime	PawnStars/ForensicFiles/COPS/	M-F	7p-10p	\$35	\$25	\$15	\$8
LN	News at 10	M-F	10p-1030p	\$140	\$120	\$90	\$80
LN	News at 10	M-Su	10p-1030p	\$140	\$120	\$90	\$80
LF *	Saban Press Conference	Mon	1030p-11p	\$175	\$125	\$75	\$40
LF	Rules of Engagement	Mon	1030p-11p	\$45	\$35	\$25	\$10
LF	TI Replay	Tues	1030p-11p	\$150	\$125	\$85	\$65
LF	Mysteries of Unexp/Top 30	Wed	1030p-11p	\$45	\$35	\$25	\$15
LF	Law Call Replay	Thur	1030p-11p	\$70	\$55	\$40	\$20
LF *	Football Friday	Fri	1030p-11p	\$200	\$150	\$100	\$75
LF	Crimson Cover Replay	Fri	1030p-11p	\$75	\$60	\$45	\$30
LF	Late Night ROS	M-F	11p-1a	\$50	\$20	\$10	\$5
WK	Saturday Rotator thru 8/25/18	Sat	7a-10p	\$20	\$15	\$10	\$5
WK-SP *	Sports Rotator	Sat	9a-3p	\$100	\$75	\$50	\$20
WK ROS	Sa7a-1a/Su7a-10p Rotator	Sa-Su	7a-1a/10p	\$25	\$15	\$8	\$4
WK-SP	Tider Insider	Sat	9a-930a	\$40	\$30	\$20	\$10
WK-SP *	Nick Saban Show Replay	Sat	930a-10a	\$125	\$100	\$75	\$30
WK-SP *	Hey Coach w/Nick Saban	Sat	10a-11a	\$275	\$225	\$175	\$100
WK-SP *	Crimson Tide Kickoff	Sat	11a-12p	\$125	\$100	\$75	\$30
WK-SP *	Football Friday Replay	Sat	12p-1230p	\$75	\$50	\$30	\$15
WK-SP *	Tide TV This Week	Sat	1230p-1p	\$75	\$50	\$30	\$15
WK-SP *	Crimson Tide Kickoff Replay	Sat	1p-2p	\$100	\$75	\$50	\$25
WK-SP *	Hey Coach w/Nick Saban Replay	Sat	2p-3p	\$225	\$175	\$125	\$50
WK ROS	Various Programming ROS	Sat	3p-11p	\$30	\$20	\$10	\$5
WK-SP	Tide TV This Week	Sun	1030p-11p	\$80	\$60	\$40	\$20
WK	X Files	Sat	11p-12a	\$30	\$20	\$10	\$5
WK	Tommy Wilcox Outdoors	Sun	1030p-11p	\$60	\$40	\$25	\$15
LF ROS	Late Night ROS	Sa-Su	1030p-1a	\$25	\$15	\$8	\$4
O ROS	Overnights	M-Su	1a-5a	\$5	\$3	\$1	\$1

Rates are subject to change on a weekly basis based on supply and demand.

10% Bonus provided in broad rotators as added value based on a \$15 Rate

### PRODUCTION RATE CARD FOR CANDIDATE PRODUCTION

15 or 30 Second Commercial Production in studio	\$250
15 or 30 Second Commercial Production with field shooting	\$500
<i>Other production services available upon request</i>	

\* Sports Programming Time Periods where programming will change outside of college football season



**CERTIFICATE OF DISCLOSURE**

CANDIDATE:

REPRESENTATIVE (if applicable):

**METHOD OF DISCLOSURE**

To:

Date:

By:

**ACCOUNT EXECUTIVE:**

RECEIVED BY: Candidate or Representative (circle one)

Signature Name:



## POLITICAL ADVERTISING DISCLOSURE STATEMENT REGARDING POLITICAL SALES PRACTICES

The following practices apply to purchases of advertising time by legally qualified candidates for public office for an advertisement which constitutes a "use" of the Station's facilities, (a "use" is a political advertisement which is purchased by the candidate or a candidate's campaign committee which includes the identifiable voice or likeness of the candidate, as defined by the FCC). Any political advertisement that is not a "use," will not be accepted by the Station. The Station does not accept "Third Party" or "Issue" advertising. Further, upon the request of the Station, candidates or their representatives are required to demonstrate that they are legally qualified.

