



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



## Political Broadcast Agreement Form for Non-Candidate/Issue 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](https://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](https://nab.org/MemberTools).

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Betsy Vonderheid, 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: Betsy Vonderheid

Agency name: SRCP Media

Address: 201 North Union Street

Contact: Betsy Vonderheid

Phone number: 703-683-9755

Email: bvonderheid@srcpmedia.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: Value Them Both

Address: P.O. Box 40501 Overland Park, KS 66204

Contact: Julie Samaniego

Phone number:

Email:

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

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

Julie Samaniego- 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).

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:

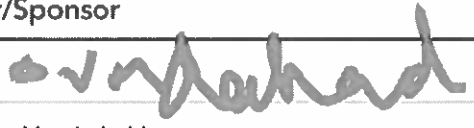

Clearly identify **EVERY** political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☐ N/A

Inflation, Defunding the police, Abortion

**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>	<b>Station Representative</b>
Signature: 	Signature: 
Name: Betsy Vanderheid	Name: Audrey Obrock
Date of Request to Purchase Ad Time: 7/25/2022	Date of Station Agreement to Sell Time: 7/25/22

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station? ☒ Yes ☐ No Date ad received: 7/25/22

**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 #: 583592	Station Call Letters: KFXJ-FM	Date Received/Requested: 7/25/22
Est. #: 2985	Station Location: WICHITA, KS	Run Start and End Dates: 7/26/22 - 8/2/22

**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.

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<b>583592</b>	
	<b>Alt Order #:</b>	<b>36049345</b>	
	<b>Product Desc:</b>	<b>8 day week 2pm cutoff on election day</b>	
	<b>Estimate:</b>	<b>2925</b>	
	<b>Flight Dates:</b>	<b>07/26/22 - 08/02/22</b>	<b>Primary AE:</b> <u>Christal Radio Philadelphia</u>
	<b>Original Date / Rev:</b>	<b>07/25/22 / 07/25/22</b>	<b>Sales Office:</b> <u>CPHIL</u>
	<b>Order Type:</b>	<b>GENERAL</b>	<b>Sales Region:</b> <u>NAT</u>
<b>Agency</b>	<b>Name:</b>	<b>SRCP Media</b>	
	<b>Buying Contact:</b>	<b>Betsy Vonderheid</b>	<b>Billing Type:</b> <u>Cash</u>
	<b>Billing Contact:</b>	<b>Terrance Houston</b>	<b>Billing Calendar:</b> <u>Broadcast</u>
		<b>201 N Union Street - Suite 200</b>	<b>Billing Cycle:</b> <u>EOM/EOC</u>
		<b>Alexandria, VA 22314</b>	<b>Agency Commission:</b> <u>15%</u>
<b>Advertiser</b>	<b>Name:</b>	<b>Value Them Both</b>	
	<b>Demographic:</b>	<b>A35+</b>	<b>New Business Thru:</b> _____
	<b>Product Codes:</b>	<b>PL Ballot Issue</b>	<b>Advertiser External ID:</b> <u>248666</u>
	<b>Revenue Code 1:</b>	<b>AGY</b>	<b>Agency External ID:</b> <u>121091</u>
	<b>Revenue Code 2:</b>	<b>Spot</b>	<b>Unit Code:</b> <u>General</u>
	<b>Revenue Code 3:</b>	<b>Political</b>	<b>Order Separation:</b> <u>00:30:00</u>
	<b>Priority:</b>	<b>P-5</b>	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/27/22	07/31/22	33	\$2,350.00	\$1,997.50
08/01/22	08/02/22	11	\$825.00	\$701.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2022	33	\$2,350.00	\$1,997.50	0.00
August 2022	11	\$825.00	\$701.25	0.00
<b>Totals</b>	<b>44</b>	<b>\$3,175.00</b>	<b>\$2,698.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christal Radio Philadelphia			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	KFXJF	07/26/22	08/01/22	M-F 6a-10a M-F 6a-10a	CM	6a-10a	MTWTF--	1:00	10	\$75.00	P-5	0.00	NM	10	\$750.00
	AM -														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/26/22	08/01/22	MTWTF--		10				\$75.00		0.00			
N 2	KFXJF	08/02/22	08/02/22	M-F 6a-10a T 6a-10a	CM	6a-10a	-T-----	1:00	4	\$75.00	P-5	0.00	NM	4	\$300.00
	AM -														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/01/22	08/07/22	-T-----		4				\$75.00		0.00			
N 3	KFXJF	07/26/22	08/01/22	M-F 10a-3p M-F 10a-3p	CM	10a-3p	MTWTF--	1:00	15	\$75.00	P-5	0.00	NM	15	\$1,125.00
	MD -														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/26/22	08/01/22	MTWTF--		15				\$75.00		0.00			
N 4	KFXJF	07/26/22	08/01/22	M-F 3p-7p M-F 3p-7p	CM	3p-7p	MTWTF--	1:00	10	\$75.00	P-5	0.00	NM	10	\$750.00
	PM -														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/26/22	08/01/22	MTWTF--		10				\$75.00		0.00			
N 5	KFXJF	07/30/22	08/02/22	Sat-Sun 10a-3p	CM	10a-3p	-----S-	1:00	5	\$50.00	P-5	0.00	NM	5	\$250.00



