

# ORDER

**Orders**  
**Order / Rev:** 888969  
**Alt Order #:**  
**Product Desc:** Performance Tax legislation  
**Estimate:**  
**Flight Dates:** 03/30/22 - 09/06/22  
**Original Date / Rev:** 03/28/22 / 03/28/22  
**Order Type:** GENERAL

**WZRH-FM**  
 Corporate House  
 L-NOL  
 Local

**Primary AE:** Corporate House  
**Sales Office:** L-NOL  
**Sales Region:** Local

**Agency**  
**Name:** National Association of Broadcasters  
**Buying Contact:**  
**Billing Contact:**  
 1 M Street SE  
 Washington, DC 20003

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 0%

**Advertiser**  
**Name:** National Association of Broadcasters  
**Demographic:** A25-54  
**Product Codes:** Issues/Propositions  
**Revenue Code 1:** DJR  
**Revenue Code 2:** POL-ISS  
**Revenue Code 3:** GEN  
**Priority:** P-100

**New Business Thru:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Totals**

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/22	04/24/22	130	\$0.00	\$0.00
04/25/22	05/29/22	175	\$0.00	\$0.00
05/30/22	06/26/22	140	\$0.00	\$0.00
06/27/22	07/31/22	175	\$0.00	\$0.00
08/01/22	08/28/22	140	\$0.00	\$0.00
08/29/22	09/06/22	45	\$0.00	\$0.00

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	130	\$0.00	\$0.00	0.00
May 2022	175	\$0.00	\$0.00	0.00
June 2022	140	\$0.00	\$0.00	0.00
July 2022	175	\$0.00	\$0.00	0.00
August 2022	140	\$0.00	\$0.00	0.00
September 2022	45	\$0.00	\$0.00	0.00
<b>Totals</b>	<b>805</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Corporate House	L-BAT	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	WZRH	03/30/22	09/06/22	M-Su 5a-12a	CM	5a-12a	5555555	:30	35	\$0.00	P-90	0.00	NM	805	\$0.00

Week	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 03/28/22	03/28/22	04/03/22	--55555	25	\$0.00	0.00
Week: 04/04/22	04/04/22	04/10/22	5555555	35	\$0.00	0.00
Week: 04/11/22	04/11/22	04/17/22	5555555	35	\$0.00	0.00
Week: 04/18/22	04/18/22	04/24/22	5555555	35	\$0.00	0.00
Week: 04/25/22	04/25/22	05/01/22	5555555	35	\$0.00	0.00
Week: 05/02/22	05/02/22	05/08/22	5555555	35	\$0.00	0.00
Week: 05/09/22	05/09/22	05/15/22	5555555	35	\$0.00	0.00
Week: 05/16/22	05/16/22	05/22/22	5555555	35	\$0.00	0.00
Week: 05/23/22	05/23/22	05/29/22	5555555	35	\$0.00	0.00
Week: 05/30/22	06/05/22	06/05/22	5555555	35	\$0.00	0.00
Week: 06/06/22	06/12/22	06/12/22	5555555	35	\$0.00	0.00
Week: 06/13/22	06/19/22	06/19/22	5555555	35	\$0.00	0.00
Week: 06/20/22	06/26/22	06/26/22	5555555	35	\$0.00	0.00
Week: 06/27/22	07/03/22	07/03/22	5555555	35	\$0.00	0.00
Week: 07/04/22	07/10/22	07/10/22	5555555	35	\$0.00	0.00
Week: 07/11/22	07/17/22	07/17/22	5555555	35	\$0.00	0.00

Order / Rev: 888969  
 Alt Order #: 03/30/22 - 09/06/22  
 Flight Dates: 03/30/22 - 09/06/22

Advertiser: National Association of Broadcasters  
 Product Desc: Performance Tax legislation  
 Estimate:

WZRH-FM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		07/18/22	07/24/22	5555555	35	\$0.00	0.00								
Week:		07/25/22	07/31/22	5555555	35	\$0.00	0.00								
Week:		08/01/22	08/07/22	5555555	35	\$0.00	0.00								
Week:		08/08/22	08/14/22	5555555	35	\$0.00	0.00								
Week:		08/15/22	08/21/22	5555555	35	\$0.00	0.00								
Week:		08/22/22	08/28/22	5555555	35	\$0.00	0.00								
Week:		08/29/22	09/04/22	5555555	35	\$0.00	0.00								
Week:		09/05/22	09/11/22	55-----	10	\$0.00	0.00								
Totals														805	\$0.00



# 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> Name: Michelle Lehman Date of Request to Purchase Ad Time: March 21, 2022	Signature: <i>Wendy Guillie</i> Name: Wendy Guillie Date of Station Agreement to Sell Time: <i>3/28/22</i>

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: *3/28/22*

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 #: <i>n/a 888969</i>	Station Call Letters: <i>WZRH</i>	Date Received/Requested: <i>3/28/22</i>
Est. #: <i>n/a</i>	Station Location: <i>Capitol, LA</i>	Run Start and End Dates: <i>3/30 - 9/6/22</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.

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.

## Performance Tax Spots and Resources

Thank you for joining the National Association of Broadcasters' efforts to stop the foreign-owned record labels' attempts to impose new fees on local radio stations. Your engagement sends a loud message to Congress: radio stations stand united against a performance tax.

Please air these radio spots as often as possible from now until September 6 and urge your listeners to tell policymakers to protect local stations. 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.

[Download Spots in English and Spanish](#)

### Additional Tools

- [Click here](#) to access scripts that you can customize.
- [Click here](#) to access live read scripts for your on-air talent.
- [Click here](#) to download digital and social media assets. The click-through URL for the ads should be <https://p2a.co/fkk7zz3>.
- [Click here](#) to get the facts, presented by the Free Radio Alliance, on the American Music Fairness Act - a bill to impose new fees on local radio.
- You can find an [issue brief](#) on performance tax legislation here and talking points [here](#).
- You can find more information on NAB's efforts to oppose a performance tax [here](#).
- [Click here](#) to see the members of Congress standing up for radio by supporting the Local Radio Freedom Act.

Thank you for helping us fight for your ability to deliver the news, weather, traffic, emergency information and entertainment your listeners rely on every day. Together, we will ensure a vibrant future for radio.



### Important: PB-19 Form

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.

[PB-19 FORM](#)

**Please note:** Spots do not impact the Lowest Unit Charge/Rate nor do they trigger equal time since they are not candidate ads. Stations should consult with their legal counsel if they have any questions regarding the use of the PB-19 form and other compliance issues.

### Take Action

Take action today and urge your members of Congress to oppose the so-called American Music Fairness Act and cosponsor the Local Radio Freedom Act. Your voice matters!

[Take Action](#)

### Need Help?

Good morning everyone. As mentioned create orders we have been asked to run Performance Tax legislation. These show ISSUE spots, 5x/day 30s spots ON EVE auto-weekly) 5a-Midnight full rotation, starting this Wednesday March 30 and charge order.

This order WILL NOT impact your LUR confirmed that this issue order on behalf in setting your LUR for other political orders. The link to the request to air to the broadcast insertion order for your records), download form is below. I posted the NAB's NAB form <https://www.nab.org/performance>

There are two spots for English language rotation. If Spanish language creative is Spanish creative as well that can be used. Upload the corresponding WideOrbit order (with station info and authorized station) each of your stations' Political Issue purchase 123456 (station 6 digit WO order number WXYZ-REVISION.

Please use the client name and number