



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, Becky Degener, 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 DocuSigned by:
Signature: <i>Michelle Lehman</i>	Signature: <i>Becky Degener</i> B034CBB431D8476...
Name: Michelle Lehman	Name: Becky Degener
Date of Request to Purchase Ad Time: March 21, 2022	Date of Station Agreement to Sell Time: 3/23/2022

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: 03/21/2022

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	Station Call Letters: All licensed TSQ broadcast stations	Date Received/Requested: 03/21/2022
Est. #: n/a	Station Location: various	Run Start and End Dates: 3/25/22-9/6/22

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.

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.

Michele Franks

From: Jeannie Waters
Sent: Thursday, March 24, 2022 10:16 AM
To: Melissa Bosovich; Traffic Team; Continuity Team
Cc: CorpTraffic
Subject: RE: NAB Political Order -- Starts Tomorrow

Hi Mel –

The NAB – Political advertiser will default with Political Issue as the product code. Please leave it as that.

Jeannie Waters

Director of Traffic Training
Townsquare Media
203-485-9861
She/Her



From: Melissa Bosovich <Melissa.Bosovich@townsquaremedia.com>
Sent: Thursday, March 24, 2022 10:08 AM
To: Jeannie Waters <jeannie.waters@townsquaremedia.com>; Traffic Team <trafficteam@townsquaremedia.com>; Continuity Team <Continuityteam@townsquaremedia.com>
Cc: CorpTraffic <CorpTraffic@townsquaremedia.com>
Subject: RE: NAB Political Order -- Starts Tomorrow

One more question.. is it ok to leave as PSA for Product Code?

Melissa Bosovich

Regional Traffic Director
Grand Rapids, Battle Creek & Kalamazoo
National Orders Team
Townsquare Media
O: 1 203-900-5414
C: 616-318-3778
Melissa.Bosovich@Townsquaremedia.com
GraTraffic@Townsquaremedia.com
KalamazooTraffic@Townsquaremedia.com



Townsquare Media does not discriminate in advertising sales based on race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, will be rejected.

From: Jeannie Waters <jeannie.waters@townsquaremedia.com>
Sent: Thursday, March 24, 2022 10:00 AM
To: Traffic Team <trafficteam@townsquaremedia.com>; Continuity Team <Continuityteam@townsquaremedia.com>
Cc: CorpTraffic <CorpTraffic@townsquaremedia.com>
Subject: NAB Political Order -- Starts Tomorrow
Importance: High

Good Morning –

There are electronic orders pending for NAB – Political that must be imported today. These orders start tomorrow. Please read all of the below info (as there’s a lot) and reach out with any questions.

TRAFFIC MANAGERS: Injecting Orders

- NAB – Political Order need to be imported from Electronic Orders
 - The Advertiser is NAB – Political **(Turn off all Grid Styles to ensure all orders appear)**
 - Order Header Mapping (Advertiser and Agency will need to be mapped):
 - Advertiser: **NAB - Political (DO NOT USE NAB.** Be sure it’s **NAB – Political)**
 - Agency: **NAB - Political (DO NOT USE NAB.** Be sure it’s **NAB – Political)**
 - Account Exec: Network, Townsquare
 - Sales Office: NET – Townsquare Network
 - These run M-Su 6a-mid. You may have to map the line for this week.
 - The orders will default with a Priority Code of P-08 and should be left at that (Pre-Emptible)
 - **Attach the NAB Form (attached) to each order. This form must also be saved in the public/political file.** If you don’t know who handles the market’s political file please email the market’s political distro (ie: Albany.political@townsquaremedia.com)
 - These orders will bypass the approval process and go straight to Traffic Approval (like TSMN orders). **Please make sure they are imported and processed ASAP so Continuity can assign copy.**

New EC Order Grid (WENU-FM) (CPE: //NAB - Political_AL001)

Header (importing 205 spots for \$0.00)

Advertiser:	NAB - Political	WideOrbit Value	NAB - Political
Agency:	NAB - Political	WideOrbit Value	NAB - Political
Account Exec:	Becky Degener	WideOrbit Value	Network, Townsquare
Sales Office:	NET	WideOrbit Value	NET - Townsquare Network
Buyer:		WideOrbit Value	<none>
Demographic:	Persons12_99	WideOrbit Value	HH

Property Shares
 Order Share: 0
 Total Share: 0%

Show Unchanged Lines Propagate Mapping Changes Line Linking Mode

Status	Err	Im	Spots/Wk	Line #	Start/End Date	Start/End Times	Inv De
New	0	✓	20	1	03/28/22-06/05/22	6:00 AM-12:00 XM	M-Su B:
New	0	✓	5	2	03/25/22-03/27/22	6:00 AM-12:00 XM	
	0		5	2	03/25/22-03/27/22	6:00 AM-12:00 XM	

CONTINUITY MANAGERS:

- Copy Info
 - Spots are attached
 - There are both English and Spanish spots – please be sure to select the correct spots for the station’s format
 - Spots run 50/50 for the full flight

Additional info

- If your market has a Spanish station that wasn’t imported into EO please let me know and I will create an order for the station.
- If any stations have been sunset, are now simulcasts, etc please delete those orders.

If you have any questions please reach out. Thank you!!

Jeannie Waters

Director of Traffic Training
Townsquare Media
203.723.3812
She/Her



CONTRACT



WEEK-AM
 2 Pendell Road
 Poughkeepsie, NY 12601
 (845) 471-1500

<u>Contract / Revision</u> 3240106 /		<u>Alt Order #</u> DJEGDF-HJEECC
<u>Advertiser</u> NAB - Political		<u>Original Date / Revision</u> 03/24/22 / 03/24/22
<u>Contract Dates</u> 03/25/22 - 06/05/22	<u>Estimate #</u> NAB - Political_AL001	
<u>Product</u> NAB Political Orders (Spanish)		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> WEEK-AM	<u>Account Executive</u> Townsquare Network	<u>Sales Office</u> Townsquare Ne
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

NAB - Political
DO NOT MAIL
XXX, NY 12345

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WEEK	03/28/22	06/05/22	M-Su Broad Rotator	6:00 AM-12:00 XM		:30			NM	200	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/28/22	04/03/22	MTWTFSS				20	\$0.00			
	Week:	04/04/22	04/10/22	MTWTFSS				20	\$0.00			
	Week:	04/11/22	04/17/22	MTWTFSS				20	\$0.00			
	Week:	04/18/22	04/24/22	MTWTFSS				20	\$0.00			
	Week:	04/25/22	05/01/22	MTWTFSS				20	\$0.00			
	Week:	05/02/22	05/08/22	MTWTFSS				20	\$0.00			
	Week:	05/09/22	05/15/22	MTWTFSS				20	\$0.00			
	Week:	05/16/22	05/22/22	MTWTFSS				20	\$0.00			
	Week:	05/23/22	05/29/22	MTWTFSS				20	\$0.00			
	Week:	05/30/22	06/05/22	MTWTFSS				20	\$0.00			
N 2	WEEK	03/25/22	03/27/22	M-Su Broad Rotator	6:00 AM-12:00 XM		:30			NM	5	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/21/22	03/27/22	----FSS				5	\$0.00			
Totals											205	\$0.00

Time Period	# of Spots	Gross Amount	Net Amount
03/01/22 - 03/31/22	16	\$0.00	\$0.00
04/01/22 - 04/30/22	86	\$0.00	\$0.00
05/01/22 - 05/31/22	89	\$0.00	\$0.00
06/01/22 - 06/05/22	14	\$0.00	\$0.00
Totals	205	\$0.00	\$0.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.