

Wack



Political Broadcast Agreement Form for Candidate Advertisements (PB-19)



Political Broadcast Agreement Form for Candidate 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).

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Lena Epstein for Michigan Regent, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE ➔

- FEDERAL CANDIDATE
- STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

| | |
|---|--|
| Candidate name: Lena Epstein | |
| Authorized committee: Lena Epstein for Michigan Regent | |
| Agency requesting time (and contact information): <input type="checkbox"/> Strategic National, hello@strategicnational.com | |
| Candidate's political party: Republican | |
| Office sought (no acronyms or abbreviations): Regent of the University of Michigan | |
| Date of election: 11/8/22 | <input checked="" type="checkbox"/> General <input type="checkbox"/> Primary |
| Treasurer of candidate's authorized committee: Dan Wholihan | |
| <p>The undersigned represents that:</p> <p>(1) the payment for the broadcast time requested has been furnished by (check one box below):</p> <p><input type="checkbox"/> the candidate listed above who is a legally qualified candidate, or</p> <p><input checked="" type="checkbox"/> the authorized committee of the legally qualified candidate listed above;</p> <p>(2) this station is authorized to announce the time as paid for by such person or entity; and</p> <p>(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).</p> <p>THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.</p> | |

| Candidate/Committee/Agency | Station Representative |
|--|---|
| Signature: <i>John Yob</i> | Signature: <i>[Signature]</i> |
| Name: John Yob | Name: <i>Robert L. Alden</i> |
| Date of Request to Purchase Ad Time: 9.30.22 | Date of Station Agreement to Sell Time: <i>10/31/22</i> |

(ADDITIONAL BUY)

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:

John Yob

Name: John Yob

Date: 9.30.22

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station? Yes No

Date ad received: *10/31/22*

Federal candidate certification signed (above): Yes No N/A

Disposition:

- Accepted
- Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*
- Rejected – provide reason:

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

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

| | | |
|--------------------------------|---|---|
| Contract #: <i>0473-003</i> | Station Call Letters: <i>WCKC</i> | Date Received/Requested: <i>10/31/22</i> |
| Est. #: <i>-</i> | Station Location: <i>CARLIAC, MI</i> | Run Start and End Dates: <i>11-8/22</i> |

Upload order, this form and invoice (or traffic system print-out) or other documents 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 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.

| Client | Station | Days | Time | Format | DMA | Length | Rate | Oct 31 - Nov 6 | Nov 7 - Nov 8 | Total Spots | Total Spend | Net Spend | Rural Total | Station Total |
|--------------------------------|---------|-------|-------------|--------------|------------------------|--------|---------|----------------|---------------|-------------|-------------------|-------------------|-----------------|-------------------|
| Lena Epstein for U of M Regent | WCDY-FM | MTWRF | 0600A-1000A | Hot AC | Traverse City-Cadillac | :30 | \$29.41 | 16 | 6 | 22 | \$647.02 | \$549.97 | \$226.46 | \$323.51 |
| Lena Epstein for U of M Regent | WCDY-FM | MTWRF | 1000A-0300P | Hot AC | Traverse City-Cadillac | :30 | \$29.41 | 16 | 6 | 22 | \$647.02 | \$549.97 | \$226.46 | \$323.51 |
| Lena Epstein for U of M Regent | WCDY-FM | MTWRF | 0300P-0700P | Hot AC | Traverse City-Cadillac | :30 | \$29.41 | 16 | 6 | 22 | \$647.02 | \$549.97 | \$226.46 | \$323.51 |
| Lena Epstein for U of M Regent | WCDY-FM | SS | 0600A-0700P | Hot AC | Traverse City-Cadillac | :30 | \$25.88 | 16 | 0 | 16 | \$414.08 | \$351.97 | \$144.93 | \$207.04 |
| | | | | | | | | | | 82 | \$2,355.14 | \$2,001.87 | \$824.30 | \$1,177.57 |
| Lena Epstein for U of M Regent | WGKC-FM | MTWRF | 0600A-1000A | Classic Rock | Traverse City-Cadillac | :30 | \$29.41 | 16 | 6 | 22 | \$647.02 | \$549.97 | \$226.46 | \$323.51 |
| Lena Epstein for U of M Regent | WGKC-FM | MTWRF | 1000A-0300P | Classic Rock | Traverse City-Cadillac | :30 | \$29.41 | 16 | 6 | 22 | \$647.02 | \$549.97 | \$226.46 | \$323.51 |
| Lena Epstein for U of M Regent | WGKC-FM | MTWRF | 0300P-0700P | Classic Rock | Traverse City-Cadillac | :30 | \$29.41 | 16 | 6 | 22 | \$647.02 | \$549.97 | \$226.46 | \$323.51 |
| Lena Epstein for U of M Regent | WGKC-FM | SS | 0600A-0700P | Classic Rock | Traverse City-Cadillac | :30 | \$25.88 | 16 | 0 | 16 | \$414.08 | \$351.97 | \$144.93 | \$207.04 |
| | | | | | | | | | | 82 | \$2,355.14 | \$2,001.87 | \$824.30 | \$1,177.57 |
| Lena Epstein for U of M Regent | WBEZ-FM | MTWRF | 0600A-1000A | Classic Hits | Traverse City-Cadillac | :30 | \$29.41 | 16 | 6 | 22 | \$647.02 | \$549.97 | \$226.46 | \$323.51 |
| Lena Epstein for U of M Regent | WBEZ-FM | MTWRF | 1000A-0300P | Classic Hits | Traverse City-Cadillac | :30 | \$29.41 | 16 | 6 | 22 | \$647.02 | \$549.97 | \$226.46 | \$323.51 |
| Lena Epstein for U of M Regent | WBEZ-FM | MTWRF | 0300P-0700P | Classic Hits | Traverse City-Cadillac | :30 | \$29.41 | 16 | 6 | 22 | \$647.02 | \$549.97 | \$226.46 | \$323.51 |
| Lena Epstein for U of M Regent | WBEZ-FM | SS | 0600A-0700P | Classic Hits | Traverse City-Cadillac | :30 | \$25.88 | 16 | 0 | 16 | \$414.08 | \$351.97 | \$144.93 | \$207.04 |
| | | | | | | | | | | 82 | \$2,355.14 | \$2,001.87 | \$824.30 | \$1,177.57 |

