



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, Scott Greenlee, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

☐

FEDERAL CANDIDATE

☐

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Lisa McClain

Authorized committee:

LISA MCCLAIN FOR CONGRESS

Agency requesting time (and contact information):

☒ N/A AdVictory LLC

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Michigan 10th Congressional District

Date of election:

August 3rd 2020

☐

General

☒

Primary

Treasurer of candidate's authorized committee:

Christina Luehmann

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:



Signature:

Pete Kowalski

Pete Kowalski (Jul 7, 2020 13:34 EDT)

Name: Adam Meldrum

Name: Pete Kowalski

Date of Request to Purchase Ad Time: 07/06/2020

Date of Station Agreement to Sell Time: 7.7.2020

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:

Name: Scott Greenlee

Date: 07/06/2020

TO BE COMPLETED BY STATION ONLYAd submitted to Station? ☒ Yes ☐ No Date ad received: 7.7.2020**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 #:	1599320	Station Call Letters:	WXYZ-FM	Date Received/Requested:	7.7.2020
Est. #:		Station Location:	DETROIT	Run Start and End Dates:	7.8.2020 - 8.7.2020

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:	<u>1599320</u>		
	Alt Order #:	<u></u>		
	Product Desc:	<u>Lisa McClain for Congress 10th District</u>		
	Estimate:	<u></u>		
	Flight Dates:	<u>07/08/20 - 08/07/20</u>	Primary AE:	<u>Larry Olek</u>
	Original Date / Rev:	<u>07/07/20 / 07/07/20</u>	Sales Office:	<u>L-DET</u>
	Order Type:	<u>GENERAL</u>	Sales Region:	<u>Local</u>
Agency	Name:	<u>Ad Victory</u>		
	Buying Contact:	<u></u>	Billing Type:	<u>Cash</u>
	Billing Contact:	<u>Caitlin Hendon</u>	Billing Calendar:	<u>Broadcast</u>
		<u>513 C St NE</u>	Billing Cycle:	<u>EOM/EOC</u>
		<u>Washington DC, DC 20002</u>	Agency Commission:	<u>15%</u>
Advertiser	Name:	<u>Lisa McClain for Congress 10th District</u>		
	Demographic:	<u>M25-54</u>	New Business Thru:	<u>07/10/21</u>
	Product Codes:	<u>Candidates</u>	Advertiser External ID:	<u>198766</u>
	Revenue Code 1:	<u>AGY</u>	Agency External ID:	<u>179194</u>
	Revenue Code 2:	<u>POL</u>	Unit Code:	<u>Candidate -</u>
	Revenue Code 3:	<u>POL-CAND</u>		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
06/29/20	07/26/20	34	\$8,500.00	\$7,225.00	July 2020	34	\$8,500.00	\$7,225.00	0.00
07/27/20	08/07/20	24	\$6,000.00	\$5,100.00	August 2020	24	\$6,000.00	\$5,100.00	0.00
					Totals	58	\$14,500.00	\$12,325.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Larry Olek	L-DET	Local	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	WXYT	07/08/20	08/07/20	M-F PRIME	CM	6a-7p	MTWTF--	1:00	12	\$250.00	P-RO	0.00	NM	58	\$14,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/06/20	07/12/20	--WTF--		10				\$250.00		0.00			
Week:		07/13/20	07/19/20	MTWTF--		12				\$250.00		0.00			
Week:		07/20/20	07/26/20	MTWTF--		12				\$250.00		0.00			
Week:		07/27/20	08/02/20	MTWTF--		20				\$250.00		0.00			
Week:		08/03/20	08/09/20	MTWTF--		4				\$250.00		0.00			
														Totals	\$14,500.00