

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Center for Election Innovation & Research, 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:** Center for Election Innovation & Research

**Agency name:** Watauga Group

**Address:** 1501 W. Colonial Drive, Orlando, FL 32804

**Contact:** Neil Romaine

**Phone number:** 407-982-2696

**Email:** Neil.Romaine@wataugagroup.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:** Center for Election Innovation & Research

**Address:** 1120 Connecticut Ave NW, Ste 1040, Washington, DC 20036

**Contact:** Haley M Cohen

**Phone number:** 202-780-1600

**Email:** hmc2165@columbia.edu

**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.):**

David Becker (President); Kevin Kennedy (Treasurer); Pam Anderson (Secretary)  
Trey Grayson  
Kirk Jowers  
Ray Martinez.

**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

**Messaging concerning the right to vote and to register to vote.**



**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: *Carolyn Mailloux*

Name: Carolyn Mailloux

Date of Request to Purchase Ad Time: Aug-Sep

**Station Representative**

Signature: *[Signature]*

Name: Rachael King

Date of Station Agreement to Sell Time: 9/10/20

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station? ☐ Yes ☐ No Date ad received: \_\_\_\_\_

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 #:

90242

Station Call Letters:

KEYH

Date Received/Requested:

9/9/20

Est. #:

9

Station Location:

Houston

Run Start and End Dates:

9/10 - 9/13/2020

**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.

# Brand Time Schedule - KEYHAM

PERIOD FROM SEP07/20 TO SEP20/20  
SPOT RADIO

18792  
SK5918

WATAUGA GROUP  
1501 W COLONIAL DRIVE  
ORLANDO, FL 32804

CLIENT: CEIR Center for Election Innovation  
PRODUCT: VROH Voter Outreach  
ESTIMATE: 0009 CEIR RADIO BUY ADDITION \$150K

Market: HOU TX HOUSTON-GALVESTON, TX.

REVISION: ORIGINAL

LINE#	DAY(S)	TIME	PROGRAM	LEN	DP	SEP 07	SEP 14	TOT COST/TAX	AD18+ R/CPP
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STATION: KEYHAM KEYH-M  
FORMAT: SPANISH - VARIETY  
SLS REP: UNASSIGNED

DIAL POS: 850

001	M-SU	5A-5A	M-SU 5A-5A	:30	BO	5		5	0.00	*
002	M-F	7A-1P	M-F 7A-1P	:30	PR	7		7	50.00	+
003	M-F	3-7P	Afternoon Drive	:30	PM	5		5	50.00	+
004	SAT	10A-3P	Saturday Midday	:30	WK	4		4	50.00	+

KEYHAM TOT  
PTS/WEEK

21

21 800.00

# Broadcast Contract

Watauga Group  
CNTR for Election  
1501 West Colonial Drive  
Orlando, FL 32804

Start Date 09/10/20	Contract# 90242	Mod# 0
End Date 09/13/20	Date Entered 09/09/20	Date Last Modified 09/09/20
Advertiser CNTR for Election	Station Market KEYH-AM	
Product VROH VOTER OUTREACH	SalesRep/Office SMRT ATL RACHAEL	

Standard Billing Cycle Estimate# 0009

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
			LINE	REMARK								
1	TH 09/10/20 SU 09/13/20	05:00A-05:00A	30	--	--	--	X	X	X	X	5	\$0.00
2	TH 09/10/20 SU 09/13/20	07:00A-01:00P	30	--	--	--	X	X	--	--	7	\$50.00
3	TH 09/10/20 SU 09/13/20	03:00P-07:00P	30	--	--	--	X	X	--	--	5	\$50.00
4	SA 09/12/20 SA 09/12/20	10:00A-03:00P	30	--	--	--	--	--	4	--	4	\$50.00

Additional Comments	Total Spots	Spots Total\$	Agency Commission	Net	Gross
	21	800.00	\$120.00	\$ 680.00	\$ 800.00

## Billing Projections: By Month

	Sep 20
CA	800.00
ST	800.00

No charge spots are preemptible without advance notice. Makegoods are not required without written preapproval.

Accepted for Station

Accepted for advertiser OR agency (and MBS, if any) as agent for the advertiser

Name \_\_\_\_\_ Title \_\_\_\_\_  
See reverse for accepted terms and conditions, if any

Name \_\_\_\_\_ Title \_\_\_\_\_  
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