



Political Broadcast Agreement Form for Candidate Advertisements (PB-19)



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This form may serve as a model agreement for the sale of political broadcast advertising time and to facilitate compliance with the Federal Communications Commission's (FCC) record retention requirements. Broadcasters seeking information on how the FCC's political broadcast rules and record retention requirements apply to their specific circumstances should seek the advice of their own attorney.

Please note:

You will be prompted to save this form after each entry of your electronic signature. Make sure to re-save the form if you enter any information after entering your electronic signature.

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A companion to this form is NAB's Political Broadcast Catechism. To assist with your understanding of the political advertising rules, an all-new Political Advertising Primer course will become available via Broadcast Education in March 2020.

Broadcast Education is NAB's home for online educational offerings, including live and on-demand webcasts, podcasts and certificate courses. For more information, visit education.nab.org.

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit nab.org/MemberTools.

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Catherine Warburton, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE ➡



FEDERAL CANDIDATE



STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Michael Bloomberg

Authorized committee:

Mike Bloomberg 2020, Inc.

Agency requesting time (and contact information):



N/A Assembly

Candidate's political party:

Democratic

Office sought (no acronyms or abbreviations):

President

Date of election:



General



Primary

Date varies by state

Treasurer of candidate's authorized committee:

Hayden Horowitz

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):



the candidate listed above who is a legally qualified candidate, or



the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion 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.

Candidate/Committee/Agency

Station Representative

Signature:

Catherine Warburton

Signature:

W.N. Hartman

Name: Catherine Warburton

Name:

W.N. Hartman

Date of Request to Purchase Ad Time:

Date of Station Agreement to Sell Time:

2-20-2020

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:

Catherine Warburton

Name: Catherine Warburton

Date: 2/14/20

TO BE COMPLETED BY STATION ONLYAd submitted to Station? ☒ Yes ☐ No Date ad received: 2/20/2020**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**Federal candidate certification signed (above): ☒ Yes ☐ No ☐ N/A

Disposition:



Accepted



Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*



Rejected – provide reason:

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

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: 1518956, 1519066

Station Call Letters: WUSY-FM, BUSY (WUSY-HD2)

Date Received/Requested: 2/20/2020

Est. #: 128, 129

Station Location: Chattanooga TNRun Start and End Dates: 2/21/20 - 2/24/20

Upload order, this form and invoice (or traffic system print-out) or other documents 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 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.

ORDER

Orders
Order / Rev: 1518956
Alt Order #: 33737600
Product Desc: MICHAEL BLOOMBERG FOR PRESIDE
Estimate: 129
Flight Dates: 02/21/20 - 02/24/20
Original Date / Rev: 02/20/20 / 02/20/20
Order Type: GENERAL

Entercom Chattanooga Re

Primary AE: Katz New York
Sales Office: K-NYC
Sales Region: National

Agency
Name: Katz Group Sales
Buying Contact: Ashley Vallone
Billing Contact:
 125 West 55th Street
 New York, NY 10019

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Michael Bloomberg
Demographic: A18-34
Product Codes: Candidates
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND

New Business Thru:
Advertiser External ID: 1041102
Agency External ID: 4027632
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/27/20	02/23/20	22	\$180.00	\$153.00
02/24/20	02/24/20	12	\$120.00	\$102.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2020	22	\$180.00	\$153.00	0.00
March 2020	12	\$120.00	\$102.00	0.00
Totals	34	\$300.00	\$255.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz New York	K-NYC	National	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	Real	02/21/20	02/24/20	M-F 6a-10a M-F 6a-10a	CM	6a-10a	3- - - 3- -	1:00	6	\$12.00	NARF	0.00	NM	6	\$72.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/17/20	02/23/20	---- 3- -		3				\$12.00		0.00			
		Week: 02/24/20	03/01/20	3- - - - -		3				\$12.00		0.00			
N 2	Real	02/21/20	02/24/20	M-F 10a-3p M-F 10a-3p	CM	10a-3p	4- - - 4- -	1:00	8	\$10.00	NARF	0.00	NM	8	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/17/20	02/23/20	---- 4- -		4				\$10.00		0.00			
		Week: 02/24/20	03/01/20	4- - - - -		4				\$10.00		0.00			
N 3	Real	02/21/20	02/24/20	M-F 3p-7p M-F 3p-7p	CM	3p-7p	3- - - 3- -	1:00	6	\$10.00	NARF	0.00	NM	6	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/17/20	02/23/20	---- 3- -		3				\$10.00		0.00			
		Week: 02/24/20	03/01/20	3- - - - -		3				\$10.00		0.00			
N 4	Real	02/21/20	02/24/20	M-F 7p-12x M-F 7p-12x	CM	7p-12x	2- - - 2- -	1:00	4	\$7.00	NARF	0.00	NM	4	\$28.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/17/20	02/23/20	---- 2- -		2				\$7.00		0.00			
		Week: 02/24/20	03/01/20	2- - - - -		2				\$7.00		0.00			
N 5	Real	02/21/20	02/23/20		CM	10:00 AM-7:00 PM	- - - - - SS	1:00	10	\$6.00	WP-R	0.00	NM	10	\$60.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sat-Sun 5a-12x											
				10:00 AM-7:00 PM		(10:00 AM-7:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/17/20	02/23/20	-----SS		10				\$6.00		0.00			
													Totals	34	\$300.00