

**EFFECTV POLITICAL RECORD OF REQUEST:  
NATIONAL AND LOCAL ISSUE ADS**

Ad (whether national or state/local) “communicates a political matter of national importance” by referring to (1) a legally qualified candidate for any federal office; (2) any election to federal office; or (3) any political matter of national importance, whether legislative or otherwise (e.g., immigration, IRS tax code, federal cabinet or judicial appointments, etc.)

OR

- X Ad relates to state or local issue and does not communicate a political matter of national importance (i.e., does not refer to a federal candidate/election, or any political matter of national importance such as immigration, IRS tax code, federal cabinet or judicial appointments, etc.)

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1. Requested by (Agency name, address, phone number & contact):

Agency Name: Great American Media  
Contact Name: Ben Bauer  
Phone Number: 202.338.8700  
Address: 3050 K St, NW Suite 100 Washington DC 20007

2. Paid for by (Advertiser/sponsor name, address, phone number & contact):

Name: Put Michigan First  
Contact Name: Stephen Hill  
Phone Number: 202.338.8700  
Address: 1225 Eye Street NW, Suite 1100 Washington, DC 20005

3. Date of request: 12/16/21

4. Request received by: Micah Babcock

5. Content of the ad: Auto Insurance Refund, Whitmer

6. If ad refers to any federal election or federal candidate list: ALL name(s) of candidate(s) referred to, office being sought and date of election:

7. If ad refers to any national issues, identify ALL issues addressed (legislative or otherwise):

8. List ALL sponsor’s chief executive officers OR members of executive committee OR board of directors: Stephen Hill, Norm Lee

9. If only one name is listed on documentation provided by agency/advertiser, the AE certifies that they have made a follow-up inquiry: \_\_\_\_\_

10. DMA: Detroit, Grand Rapids, Lansing, Interconnect (Y or N)

Zones: Detroit Interconnect, Grand Rapids Interconnect, Lansing Interconnect

11. Distribution Platform(s):   X   Linear TV; \_\_\_\_\_ VOD; \_\_\_\_\_ Digital/websites/apps

12. Date and nature of any follow-ups: \_\_\_\_\_

**13. Disposition:**

**Accepted – see attached contract details**

**Rejected – provide reason:**

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**14. Additional Information:**