Totals: 246 \$7,065.42 \$6,005.61 \$2,472.90 \$3,532.71



Up North Radio LLC
 WCKC 107.1 The Drive
 8082 E M115 Suite B
 Cadillac, MI 49601

107.1 WCKC Order Confirmation

OrderID: 0473-003

Sponsor: Lena Epstein for UofM Regent
 Product: Lena Epstein for UofM Regent - Oct/Nov 2022
 Estimate/PO:
 AccountRep: Jennifer Theodore
 BillingCycle: Calendar Month
 InvoiceType: Detail Notarized Affidavit
 Run Dates: 11/1/2022 - 11/8/2022
 Items Ordered: 82
 Gross Amount: 2,355.14
 Discounts: 0.00
 Agency Commission: 353.27
 Net Amount: 2,001.87

RURAL AMFM
 190 MONROE AVE, NW
 SUITE 300
 GRAND RAPIDS, MI 49503

Scheduled Station(s): 107.1 WCKC
 Lena Epstein for UofM Regent - Oct/Nov 2022

Printed 11/1/2022 10:13:12 PM

Page 1

| Run Dates | Run Weeks | Run Times | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Week Total | Length | Description | Avail Type | Copy ID | Qty | Item Cost | Total Cost |
|--------------------------|-----------|---------------------|-----|-----|-----|-----|-----|-----|-----|------------|--------|-------------|------------|-----------|-----|-----------|------------|
| 01 11/1/2022 - 11/4/2022 | All Weeks | 06:00 AM - 10:00 AM | | 4 | 4 | 4 | 4 | | | 16 | :60 | Spot | | R0473-001 | 16 | 29.41 | 470.56 |
| 02 11/1/2022 - 11/4/2022 | All Weeks | 10:00 AM - 03:00 PM | | 4 | 4 | 4 | 4 | | | 16 | :60 | Spot | | R0473-001 | 16 | 29.41 | 470.56 |
| 03 11/1/2022 - 11/4/2022 | All Weeks | 03:00 PM - 07:00 PM | | | 4 | 4 | 4 | | | 16 | :60 | Spot | | R0473-001 | 16 | 29.41 | 470.56 |
| 04 11/5/2022 - 11/6/2022 | All Weeks | 06:00 AM - 07:00 PM | | | | | | 8 | 8 | 16 | :60 | Spot | | R0473-001 | 16 | 25.88 | 414.08 |
| 05 11/7/2022 - 11/8/2022 | All Weeks | 06:00 AM - 10:00 AM | | 3 | 3 | | | | | 6 | :60 | Spot | | R0473-001 | 6 | 29.41 | 176.46 |
| 06 11/7/2022 - 11/8/2022 | All Weeks | 10:00 AM - 03:00 PM | | 3 | 3 | | | | | 6 | :60 | Spot | | R0473-001 | 6 | 29.41 | 176.46 |
| 07 11/7/2022 - 11/8/2022 | All Weeks | 03:00 PM - 07:00 PM | | 3 | 3 | | | | | 6 | :60 | Spot | | R0473-001 | 6 | 29.41 | 176.46 |

Calendar Month Projected Billing:

| | | | | | | | |
|--------|------|--------|----------|--------|------|---------|----------|
| Oct-22 | 0.00 | Nov-22 | 2,355.14 | Dec-22 | 0.00 | Q4-2022 | 2,355.14 |
|--------|------|--------|----------|--------|------|---------|----------|

Confirmed Correct; Payment Guaranteed

Accepted for 107.1 WCKC