

# Order #561931: Salmon, Vere/Erie Count../Elections ../Auditor Ge..

Date	Action	Comment	By	Total \$	# Spots	Expected GRP
10/09/20 10:12:40 AM	Processed	<async process>	Cole Mareno (col)	\$302.00	28	0.00
10/09/20 9:54:45 AM	Approved		Marcia Diehl (mar)	\$302.00	28	0.00
10/09/20 9:54:42 AM	Approval Wo	[Business Manager - Business Office Approval Needed Default]	Marcia Diehl (mar)	\$302.00	28	0.00
10/09/20 9:37:04 AM	Approval Wo	[Sales Manager - Ready Default]	Chuck Poet (char)	\$302.00	28	0.00
10/09/20 9:02:26 AM	Ready for ap	added more to the product description	Desmond Roebac	\$302.00	28	0.00
10/09/20 7:48:08 AM	Ready for ap	New order 2 of 6 for WXTA	Desmond Roebac	\$302.00	28	0.00
10/09/20 7:35:55 AM	New order cr	Copied from Order #561926	Desmond Roebac	\$280.00	26	0.00

[Sorted by: Date]

# ORDER

**Orders**  
**Order / Rev:** 561931  
**Alt Order #:** \_\_\_\_\_  
**Product Desc:** Elections 2020 Auditor Gen. Attny Gen,  
**Estimate:** Auditor Gen. Attny Gen, Treasurer  
**Flight Dates:** 10/12/20 - 10/25/20  
**Original Date / Rev:** 10/09/20 / 10/09/20  
**Order Type:** GENERAL

**WXTA-FM**  
**Primary AE:** Desmond Roeback  
**Sales Office:** L-ERI  
**Sales Region:** Local

**Agency Name:** Salmon, Verel  
**Buying Contact:** \_\_\_\_\_  
**Billing Contact:** \_\_\_\_\_  
5515 Perkins  
Erie, PA 16509

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Erie County Republican Committee  
**Demographic:** A25-54  
**Product Codes:** Issues/Propositions  
**Revenue Code 1:** AGY-AVAIL  
**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

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	28	\$302.00	\$256.70

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	28	\$302.00	\$256.70	0.00
<b>Totals</b>	<b>28</b>	<b>\$302.00</b>	<b>\$256.70</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Desmond Roeback	L-ERI	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	WXTA	10/12/20	10/25/20	M-F Prime M-F	CM	6a-7p	23222--	:30	11	\$11.00	P-60	0.00	NM	22	\$242.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	23222--					11	\$11.00		0.00			
		Week: 10/19/20	10/25/20	23222--					11	\$11.00		0.00			
N 2	WXTA	10/12/20	10/25/20	Sa-Su Prime Sa-Su	CM	6a-7p	-----22	:30	4	\$10.00	P-60	0.00	NM	6	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	-----12					3	\$10.00		0.00			
		Week: 10/19/20	10/25/20	-----21					3	\$10.00		0.00			
<b>Totals</b>													<b>28</b>	<b>\$302.00</b>	





**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://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, Erie County Republican Comm. Inc 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:	
Agency name: <u>Verel Salmon</u>	
Address: <u>5515 Perkins</u>	
Contact: <u>Verel Salmon</u>	Phone number: <u>814-490-1757</u> Email: <u>vsalmon6@yahoo.com</u>
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: <u>Erie County Republican Committee</u>	
Address: <u>6343 Eshelburo Rd Erie, PA 16509</u>	
Contact: <u>Donnie Hostford</u>	Phone number: <u>814-580-0138</u> Email: <u>ecrc-treasurer@gmail.com</u>
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.):	
<u>Verel Salmon - Chair</u>	
<u>Ann Gruenwald Vice Chair</u>	
<u>Donnie Hostford - Treasurer</u>	
<u>Bernie Williams - Secretary</u>	
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: <input checked="" type="checkbox"/> N/A	
Name(s) of every candidate referred to: <u>Stacy Garrity Heather Heidelbaugh</u> <u>Jim DeFor</u>	
Office(s) sought by such candidate(s) (no acronyms or abbreviations): <u>Auditor General, Attorney General, Treasurer</u>	
Date of election: <u>11-4-20</u>	
Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary: <input checked="" type="checkbox"/> N/A	



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 Erie County Republican Committee Station Representative

Signature: [Signature] Signature: Kelley L Murphy  
Name: Donnie Hastorf Name: Kelley L Murphy

Date of Request to Purchase Ad Time: 10-8-2020 Date of Station Agreement to Sell Time: 10-8-2020

**TO BE COMPLETED BY STATION ONLY**

Ad Submitted to  Station  Date ad Received 10-9-20

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).

Accepted

Contract # <u>561931</u>	Station Call Letters: <u>WXIA-FM</u>	Date Received: <u>10/8/20</u>
Est # <u>Aud. general, Attorney Treasurer</u>	Station location: <u>Erie</u>	Run Start and end date: <u>10/10-10/25</u>

For national issue ads only (not required for state/local issue ads):