



# Political Broadcast Agreement Form for Non-Candidate/Issue Advertisements (PB-19)



## Political Broadcast Agreement Form for Non-Candidate/Issue Advertisements (PB-19) Nebraskans for Responsible Lending

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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](https://www.nab.org/education).

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit [nab.org/MemberTools](https://www.nab.org/MemberTools).

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Beacon Media, 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		
<b>Station time requested by:</b> Nebraskans for Responsible Lending		
Agency name: Beacon Media (c/o Sage Media)		
Address: 1322 G Street SE, Washington DC, 20003		
Contact: Bobby Mushroe	Phone number: 202-675-6936	Email: bobby@sagemediaplanning.com
<b>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):</b>		
Name: Nebraskans for Responsible Lending		
Address: 66455 Ponderrosa Road, Hyannis, NE 69350		
Contact: Albert Davis	Phone number: N/A	Email: N/A
Station is authorized to announce the time as paid for by such person or entity.		
<b>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):</b>		
Albert Davis III - Treasurer		
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).		
<b>If ad refers to a federal candidate(s) or federal election, list ALL of the following:</b>		<input checked="" type="checkbox"/> N/A
Name(s) of every candidate referred to:		
Office(s) sought by such candidate(s) (no acronyms or abbreviations):		
Date of election:		
<b>Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:</b>		<input type="checkbox"/> N/A
The Payday Lending Ballot Initiative 36% Cap		

**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.

<b>Advertiser/Sponsor</b> Beacon Media	<b>Station Representative</b>
Signature: Bobby Mushroe <small>Digitally signed by Bobby Mushroe Date: 2020.09.20 23:37:49 -04'00'</small>	Signature: <i>[Handwritten Signature]</i>
Name:	Name: <i>Lewys Carlin for Tammy Manley</i>
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: <i>9-29-2020</i>

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No      Date ad received: 9-29-2020

**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 #:	Station Call Letters: <i>KELN/KOOQ/KNQA</i>	Date Received/Requested: <i>9-29-2020</i>
Est. #:	Station Location: <i>North Platte, NE</i>	Run Start and End Dates: <i>9-29-2020 to 10-5-2020</i>

**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.

<b>STATION:</b>	KELN-FM	<b>ORDER#:</b>	3177477	<b>DATE:</b>	09/28/2020
<b>MARKET:</b>	UM - North Platte, NE	<b>AMOUNT:</b>	\$244.00	<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES
<b>REP:</b>	Regional Reps GMP	<b>SPOTS:</b>	14	Invoices@MediaFinancial.com	
<b>MOD:</b>	Stn Ver: 1 Last:				
<b>SALES OFFICE:</b>	PHILADELPHIA	<b>SLS PH:</b>	412 421 2600		
<b>SALESPERSON:</b>	Roger Rafson	<b>SLS FAX:</b>	412 421 6001		
<b>SLS EMAIL:</b>	Roger.Rafson@GenMediaPartners.com				
<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES	<b>AGY CLI:</b>		<b>CONTRACT # FOR INVOICING 4389309</b>	
<b>ADVERTISER:</b>	Nebraskans for Responsible Lending	<b>AGY PRD:</b>		<b>INVOICE:</b> MEDIA FINANCIAL SERVICES	
<b>PRODUCT:</b>	Est 8661 9/29-10/5 Issue	<b>AGY EST:</b>	8661	Invoices@MediaFinancial.com	
<b>FLIGHT:</b>	09-29-2020 TO 10/5/2020	[X]Unwired [ ]Spot [ ]Mod			
<b>TOT # OF WEEKS:</b> 1					
<b>PRIM. DEMO:</b>	Adults 35+	[X]Cash [ ]Trade			
<b>SEC. DEMO:</b>		<b>SPOT TYPE:</b>		<b>LAST SENT:</b> 09/28/2020 13:24	

