



# Political Broadcast Agreement Form for Candidate 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).

# CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Lakeside Communications, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Dan Forest

Authorized committee:

Committee to Elect Dan Forest

Agency requesting time (and contact information):

N/A Lakeside Communications

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Governor of North Carolina

Date of election:

November 3, 2020

General

Primary

Treasurer of candidate's authorized committee:

Jinger Kelly

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(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).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

Candidate/Committee/Agency	Station Representative
Signature: Robert A. Clegg <div style="font-size: 8px; margin-top: 5px;">                         Digitally signed by Robert A. Clegg                          DN: cn=Robert A. Clegg, o, ou, email=roboclegg@midwestcomm.net, c=US                          Date: 2020.02.21 16:59:01 -05'00'                     </div>	Signature: 
Name: Robert A. Clegg	Name: <u>GRAHAM CADDELL</u>
Date of Request to Purchase Ad Time: 06/25/20	Date of Station Agreement to Sell Time: <u>8-7-20</u>

**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:

**Robert A. Clegg**

Digitally signed by Robert A. Clegg  
DN: cn=Robert A. Clegg, o, ou, email=roboclegg@midwestcomm.net, c=US  
Date: 2020.02.26 10:52:35 -05'00'

Name:

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received: 8-6-20

**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**

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 #:	Station Call Letters: <u>WRSK-AM</u>	Date Received/Requested: <u>8-7-20</u>
Est. #:	Station Location: <u>West Jefferson, NC</u>	Run Start and End Dates: <u>SEE Attached Schedule</u>

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.

Account # 38797 A

8/7 (B)

(336) 246-6001  
246-6601

# 580 WKSK

## CADDELL BROADCASTING, INC.

P.O. Box 729  
West Jefferson, NC  
28694

BROADCASTING ORDER   
ANNUAL AGREEMENT

Account Forest for Governor

Anc. Type: Regular \_\_\_\_\_ Political

Name Linley Grande

Agency Media Financial Services

Phone 216-535-3967

Billing Address Invoices to Invoices@MediaFinancial.com

Duration :30

City, State \_\_\_\_\_ Zip \_\_\_\_\_

Sold By G

Date 8-7-20

Total Number of Spots/Programs 100 at rate per broadcast of 17.64 (NET) \$ 20.75 (Gross)

Net Rate

Beginning 8-7-20

Ending 9-3-20

DAY	8/7	8/10	8/17	8/24	8/31											<input checked="" type="checkbox"/>	"Special Code"	
Mon.		5	4	4	6													Broadcast Month
Tue.		5	5	4	5													Script
Wed.		4	5	5	5													# Tapes
Thurs.		4	4	5	5													Dates & Times
Fri.	13	4	4	4														Other
Sat.																		
Sun.																		

### SCHEDULE TYPE

R.O.S.

DAYPART \*

LOCAL TAP

SPECIFIC TIME\*

PROGRAM

6-10 AM

1/3, 1/3, 1/3

\_\_\_\_\_ AM

NAME \_\_\_\_\_

10 AM-3PM

1/2, 1/2

\_\_\_\_\_ PM

TIME \_\_\_\_\_

3-7 PM

\*Additional Charge Specified Times

Other Comments:

8/7  
10:24  
11:41  
12:50  
13:41  
14:50  
15:22  
15:50  
16:22  
16:50  
17:59  
17:43  
18:22  
18:58

Aug 79  
Sept - 21