

# Order #889147: Michigan A./Michigan A./NAB - Musi../

LN

Date	Action	Line	Comment	By	Total \$	# Spots	Expected GRP
03/29/22 7:19:54 AM	Processed		<sync process>	Jeffrey Myers	\$0.00	800	0.00
03/29/22 6:58:56 AM	Approved			Cassie Klemm	\$0.00	800	0.00
03/29/22 6:58:53 AM	Approval Workflow		[Business Manager - Business Office Approval Needed Default]	Cassie Klemm	\$0.00	800	0.00
03/29/22 6:48:41 AM	Approval Workflow		[Sales Manager - Ready Default]	Rich Berry (rb)	\$0.00	800	0.00
03/29/22 6:47:54 AM	Ready for approval		new political issue	Cassie Klemm	\$0.00	800	0.00
03/29/22 6:45:14 AM	New order created		Copied from Order #889141	Cassie Klemm	\$0.00	800	0.00

[Sorted by: Date]

## Cassie Klemmer

---

**From:** Sara Siegmann <ncsadata@michmab.com>  
**Sent:** Thursday, March 24, 2022 1:04 PM  
**To:** Cassie Klemmer  
**Subject:** [EXT]URGENT! PB-19 Form for your political file!

Good afternoon!

This may have already been sent out to your general manager, but I just wanted to send this out to my traffic people in case you're the person in charge of your political file. Please make sure this is filed right away.

**Because this is an issue ad, the Federal Communications Commission requires your station to fill out a PB-19 form and place it in your station's political file within 24 hours or one business day. Please make this a priority.**

**This must be filed whether your station airs the spots or not.**

March 22, 2022

The NAB is asking radio stations to air spots opposing performance fee legislation as often as possible starting immediately and through the **August Congressional recess**, which ends September 6.

The record labels are aggressively pushing the so-called American Fairness Music Act (AMFA) – legislation that would funnel resources away from local radio stations and into their own pockets. We expect the House Judiciary Committee, chaired by longtime performance tax proponent Jerry Nadler (NY-10), to consider and most likely pass this bill out of committee in the coming weeks.

To stop the bill from going further than this committee, we are urging every station to join us in this campaign. NAB has also cultivated strong opposition to a performance tax in Congress: more than **230 members of Congress** are cosponsoring the Local Radio Freedom Act – a bill that opposes a performance tax on local stations.

The :30 spots, available in English and Spanish, include a **call to action** for listeners to make their voice heard with Congress. NAB is also providing scripts, talking points and digital assets to help stations voice radio's opposition to the AMFA and its harmful impact on listeners.

The spots do not impact the Lowest Unit Charge/Rate because the stations are airing them for free and they are not connected to any sort of

commercial transaction and do not trigger equal time since it is not a candidate ad. Stations are NOT obligated to give MusicFirst or AMFA equal time (because it's not a candidate seeking office). Stations DO need to fill out the PB-19 even if they do not run the ad. That obligation is triggered by a request for time.

## DOWNLOAD SPOTS AND RESOURCES HERE

Help us send a strong message to Congress: Radio stands united against a performance tax.

- Spots do not impact the Lowest Unit Charge/Rate because the stations are airing them for free and they are not connected to any sort of commercial transaction.
- These spots do not trigger equal time since it is not a candidate ad. Stations are NOT obligated to give MusicFirst or AMFA equal time (because it's not a candidate seeking office).
- Stations DO need to fill out the PB-19 even if they do not run the ad. That obligation is triggered by a request for time.

This email was sent on behalf of Michigan Association of Broadcasters located at 222 N Chestnut St, Lansing, MI 48933. [To unsubscribe click here.](#) If you have questions or comments concerning this email contact Michigan Association of Broadcasters at [pep@michmab.com](mailto:pep@michmab.com).

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you know the sender and you are sure the content is safe. Please report the message using the Report Message feature in your email client if you believe the email is suspicious.