**COMMENTS**

[Rep Comment] 09/28/2020: This is a new order. Please confirm receipt of order in Radio Exchange (if you are set up) or by email at joyce.vordenbaum@genmediapartners.com (WITH CALL LETTERS IN SUBJECT LINE) within 24 hours. Thank you.  
**\*\*PLEASE NOTE THAT MFS SHOULD RECEIVE PAYMENT FROM THE AGENCY ON THIS BUY VIA OVERNIGHT MAIL PRIOR TO START DATE. MFS WILL THEN EMAIL YOU PROOF OF PAYMENT INFORMATION AS SOON AS POSSIBLE.\*\***

**THIS IS AN UNWIRED NETWORK ORDER. SEND INVOICES ELECTRONICALLY OR TO INVOICES@MEDIA FINANCIAL.COM BY THE 3RD OF THE MTH AFTER THE BROADCAST MTH HAS AIRED. MFS ELECTRONIC INVOICES: RADIOINVOICES.COM: RI12580 OR 9912580; MARKETRON: 120873; SpotData: IDB#1828; EMEDIATRADE:EMT10263.**

**ONLY UPON PAYMENT FROM THE AGY WILL MFS REMIT TO STATION. PAYMENT TO STATION WILL BE PROCESSED WITHIN 7 DAYS AFTER RECEIPT FROM AGENCY.**

**WEEK#1                      9/29/2020 To 10/5/2020                      WK TOT \$244.00                      WK TOTAL SPOTS 14**

MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/WK	RATE	WEEKLY TOTAL
	1		TuWThF.. /M	6:00AM	7:00PM	60	9/29/2020	10/5/2020	10	\$18	\$180
	2		.....SS	6:00AM	7:00PM	60	10/3/2020	10/4/2020	4	\$16	\$64

TOTAL	Oct										Total
SPOT	14										14
CASH	244.00										244.00
TOTAL	244.00										244.00

<b>STATION:</b>	KNPQ-FM	<b>ORDER#:</b>	3177477	<b>DATE:</b>	09/28/2020
<b>MARKET:</b>	UM - Hershey, NE	<b>AMOUNT:</b>	\$244.00	<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES
<b>REP:</b>	Regional Reps GMP	<b>SPOTS:</b>	14	Invoices@MediaFinancial.com	
<b>MOD:</b>	Stn Ver: 1 Last:				
<b>SALES OFFICE:</b>	PHILADELPHIA	<b>SLS PH:</b>	412 421 2600		
<b>SALESPERSON:</b>	Roger Rafson	<b>SLS FAX:</b>	412 421 6001		
<b>SLS EMAIL:</b>	Roger.Rafson@GenMediaPartners.com				
<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES	<b>AGY CLI:</b>		<b>CONTRACT # FOR INVOICING 4389309</b>	
<b>ADVERTISER:</b>	Nebraskans for Responsible Lending	<b>AGY PRD:</b>		<b>INVOICE:</b> MEDIA FINANCIAL SERVICES	
<b>PRODUCT:</b>	Est 8661 9/29-10/5 Issue	<b>AGY EST:</b>	8661	Invoices@MediaFinancial.com	
<b>FLIGHT:</b>	09-29-2020 TO 10/5/2020	[X]Unwired [ ]Spot [ ]Mod			
<b>TOT # OF WEEKS:</b> 1					
<b>PRIM. DEMO:</b>	Adults 35+	[X]Cash [ ]Trade			
<b>SEC. DEMO:</b>		<b>SPOT TYPE:</b>		<b>LAST SENT:</b> 09/28/2020 13:24	

**COMMENTS**

[Rep Comment] 09/28/2020: This is a new order. Please confirm receipt of order in Radio Exchange (if you are set up) or by email at joyce.vordenbaum@genmediapartners.com (WITH CALL LETTERS IN SUBJECT LINE) within 24 hours. Thank you.  
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**ONLY UPON PAYMENT FROM THE AGY WILL MFS REMIT TO STATION. PAYMENT TO STATION WILL BE PROCESSED WITHIN 7 DAYS AFTER RECEIPT FROM AGENCY.**

**WEEK#1                      9/29/2020 To 10/5/2020                      WK TOT \$244.00                      WK TOTAL SPOTS 14**

MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/WK	RATE	WEEKLY TOTAL
	1		TuWThF.. /M	6:00AM	7:00PM	60	9/29/2020	10/5/2020	10	\$18	\$180
	2		.....SS	6:00AM	7:00PM	60	10/3/2020	10/4/2020	4	\$16	\$64

TOTAL	Oct										Total
SPOT	14										14
CASH	244.00										244.00
TOTAL	244.00										244.00

<b>STATION:</b>	KOOQ-AM	<b>ORDER#:</b>	3177477	<b>DATE:</b>	09/28/2020
<b>MARKET:</b>	Unmeasured Market	<b>AMOUNT:</b>	\$224.00	<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES
<b>REP:</b>	Regional Reps GMP	<b>SPOTS:</b>	14	Invoices@MediaFinancial.com	
<b>MOD:</b>	Stn Ver: 1 Last:				
<b>SALES OFFICE:</b>	PHILADELPHIA	<b>SLS PH:</b>	412 421 2600		
<b>SALESPERSON:</b>	Roger Rafson	<b>SLS FAX:</b>	412 421 6001		
<b>SLS EMAIL:</b>	Roger.Rafson@GenMediaPartners.com				
<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES	<b>AGY CLI:</b>		<b>CONTRACT # FOR INVOICING 4389309</b>	
<b>ADVERTISER:</b>	Nebraskans for Responsible Lending	<b>AGY PRD:</b>		<b>INVOICE:</b> MEDIA FINANCIAL SERVICES	
<b>PRODUCT:</b>	Est 8661 9/29-10/5 Issue	<b>AGY EST:</b>	8661	Invoices@MediaFinancial.com	
<b>FLIGHT:</b>	09-29-2020 TO 10/5/2020	[X]Unwired [ ]Spot [ ]Mod			
<b>TOT # OF WEEKS:</b> 1					
<b>PRIM. DEMO:</b>	Adults 35+	[X]Cash [ ]Trade			
<b>SEC. DEMO:</b>		<b>SPOT TYPE:</b>		<b>LAST SENT:</b> 09/28/2020 13:24	

**COMMENTS**

[Rep Comment] 09/28/2020: This is a new order. Please confirm receipt of order in Radio Exchange (if you are set up) or by email at joyce.vordenbaum@genmediapartners.com (WITH CALL LETTERS IN SUBJECT LINE) within 24 hours. Thank you.  
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**ONLY UPON PAYMENT FROM THE AGY WILL MFS REMIT TO STATION. PAYMENT TO STATION WILL BE PROCESSED WITHIN 7 DAYS AFTER RECEIPT FROM AGENCY.**

**WEEK#1                      9/29/2020 To 10/5/2020                      WK TOT \$224.00                      WK TOTAL SPOTS 14**

MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/WK	RATE	WEEKLY TOTAL
	1		TuWThF.. /M	6:00AM	7:00PM	60	9/29/2020	10/5/2020	10	\$16	\$160
	2		.....SS	6:00AM	7:00PM	60	10/3/2020	10/4/2020	4	\$16	\$64

TOTAL	Oct											Total
SPOT	14											14
CASH	224.00											224.00
TOTAL	224.00											224.00

# Sales Order

Station: KELN-FM Agency: Media Financial Services  
 Contract Name: cn0928NbrForRespLend KELN Address: 1655 Palm Beach Lakes Blvd  
 Contract#: (none) Suite 903  
 Start Date: 9/30/20 End Date: 10/05/20 City: West Palm Beach State: FL Zip: 33401  
 Revenue Type: Political Agency Type: Cash Buyer: \_\_\_\_\_  
 Advertiser: NEB FOR RESPONSIBLE LENDING Tax Schedule: (None)  
 Address: \_\_\_\_\_ Agency Commission %: 15  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Billing Cycle: Standard  
 Product Name: 9/29-10/5 Issue Salesperson: 5312tman Comm %: 0  
 Estimate #: 8661 Makegood Policy: Within Contract Dates  
 Competitive Code: Political Issue

