



# 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, Debbie Jordan, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Debbie Jordan

Authorized committee:

Agency requesting time (and contact information):

N/A

Candidate's political party:

Non Part -

Office sought (no acronyms or abbreviations):

Lee County School Board, DIST 4

Date of election:

11/8/22

General

Primary

Treasurer of candidate's authorized committee:

Debbie Jordan

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.

**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: <u>Debbie Jordan</u>      | Signature: <u>S Perry</u> For Benson Med. A             |
| Name: <u>Debbie Jordan</u>           | Name: <u>S Perry</u>                                    |
| Date of Request to Purchase Ad Time: | Date of Station Agreement to Sell Time: <u>10/28/22</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: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No

Date ad received: \_\_\_\_\_

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 (optional): \_\_\_\_\_

\*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 #: <b>193273 834226</b> | Station Call Letters: <b>WJPF WXKB</b> | Date Received/Requested: <b>10/28/22</b>           |
| Est. #:                          | Station Location: <b>FT MYERS</b>      | Run Start and End Dates: <b>10/31/22 - 11/8/22</b> |

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.

Beasley

Advertiser: DEBBIE JORDAN FOR SCHOOL BOARD  
 Order #: 193273834226  
 Contract #: 192880  
 Date Entered: 10/28/2022  
 Last Modified: 10/28/2022  
 Product:  
 Salesperson: Kristin Brandt  
 Billing Cycle: Broadcast Standard  
 Estimate #:

DEBBIE JORDAN FOR SCHOOL BOARD  
 2111 BRAMAN AVENUE  
 FORT MYERS, FL 33901

Order Date Range: 10/29/2022 through 11/08/2022 (2 weeks)  
 Media Outlets: WJPT-FM, WXKB-FM

**On-Air Schedule**

| #  | Dates             | Station | Time/Program    | Len | Mo | Tu | We | Th | Fr | Sa | Su | S/W | Rate  | Qty | Total  |
|----|-------------------|---------|-----------------|-----|----|----|----|----|----|----|----|-----|-------|-----|--------|
| 1  | 10/31/22-11/06/22 | WXKB-FM | 06:00AM-10:00AM | 30  | X  | X  | X  | X  | X  | -- | -- | 9   | 20.00 | 9   | 180.00 |
| 2  | 10/31/22-11/06/22 | WXKB-FM | 03:00PM-07:00PM | 30  | X  | X  | X  | X  | X  | -- | -- | 9   | 20.00 | 9   | 180.00 |
| 3  | 11/07/22-11/08/22 | WXKB-FM | 06:00AM-10:00AM | 30  | X  | X  | -- | -- | -- | -- | -- | 4   | 15.00 | 4   | 60.00  |
| 4  | 11/07/22-11/08/22 | WXKB-FM | 03:00PM-07:00PM | 30  | X  | X  | -- | -- | -- | -- | -- | 4   | 15.00 | 4   | 60.00  |
| 5  | 10/29/22-11/06/22 | WXKB-FM | 10:00AM-03:00PM | 30  | -- | -- | -- | -- | -- | X  | X  | 8   | 25.00 | 16  | 400.00 |
| 6  | 10/31/22-11/06/22 | WJPT-FM | 06:00AM-10:00AM | 30  | X  | X  | X  | X  | X  | -- | -- | 9   | 20.00 | 9   | 180.00 |
| 7  | 10/31/22-11/06/22 | WJPT-FM | 03:00PM-07:00PM | 30  | X  | X  | X  | X  | X  | -- | -- | 9   | 20.00 | 9   | 180.00 |
| 8  | 11/07/22-11/08/22 | WJPT-FM | 06:00AM-10:00AM | 30  | X  | X  | -- | -- | -- | -- | -- | 4   | 20.00 | 4   | 80.00  |
| 9  | 11/07/22-11/08/22 | WJPT-FM | 03:00PM-07:00PM | 30  | X  | X  | -- | -- | -- | -- | -- | 4   | 20.00 | 4   | 80.00  |
| 10 | 11/05/22-11/06/22 | WJPT-FM | 10:00AM-03:00PM | 30  | -- | -- | -- | -- | -- | X  | X  | 6   | 10.00 | 6   | 60.00  |
| 11 | 10/29/22-10/30/22 | WJPT-FM | 10:00AM-03:00PM | 30  | -- | -- | -- | -- | -- | X  | X  | 5   | 10.00 | 5   | 50.00  |

**Station Totals**

| Station       | On-Air Count | Digital Count | Web Count | Other Count | Gross Billing     | Net Billing       |
|---------------|--------------|---------------|-----------|-------------|-------------------|-------------------|
| WJPT-FM       | 37           | 0             | 0         | 0           | \$630.00          | \$630.00          |
| WXKB-FM       | 42           | 0             | 0         | 0           | \$880.00          | \$880.00          |
| <b>Totals</b> | <b>79</b>    | <b>0</b>      | <b>0</b>  | <b>0</b>    | <b>\$1,510.00</b> | <b>\$1,510.00</b> |

Total Charges: \$1,510.00  
 Total Net: \$1,510.00

**Projected Billing By Broadcast Standard Month**

| Month         | Year | Gross Billing     | Net Billing       |
|---------------|------|-------------------|-------------------|
| October       | 2022 | \$250.00          | \$250.00          |
| November      | 2022 | \$1,260.00        | \$1,260.00        |
| <b>Totals</b> |      | <b>\$1,510.00</b> | <b>\$1,510.00</b> |

Accepted for Beasley

Accepted for advertiser OR agency as agent for the advertiser

\_\_\_\_\_  
 Name

\_\_\_\_\_  
 Title

\_\_\_\_\_  
 Name

\_\_\_\_\_  
 Title