

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Michigan Democratic Party, 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:**

Agency name: Targeted Platform Media, LLC

Address: P.O. Box 237 Crownsville, Md 21032

Contact: Kate Welsh

Phone number: 202-643-0769

Email: katew@targetedplatform.com

**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: Michigan Democratic State Central Committee

Address: 606 Townsend, Lansing, MI 48933

Contact: Christine Jensen

Phone number: 248-631-8648

Email: cjensen@michigandems.com

Station is authorized to announce the time as paid for by such person or entity.

**List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):**

Lavora Barnes, MDP Chair; Christine Jensen, Executive Director; First Vice Chair Jason Morgan; Second Vice Chair; Third Vice Chair Jonathon Kinloch; Fourth Vice Chair Chris Cracchiolo; Fifth Vice Chair Mary Ann Neopolitan; Sixth Vice Chair Dr. Nazmul Hassan-Shahin; Youth Vice Chair Austin Marsman; Treasurer Traci Kornak; Recording Secretary Mary Hall-Thaim; Corresponding Secretary Sami Khaldi; Parliamentarian Nathan Triplett

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

**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: *Lavora Barnes*

Signature: *Shelly Bohr*

Name: Lavora Barnes

Name: SHELLY BOHR/NSM

Date of Request to Purchase Ad Time: 4/12/2024

Date of Station Agreement to Sell Time: 4/19/24

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  **No** Date ad received: NO AD RECEIVED \_\_\_\_\_

**Note: Must have separate PB-19 forms 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:

Accepted

**Accepted IN PART (e.g., ad not received to determine content)\***

Rejected – provide reason:  
\_\_\_\_\_

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

Date and nature of follow-ups, if any:  
\_\_\_\_\_

Contract #:

4441047

Station Call Letters:

WLAJ

Date Received/Requested:

4/19/24

Est. #:

14684

Station Location:

LANSING MI

Run Start and End Dates:

9/24/24-9/30/24

**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.