Jul 25, 22  
 CONT# 36049345 Mod# Ver# 1 (Last = )  
 REP CHRISTAL RADIO  
 TO KFXJ-FM (Wichita, KS)  
 FM TERRANCE HOUSTON  
 OFF PHILADELPHIA  
 AGY SRCPMEDIA  
 ADDR 201 NORTH UNION ST SUITE 200  
 ALEXANDRIA, VA 22314  
 BYR BETSY VONDERHEID  
 ADV VALUE THEM BOTH  
 PDT 8 day week 2pm cutoff on election day  
 FLT Jul 26, 22 - Aug 03, 22

DDS CONT# 0  
 C/P/E: / / 2925  
 SALESPERSON FAX#  
 PH # 703-683-8326

\* REP ORDER COMMENT \*

\*\* 7/24/2022 10:24:00 PM: POPULATIONBUYTYPE: CPP.

\*\* 7/24/2022 10:24:00 PM: THIS IS A NEW ISSUE/POLITICAL ORDER. PLEASE NOTE THERE IS A 24 HOUR  
 CANCELLATION POLICY ON ALL ISSUE/POLITICAL ORDERS. PLEASE CONFIRM WITH  
 ANGELA.HOMAN@KATZMEDIA.COM OR CALL 215-557-4230. THANK YOU!

MC	LN	REV TYPE	DAYS	TIME	LEN	EFFECTIVE DATES	# OF WKS	NPW	RATE	TOT SPTS
		<b>FLIGHT 1</b>								
	1.1		TuWThF,M	6A - 10A	60	7/26/2022 - 8/1/2022	1W	10	\$75.00	10
	1.2		TuWThF,M	10A - 3P	60	7/26/2022 - 8/1/2022	1W	15	\$75.00	15
	1.3		TuWThF,M	3P - 7P	60	7/26/2022 - 8/1/2022	1W	10	\$75.00	10
	1.4		.....S.	10A - 3P	60	7/30/2022 - 7/30/2022	1W	5	\$50.00	5
						** WEEKLY FLIGHT TOTALS **		40	\$2,875.00	
		<b>FLIGHT 2</b>								
	2.1		.T.....	6A - 10A	60	8/2/2022 - 8/2/2022	1W	4	\$75.00	4
						** WEEKLY FLIGHT TOTALS **		4	\$300.00	

	Jul 22	Aug 22				
SPOTS	40	4				
CASH	2875.00	300.00				
TRADE	0.00	0.00				
NSL	0.00	0.00				
TOTAL	2875.00	300.00				

						TOTAL
SPOTS						44
CASH						3,175.00
TRADE						0.00
NSL						0.00
TOTAL						3,175.00

Jul 25, 22  
CONT# 36049345 Mod# Ver# 1 (Last = )  
REP CHRISTAL RADIO

DDS CONT# 0  
C/P/E: / / 2925

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**\*\* Competitive Comments \*\***

SVC: FA99 MSA CustRadio  
Demo Adults 35+

Nondiscrimination -Paragraphs 49 and 50 of the United States Federal Communications Commission's Report and Order No. 07-217 provides that broadcast stations' advertising contracts will not discriminate on the basis of race or ethnicity, and must contain nondiscrimination clauses. Consistent with this order, Katz Communications, Inc. (including any subsidiary or division of Katz) does not discriminate in any broadcast advertising contract on the basis of race or ethnicity and evaluates, negotiates and completes its broadcast advertising contracts without regard to race or ethnicity.