This Disclosure Statement is provided for general information and is not part of the Station's political advertising sales contract, which is governed by the contract terms and applicable law. Further, practices described herein are subject to change from time to time.

Legally qualified candidates for federal offices (U.S. Congressional and Presidential/Vice Presidential elections) are entitled to reasonable access to the Station to purchase time on the Station during their election campaigns for "uses" (advertisements including the voice or likeness of the candidate). The Station will consider all requests for such time and will make reasonable accommodations to meet such requests. Under FCC policy and applicable law, the Station has the right to limit the amount of time sold to a candidate based upon time the candidate has already purchased, number of opposing candidates and potential for equal opportunity requests, disruption of the Station's schedule, and the timing of the request.

The Station will grant access to specified state and local candidates in the station's sole discretion. Considerations include the public interest in the election, available Station inventory, number of opposing candidates and potential for equal opportunity requests, disruption of the Station's schedule, and the timing of the request. For a determination as to whether the Station will make time available for sale for certain local or state races, contact the Station Contact person listed below.

During the 45 day period before the Alabama primary election (or run-off election) and the 60 day period before the Alabama general election, the Station will offer candidates in the respective elections the "lowest unit charge" for an advertisement purchased by the candidate or the candidate's authorized committee, which constitutes a "use" of the Station's facilities, (defined above). During any time outside of the 45-day and 60-day periods, the charges for political advertisements constituting a "use" offered by the Station will be those charged commercial advertisers for comparable use of the Station's facilities. Any political advertisement that is not a "use," will not be accepted by the Station. The Station does not accept "Third Party" or "Issue" advertising.

If a political advertisement constitutes a non-exempt use, in accordance with the rules of the FCC and applicable law, the Station will provide opposing candidates with "equal opportunities," to enable the opponent comparable access to the facilities of the Station.

Certain other terms and conditions applicable to political advertising on the Station are as follows:

1. Rates. Available programs and time periods are reflected on the Station's rate card. Rates for classes of time may vary on a daily or weekly basis, based on supply and demand. The classes of advertising time offered to commercial advertisers and political candidates are:

- |   |  |
|---|--|
| <b>a. Section 1 Fixed Non Preemptible</b> | <b>c. Section 3 Preemptible with Notice</b>                |
| <b>b. Section 2 Non-Preemptible</b>       | <b>d. Section 4 Immediately Preemptible without Notice</b> |

Newscasts/News Adjacencies. The Station does permit political advertising in its newscasts or adjacent to newscasts.

2. Identification of Individuals or Entities. All advertising must comply with the sponsorship identification requirements of §317 of the Communications Act and Section 73.1212 of the rules of the FCC. The Station reserves the right to insert such sponsorship identification naming any person or entity paying for the advertisement into any advertisement that fails to include the requisite identification



3. Certain Policies Applicable to Federal Candidates. For a candidate running for a federal office to be entitled to the lowest unit charge, the candidate must abide by the Communications Act of 1934, Section 315 and the Bipartisan Campaign Reform Act (BCRA) of 2002. Accordingly, all advertisements for federal political candidates seeking the Lowest Unit Charge (LUC) political rates must contain an identifiable photo or similar image of the candidate. All advertisements that mention a candidate's opponent also must include a statement clearly readable on-screen for no less than 4 seconds identifying the candidate, stating that the candidate has approved the broadcast, and stating that the candidate or the candidate's authorized committee has paid for the broadcast. Candidates purchasing advertisements mentioning their opponent must also provide the Station with a written certification that the broadcast advertisement complies with the above requirement under §315(b)(2)(C) of the Communications Act as amended by the Bipartisan Campaign Reform Act of 2002

3. Credit. Advance payment at least 1 business day in advance is required. Contact the Station contact person listed below for details as to credit terms and applicability.

4. Political Agreement. A signed Agreement Form for Political Broadcasts must accompany any broadcast time order. Besides details of the advertising sought, this form must list the candidate if the candidate is purchasing the time, or as applicable, candidate's authorized committee, and include other applicable information.

5. Proof of Candidacy. The Station, at its option, may require the candidate to produce proof that the candidate is a legally qualified candidate.

6. Notice and Weekend Access. Contracts/orders for political advertising must be placed in accordance with deadlines below. Copy changes or cancellations also must be in accordance with the deadlines below.

