



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, Kevin Cain, 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: Kevin Cain

Agency name: Swin Creative

Address: 310 E Superior Street, Ste 130, Duluth, MN 55802

Contact: Kevin Cain

Phone number: 218-722-1404

Email: kevin@swimcreative.com

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: Forever Duluth PAC

Address: 230 W Superior St STE 800, Duluth, MN 55802

Contact: Terry Lundberg, President

Phone number: 218-343-6545

Email: terrylundberg@gmail.com

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.):

Terry Lundberg, Pat Mullen, Seth Oliver, and Julie Padilla (board of directors)

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

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**

Signature:

DocuSigned by:

 EC4219F3BAC947F...

Signature:



Name: Forever Duluth PAC, Terry Lundberg, President

Name:

Sarah Pugliese

Date of Request to Purchase Ad Time:

Date of Station Agreement to Sell Time: 10/18/23

TO BE COMPLETED BY STATION ONLY

Ad submitted to station?



Yes



No

Date ad received:

10/19/23

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:

Contract #:

020802

Station Call Letters:

KQDS-FM

Date Received/Requested:

10/18/23

Est. #:

2023

Station Location:

Duluth

Run Start and End Dates:

10/23/23-11/6/23

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.



Scott Christensen <scott.christensen@mwcradio.com>

Schedule for Forever Duluth Pac on KQDS -FM

4 messages

Mary Shields <mary.shields@swimcreative.com>
To: Scott Christensen <scott.christensen@mwcradio.com>
Cc: Kevin Cain <kevin@swimcreative.com>

Tue, Oct 17, 2023 at 3:30 PM

Hi Scott,
We are going to go ahead and run a schedule on KQDS -FM during the morning drive with Forever Duluth Pac. I've included Kevin Cain on the email as he will provide all needed forms and creative for the political buy. Let him know what forms you need to have completed for the buy.

Let me know if you have any questions regarding the buy.

Thank you
Mary Shields

Table with columns: STATION, DAY, TIME, Format, COST, W/O dates, Nov 6 Only, Total Spots, TOTAL COST. Row 1: KQDS-FM, M - F, 6A - 10A, Classic Rock, \$94.12, 7 spots, \$1,505.92

Kevin Cain <kevin@swimcreative.com>
To: Scott Christensen <scott.christensen@mwcradio.com>
Cc: Mary Shields <mary.shields@swimcreative.com>

Tue, Oct 17, 2023 at 3:47 PM

Hi Scott, we are actually recutting the current spots so I'll send over to you tomorrow hopefully. In the meantime, attached is the NAB form that you will need to file on your end. FYI, someone is monitoring this campaign closely and flag another station for not processing it. (not sure what you have to do with it, but there's something!)

I will have three spots that will rotate evenly. Mary does have it in her plan, but special note, this only runs through November 6, all spots need to air by that date.

If you need pre-payment for this, please let me know asap.

Thanks!

Kevin Cain
Operations + Project Manager

[Quoted text hidden]

NAB-PB-19_NonCandidateAdvertisements (2)(62457466.1) (1) (1).pdf
1157K

Scott Christensen <scott.christensen@mwcradio.com>
To: Mary Shields <mary.shields@swimcreative.com>, kevin@swimcreative.com

Tue, Oct 17, 2023 at 3:50 PM

Mary, Good afternoon. Thank you for sending this over. Attached is the NAB paperwork we will need filled out. Also, are you prepaying with a credit card or check? Kevin, please send me all of the traffic for this schedule once you have it and I will get this taken care of for you. Please let me know if you have any other questions or need anything else.

Thanks,

On Tue, Oct 17, 2023 at 3:30 PM Mary Shields <mary.shields@swimcreative.com> wrote:
[Quoted text hidden]

Scott Christensen
Vice President & Market Manager
Midwest Communications- Duluth
11 East Superior Street
Suite #380
Duluth, MN 55802
scott.christensen@mwcradio.com
218-722-4321 Ext. 207 Direct
218-310-5095 Cell

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NAB-PB-19_NonCandidateAdvertisements 2022.pdf
1024K

Scott Christensen <scott.christensen@mwcradio.com>
To: Kevin Cain <kevin@swimcreative.com>

Tue, Oct 17, 2023 at 3:52 PM

Kevin, ??? I am not sure what the first line of your email means? Someone is looking at the political campaigns in Duluth? Please let me know what you are referring to on this please.

Thanks,

[Quoted text hidden]
[Quoted text hidden]

ORDER



KQDS-FM

Orders
Order / Rev: 626862
Alt Order #:
Product Desc: Forever Duluth PAC
Estimate: 2023
Flight Dates: 10/23/23 - 11/06/23
Original Date / Rev: 10/18/23 / 10/18/23
Order Type: GENERAL

Primary AE: House Duluth
Sales Office: DULTH
Sales Region: Local

Agency
Name: Forever Duluth PAC
Buying Contact: Terry Lundberg
Billing Contact: Terry Lundberg
 230 S Superior St Ste 800
 Duluth, MN 55802

Billing Type: Cash
Billing Calendar: Calendar
Billing Cycle: EOM/EOC
Agency Commission: 0%

Advertiser
Name: Forever Duluth PAC
Demographic: HH
Product Codes: PL2
Revenue Code 1: DIR
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: SEL

New Business End: 10/12/24
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:35:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/23	10/31/23	10	\$941.20	\$941.20
11/01/23	11/06/23	6	\$564.72	\$564.72

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2023	10	\$941.20	\$941.20	0.00
November 2023	6	\$564.72	\$564.72	0.00
Totals	16	\$1,505.92	\$1,505.92	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House Duluth			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KQDS	10/23/23	11/06/23	M-F 6a-10a M-F 6a-10a	CM	6a-10a	MTWTF--	:30	1	\$94.12	VIP	0.00	NM	16	\$1,505.92
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/23	10/29/23	MTWTF--		7				\$94.12		0.00			
		Week: 10/30/23	11/05/23	MTWTF--		7				\$94.12		0.00			
		Week: 11/06/23	11/12/23	M-----		2				\$94.12		0.00			
													Totals	16	\$1,505.92