HERE FOR YOU



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



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

---

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.**

Produced and published by NAB's Legal department. Copyright 2020 National Association of Broadcasters.

Reproduction or publication of the contents, in whole or in part, without express permission is prohibited. No liability is assumed with respect to the use of the information contained herein.

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, \_\_\_\_\_, 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:** National Association of Broadcasters

Agency name: n/a

Address:

Contact:

Phone number:

Email:

**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: National Association of Broadcasters

Address: 1 M Street SE Washington, DC 20003

Contact: Michelle Lehman

Phone number: (202)429-5350

Email: nab@nab.org

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.):**

Curtis LeGeyt, President and Chief Executive Officer  
 Shawn Donilon, EVP, Government Relations  
 Michelle Lehman, Chief of Staff and EVP, Public Affairs  
 Tea Gennaro, Chief Financial Officer and EVP, Finance and Administration  
 For further information, please visit <https://www.nab.org/about/departments/default.asp>.

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

Local Radio Freedom Act, H. Con. Res 33 and S. Con. Res 9  
 American Music Fairness Act, H.R. 4130

**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: <i>Michelle Lehman</i>	Signature: <i>Cassie Klemmer</i>
Name: Michelle Lehman	Name: Cassie Klemmer
Date of Request to Purchase Ad Time: March 21, 2022	Date of Station Agreement to Sell Time:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: 03-29-2022

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) 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 (optional):

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

Date and nature of follow-ups, if any:

n/a

Contract #: <u>889147</u> n/a	Station Call Letters: <u>WLAV-FM</u>	Date Received/Requested: <u>03-29-2022</u>
Est. #: <u>n/a</u>	Station Location: <u>GRAND RAPIDS</u>	Run Start and End Dates: <u>03/30-09/05</u>

**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.

N/A. Free time. There are no rates, invoice, or classes of time related to this run of spots. See either the attached for information on when the spots aired or this station will upload this information as soon as it is available.

KEEP YOU CONNECTED



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



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

---

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.**

Produced and published by NAB's Legal department. Copyright 2020 National Association of Broadcasters.

Reproduction or publication of the contents, in whole or in part, without express permission is prohibited. No liability is assumed with respect to the use of the information contained herein.

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, \_\_\_\_\_, 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:** National Association of Broadcasters

Agency name: n/a

Address:

Contact:

Phone number:

Email:

**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: National Association of Broadcasters

Address: 1 M Street SE Washington, DC 20003

Contact: Michelle Lehman

Phone number: (202)429-5350

Email: nab@nab.org

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.):**

Curtis LeGeyt, President and Chief Executive Officer  
 Shawn Donilon, EVP, Government Relations  
 Michelle Lehman, Chief of Staff and EVP, Public Affairs  
 Tea Gennaro, Chief Financial Officer and EVP, Finance and Administration  
 For further information, please visit <https://www.nab.org/about/departments/default.asp>.

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

Local Radio Freedom Act, H. Con. Res 33 and S. Con. Res 9  
 American Music Fairness Act, H.R. 4130

**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: <i>Michelle Lehman</i>	Signature: <i>Cassie Klemmer</i>
Name: Michelle Lehman	Name: Cassie Klemmer
Date of Request to Purchase Ad Time: March 21, 2022	Date of Station Agreement to Sell Time:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No      Date ad received: 03-29-2022

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) 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 (optional):

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

Date and nature of follow-ups, if any:  
 n/a

Contract #: n/a <b>889147</b>	Station Call Letters: <b>WLAV-FM</b>	Date Received/Requested: <b>03-29-2022</b>
Est. #: n/a	Station Location: <b>GRAND RAPIDS</b>	Run Start and End Dates: <b>03/30-09/05</b>

**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.

N/A. Free time. There are no rates, invoice, or classes of time related to this run of spots. See either the attached for information on when the spots aired or this station will upload this information as soon as it is available.