**Deadlines for contract or order changes are:**

**12pm Monday for Tuesday's Log**

**12pm Tuesday for Wednesday's Log**

**12pm Wednesday for Thursday's Log**

**11am Thursday for Friday, 1pm Saturday's Log, & 3pm for Sunday's Log**

**12pm Friday for Monday's Log**

7. Production Facilities. The Station's production facilities will be made reasonably available to produce commercials for political advertisers on the same terms as provided to commercial advertisers, by scheduling studio time in advance. Contact the Station Contact person listed below for details. On-air personalities may not voice or otherwise appear in political spots.

8. Schedules. Although the rates charged by the Station are based upon the use of 30-second spots, the Station will also reasonably try to accommodate requests for advertisements of non-standard lengths.

9. Make Good Policy. In the event of a missed spot, the Station will endeavor to make good in the same daypart within 3 days. If time prohibits making the spot good, (e.g., missed on last day before election) the Station will refund the cost of the missed spot to the purchasing entity as soon as practicable within 10 days in accordance with Station policy.

10. Election Day Orders. Political advertising will be accepted for Election Day.

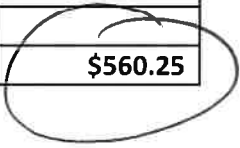
11. Rebates. If a new lowest unit charge is established after a candidate's purchase has been made or run, the Station will rebate the overcharge within 10 days or will credit the overcharge to the candidate's future time purchases, as the candidate directs.

12. Local Public Inspection File. The rules and regulations of the FCC require that each station maintain and permit public inspection of certain records as to political advertising. The Public Inspection File for WVUA23 is maintained on the station's website at <http://wvua23.com/about-wvua-23/fcc-eeo/>, and is available 24 hours/day.

13. Station Contact. The Station's contact person for questions as to the Station's rates and other policies is:

**General Sales Manager, Angie Hughes at 205-348-2781.**

Program				Total Spots		Total Cost
	Sat	Sun	Mon			
5p			1	1	\$45	\$45.00
6p			1	1	\$80	\$80.00
10p	1	1	1	3	\$80	\$240.00
Bonus 5a-1a			2	2	\$0	\$0.00
TOTALS				7		\$365.00
						(\$54.75)
Less 15%						\$310.25
Production						\$250.00
<b>Total Expense</b>						<b>\$560.25</b>



**THE UNIVERSITY OF ALABAMA**

**WVUA / WUOA**

**APPLICATION FOR CREDIT AND VENDOR INFORMATION**

Name as registered with the IRS: \_\_\_\_\_  
Name as it appears on your social security card or SS-4 application

DBA (doing business as): \_\_\_\_\_  
Business name, if different from individual or parent company

Business Primary Contact: \_\_\_\_\_

Business Address: 1394 Jace Lane Npt, AL 35475

Business Telephone Number: \_\_\_\_\_

Business E-Mail Address: \_\_\_\_\_

**Taxpayer Identification Number:** Enter your 9-digit number that corresponds to the name entered above. For individuals, this is your social security number. For other entities, it is the employer identification number assigned by the IRS.

\_\_\_\_\_  
Social Security Number

OR

\_\_\_\_\_  
Employer Identification Number

**Type of Entity** for IRS Tax Filing Purposes:

Individual    Sole Proprietor    Corporation    LLC    Partnership    Government Agency

Tax Exempt Entity – list type: \_\_\_\_\_

Other (please explain): \_\_\_\_\_

Principal Officer or Owner of the organization:

Name & Title: \_\_\_\_\_

Are you or any of the officers/members/owners of your organization related to a UA Employee?  
Yes                      No

Are you or any of the officers/members/owners of your organization currently or previously employed by UA?  
Yes                      No

By signing this Application for Credit, I, as a representative of the entity, listed above, agree to the WVUA / WUOA Contract Standard Terms and Conditions listed on the reverse of this form:

Schmitt Moore

11/2/18

Signature

Date

Schmitt Moore

Printed Name

**For Office Use Only**  
(Please Circle One of Each)

New Client                      Update Existing Client  
Direct Account                Agency Represented Acct  
Calendar Billing                Broadcast Billing

Product Code: \_\_\_\_\_ Salesperson: \_\_\_\_\_