



# 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, 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**Signature: *Michelle Lehman*

Name: Michelle Lehman

Date of Request to Purchase Ad Time: March 21, 2022

**Station Representative**

DocuSigned by:

Signature: *Becky Degener*

B034CBB431D8476...

Name: Becky Degener

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

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**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



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**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](mailto:Melissa.Bosovich@Townsquaremedia.com)  
[GraTraffic@Townsquaremedia.com](mailto:GraTraffic@Townsquaremedia.com)  
[KalamazooTraffic@Townsquaremedia.com](mailto: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](mailto:jeannie.waters@townsquaremedia.com)>  
**Sent:** Thursday, March 24, 2022 10:00 AM  
**To:** Traffic Team <[trafficteam@townsquaremedia.com](mailto:trafficteam@townsquaremedia.com)>; Continuity Team <[Continuityteam@townsquaremedia.com](mailto:Continuityteam@townsquaremedia.com)>  
**Cc:** CorpTraffic <[CorpTraffic@townsquaremedia.com](mailto: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](mailto: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.**

WD New EC Order Grid (WENJ-FM) (CPE: //NAB - Political\_AL001)

Header (importing 205 spots for \$0.00)

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

Property Shares

Order Share: 0

Property / % of Order

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		M-Su B:
		0		20	1	03/28/22-06/05/22	6:00 AM-12:00 XM	
	New	0	✓	5	2	03/25/22-03/27/22		
		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



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

<u>Contract / Revision</u> 3240106 /		<u>Alt Order #</u> DJEGDF-HJJEECC
<u>Advertiser</u> <b>NAB - Political</b>		<u>Original Date / Revision</u> 03/24/22 / 03/24/22
<u>Contract Dates</u> <b>03/25/22 - 06/05/22</b>	<u>Estimate #</u> <b>NAB - Political_AL001</b>	
<u>Product</u> <b>NAB Political Orders (Spanish)</b>		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WEOK-AM</b>	<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	WEOK	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	WEOK	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			
<b>Totals</b>											<b>205</b>	<b>\$0.00</b>

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
<b>Totals</b>	<b>205</b>	<b>\$0.00</b>	<b>\$0.00</b>

**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.