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	9/30/20	10/05/20		6:00 AM	7:00 PM	60	2		3	3	2			10	D	18.00	10	180.00	3	
2	10/03/20	10/04/20		6:00 AM	7:00 PM	60							2	2	4	D	16.00	4	64.00	3

Billing Projections: By Month

	Sep 20	Oct 20
CA	54.00	190.00
ST	0.00	244.00

Print Spot Prices

TOTAL SPOTS ..... 14  
 GROSS TOTAL \$ ..... 244.00  
 ADJUSTED SPOTS ..... 14  
 ADJUSTED TOTAL \$ ..... 244.00

APPROVE DECLINE  
  General Manager  
  Sales Manager  
  National Sales Manager  
  Local Sales Manager



# Sales Order

Station: **KNPQ-FM** Agency: **Media Financial Services**  
 Contract Name: **cn0928NbrRespLend KNPQ** Address: **1655 Palm Beach Lakes Blvd**  
 Contract#: **(none)** Suite **903**  
 Start Date: **9/30/20** End Date: **10/05/20** City: **West Palm Beach** State: **FL** Zip: **33401**  
 Revenue Type: **Political Agency** Type: **Cash** Buyer: \_\_\_\_\_  
 Advertiser: **NEB FOR RESPONSIBLE LENDING** Tax Schedule: **(None)**  
 Address: \_\_\_\_\_ Agency Commission %: **15**  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Billing Cycle: **Standard**  
 Product Name: **9/29-10/5 Issue** Salesperson: **5312tman** Comm %: **0**  
 Estimate #: **8661** Makegood Policy: **Within Contract Dates**  
 Competitive Code: **Political Issue**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$
1	9/30/20	10/05/20		6:00 AM	7:00 PM	60	2		2	3	3			10	D	18.00	10	180.00	3
2	10/03/20	10/04/20		6:00 AM	7:00 PM	60						2	2	4	D	16.00	4	64.00	3

Billing Projections: By Month

	Sep 20	Oct 20
CA	36.00	208.00
ST	0.00	244.00

Print Spot Prices

TOTAL SPOTS ..... **14**  
 GROSS TOTAL \$ ..... **244.00**  
 ADJUSTED SPOTS ..... **14**  
 ADJUSTED TOTAL \$ ..... **244.00**

APPROVE DECLINE

- General Manager
- Sales Manager
- National Sales Manager
- Local Sales Manager

# Sales Order

Station: **KOOQ-AM** Agency: **Media Financial Services**  
 Contract Name: **cn0928NebrRespLending KOOQ** Address: **1655 Palm Beach Lakes Blvd**  
 Contract#: **(none)** Suite **903**  
 Start Date: **9/30/20** End Date: **10/05/20** City: **West Palm Beach** State: **FL** Zip: **33401**  
 Revenue Type: **Political Agency** Type: **Cash** Buyer: \_\_\_\_\_  
 Advertiser: **NEB FOR RESPONSIBLE LENDING** Tax Schedule: **(None)**  
 Address: \_\_\_\_\_ Agency Commission %: **15**  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Billing Cycle: **Standard**  
 Product Name: **9/29-10/5 Issue** Salesperson: **5312tman** Comm %: **0**  
 Estimate #: **8/661** Makegood Policy: **Within Contract Dates**  
 Competitive Code: **Political Issue**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$
1	9/30/20	10/05/20		6:00 AM	7:00 PM	60	3		3	2	2			10	D	16.00	10	160.00	3
2	10/03/20	10/04/20		6:00 AM	7:00 PM	60						2	2	4	D	16.00	4	64.00	3

Billing Projections: By Month

	Sep 20	Oct 20
CA	48.00	176.00
ST	0.00	224.00

Print Spot Prices

TOTAL SPOTS ..... **14**  
 GROSS TOTAL \$ ..... **224.00**  
 ADJUSTED SPOTS ..... **14**  
 ADJUSTED TOTAL \$ ..... **224.00**

APPROVE DECLINE

- General Manager
- Sales Manager
- National Sales Manager
- Local Sales Manager