

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Technicolor Political, 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:** Put Michigan First

Agency name: Technicolor Political

Address: 1322 G Street SE

Contact: Malcolm Barbour

Phone number: 202-675-6936

Email: malcolm@sagemediaplanning.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: Put Michigan First

Address: 1225 Eye Street NW, Suite 1100, Washington, DC 20005

Contact: Stephen Hill

Phone number: 202-739-2512

Email: hill@dga.net

Station is authorized to announce the time as paid for by such person or entity.

**List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):**

Stephen Hill, Treasurer  
Noam Lee, Chairperson

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

expanding affordable child care, providing tuition-free community college, delivering \$400 auto insurance refund checks, and closing the gap in school funding by making record investments — all without raising taxes

**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: <i>Stephen J. Hill</i>             | Signature: <i>Kimberly Torres</i>       |
| Name: Stephen Hill                            | Name: <i>Kimberly Torres</i>            |
| Date of Request to Purchase Ad Time: 8/1/2022 | Date of Station Agreement to Sell Time: |

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: 10/3/22

**Note: Must have separate PB-19 forms 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:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

|             |   |   |
|-------------|---|---|
| Contract #: | Station Call Letters:<br><i>WFOF</i>      | Date Received/Requested:<br><i>10/3/22</i>            |
| Est. #:     | Station Location:<br><i>Southfield MI</i> | Run Start and End Dates:<br><i>10/4/22 - 10/10/22</i> |

**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.

# Put Mi First WFDF-AM Schedule 10.4 - 10.10

10/3/2022

Client: Put Mi First  
 Media: Radio  
 Product: Issue  
 Flight Date: 10/04/2022 - 10/10/2022  
 Market/System: DETROIT BLACK

Survey: Apr22 MSA CustRadio Black

| Station               | Format | Day   | Time         | Program | # of SPOTS PER DAY |              |              |              |              |              |                | Total Spots | STN Gross Cost  |
|-----------------------|--------|-------|--------------|---------|--------------------|--------------|--------------|--------------|--------------|--------------|----------------|-------------|-----------------|
|                       |        |       |              |         | 10/4<br>10/4       | 10/5<br>10/5 | 10/6<br>10/6 | 10/7<br>10/7 | 10/8<br>10/8 | 10/9<br>10/9 | 10/10<br>10/10 |             |                 |
| WFDF-AM               | Talk   | M-F   | 6:00a- 9:00a |         | 1                  | 0            | 1            | 1            | 0            | 0            | 1              | 4           | \$50.00         |
|                       | Talk   | M-F   | 9:00a- 2:00p |         | 0                  | 1            | 1            | 1            | 0            | 0            | 1              | 4           | \$40.00         |
|                       | Talk   | M-F   | 2:00p- 7:00p |         | 1                  | 0            | 1            | 1            | 0            | 0            | 1              | 4           | \$50.00         |
|                       | Talk   | M-F   | 7:00p-10:00p |         | 0                  | 1            | 1            | 1            | 0            | 0            | 1              | 4           | \$40.00         |
|                       | Talk   | Sa-Su | 6:00a- 2:00p |         | 0                  | 0            | 0            | 0            | 2            | 2            | 0              | 4           | \$30.00         |
|                       | Talk   | Sa-Su | 2:00p-12:00a |         | 0                  | 0            | 0            | 0            | 1            | 1            | 0              | 2           | \$30.00         |
| <b>Station Total:</b> |        |       |              |         |                    |              |              |              |              |              |                | <b>22</b>   | <b>\$900.00</b> |
| Spots Per Week        |        |       |              |         | 2                  | 2            | 4            | 4            | 3            | 3            | 4              | 22          |                 |

**SCHEDULE TOTALS**

TOTAL SPOTS: 22  
 TOTAL COST: \$900.00  
 TOTAL Adults 25+ Reach Pct/Frequency: 69.1%/0.0

Station WFDF

POLITICAL RATE CARD

Advertiser

Product Put MI First

Flight Dates 10/4/22 - 10/10/22

Salesperson

Agency



| Daypart   | Day   | Time    | :60 Seconds   |           |            | :30 Seconds   |           |            |
|-----------|-------|---------|---------------|-----------|------------|---------------|-----------|------------|
|           |       |         | Rate<br>Fixed | Rate<br>P | Rate<br>IP | Rate<br>Fixed | Rate<br>P | Rate<br>IP |
| Morning   | M-F   | 6a-9a   | \$50          | \$40      | \$25       | \$30          | \$25      | \$15       |
| Midday    | M-F   | 9a-2p   | \$40          | \$30      | \$20       | \$20          | \$15      | \$10       |
| Afternoon | M-F   | 2p-7p   | \$50          | \$40      | \$25       | \$30          | \$25      | \$15       |
| Evenings  | M-F   | 7p-10p  | \$40          | \$30      | \$20       | \$20          | \$15      | \$10       |
| Evenings  | M-F   | 10p-12a | \$40          | \$30      | \$20       | \$20          | \$15      | \$10       |
| Weekend   | Sa+Su | 6a-2p   | \$30          | \$20      | \$15       | \$10          | \$7       | \$5        |
| Weekend   | Sa+Su | 2p-12a  | \$30          | \$20      | \$15       | \$10          | \$7       | \$5        |