



Political Broadcast Agreement Form for Candidate Advertisements (PB-19)



Political Broadcast Agreement Form for Candidate Advertisements (PB-19)

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.

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit nab.org/MemberTools.

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Maddilyn Seawell, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Jason Walton

Authorized committee:

Friends of Jason Walton for Senate

Agency requesting time (and contact information):

Chase & Co. Agency, 2912 Executive Parkway, Suite 200, Lehi, Utah 84043, 801.768.2288

N/A

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

United States Senator

Date of election:

June 25, 2024

General

Primary

Treasurer of candidate's authorized committee:

Thomas Datwyler

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

DocuSigned by:
Signature:

Maddilyn Seawell

07640FE159C3485...

Signature:

Name: **Maddilyn Seawell**

Name:

Date of Request to Purchase Ad Time: **5/16/24**

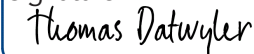
Date of Station Agreement to Sell Time:

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

DocuSigned by:



07640FE159C3485...

Name: **Thomas Datwyler**Date: **1/25/2024****TO BE COMPLETED BY STATION ONLY**Ad submitted to Station? Yes No Date ad received: _____**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:

Date Received/Requested:

Est. #:

Station Location:

Run Start and End Dates:

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.

St Geo Jason Walton US Senate

Agency: Chase Media Group
 Advertiser: Friends of Jason Walton for Senate
 Product: US Senate Seat Utah
 Flight: 5/20/24-6/7/24



From: Fred Lindstrom
 Phone: (512) 751-5378
 Email: fred.lindstrom@townsquaremedia.com
 5/16/2024 3:00 PM

Flight Dates: 05/20/2024 - 06/07/2024
 Demo: P 45+

Radio Market: NATIONAL REGIONAL DATABASE
 Survey: SP23 / FA22 / SP22
 Geography: State-based Custom Geo Used = UT

ScheduleDescription:
 Maddilyn Seawell Chase & Co.

	Format	City of License	County of License	State of License	Daypart	Length	Unit Rate	Spots	Average Persons	Gls	Total Cost
Radio Total							\$34.34	35	1,100	39,900	\$1,202.00
KDXU-AM	News Talk Information	ST GEORGE	WASHINGTON	UT			\$34.34	35	1,100	39,900	\$1,202.00
Week 1 - 1 wk (05/20)											
							\$34.33	15	1,100	16,500	\$515.00
One Week Total							\$34.33	15	1,100	16,500	\$515.00
					M-F 6A-10A	60	\$35.00	5	1,000	5,000	\$175.00
					M-F 10A-3P	60	\$34.00	5	1,400	7,000	\$170.00
					M-F 3P-7P	60	\$34.00	5	900	4,500	\$170.00
Week 2 - 1 wk (05/27)											
							\$34.33	6	1,200	7,400	\$206.00
One Week Total							\$34.33	6	1,200	7,400	\$206.00
					M,Th 6A-10A	60	\$35.00	2	1,100	2,200	\$70.00
					Note Week is Flighted Mon, Thu M,Th 10A-3P	60	\$34.00	2	1,500	3,000	\$68.00
					M,Th 3P-7P	60	\$34.00	2	1,100	2,200	\$68.00
Week 3 - 1 wk (06/03)											
							\$34.36	14	1,100	16,000	\$481.00
One Week Total							\$34.36	14	1,100	16,000	\$481.00
					M-Th 6A-10A	60	\$35.00	5	1,000	5,000	\$175.00
					Note Week is Flighted Mon-Thu M-Th 10A-3P	60	\$34.00	5	1,400	7,000	\$170.00
					M-Th 3P-7P	60	\$34.00	4	1,000	4,000	\$136.00

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: NATIONAL REGIONAL DATABASE; SP23 / FA22 / SP22; State-based Custom Geo Used = UT; Multiple Dayparts Used; P 45+; See Detailed Sourcing Page for Complete Details.

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St Geo Jason Walton US Senate 5/17-6/7



From: Fred Lindstrom
 Phone: (512) 751-5378
 Email: fred.lindstrom@townsquaremedia.com
 5/16/2024 3:00 PM

Schedule Grand Totals: 3 Weeks

Stations	Format	City of License	County of License	State of License	Unit Rate	Spots	Average Persons	Gls	Total Cost
Radio Total					\$34.34	35	1,100	39,900	\$1,202.00
KDXU-AM	News Talk Information	ST GEORGE	WASHINGTON	UT	\$34.34	35	1,100	39,900	\$1,202.00
KREC-FM	Adult Contemporary	BRIAN HEAD	IRON	UT	\$0.00	0	0	0	\$0.00
KSUB-AM	News Talk Information	CEDAR CITY	IRON	UT	\$0.00	0	0	0	\$0.00
KXBN-FM	Pop Contemporary Hit Radio	CEDAR CITY	IRON	UT	\$0.00	0	0	0	\$0.00
KCIN-FM	Country	CEDAR CITY	IRON	UT	\$0.00	0	0	0	\$0.00
KXFF-FM	Adult Hits	COLORADO CITY	MOHAVE	AZ	\$0.00	0	0	0	\$0.00
KHKR-AM	All Sports	WASHINGTON	WASHINGTON	UT	\$0.00	0	0	0	\$0.00

Accepted by Station

Date

5/16/24

Accepted by Client

Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: NATIONAL REGIONAL DATABASE; SP23 / FA22 / SP22; State-based Custom Geo Used = UT; Multiple Dayparts Used; P 45+; See Detailed Sourcing Page for Complete Details.

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Detailed Sourcing Summary

Radio Market: NATIONAL REGIONAL DATABASE

Survey: Average of Nielsen Radio Spring 2023, Nielsen Radio Fall 2022, Nielsen Radio Spring 2022

Geography: State-based Custom Geo Used = UT

Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population		Intab	
	Avg Daily	Avg Weekly	Avg Daily	Avg Weekly
Adults 45+ (Primary)	1,103,600	1,103,600	1,668	1,635

Stations: User Selected

Additional

Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Stations qualify to be reported if they have received five or more minutes of listening in a single quarter-hour in at least 1 in-tab diary in the market, Monday-Sunday Midnight-Midnight (total week), during the survey period. Encoded stations qualify to be reported if they have received credit for five or more minutes of listening within a quarter hour from at least one PPM Panelist during the Monday - Friday 6am - Midnight daypart for the survey period.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. PPM estimates are derived from the PPM technology and methodology and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here:

http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model. Audience estimates for digital audio reflect listening in PPM-measured areas only.

PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

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CONTRACT



KDXU-AM
 750 West Ridgeview Dr. Suite 204
 St. George, UT 84770
 (435) 673-3579

<u>Contract / Revision</u> 4853112 / 1		<u>Alt Order #</u>
<u>Advertiser</u> Friends of Jason Walton for Senate		<u>Original Date / Revision</u> 05/16/24 / 05/16/24
<u>Contract Dates</u> 05/20/24 - 06/07/24	<u>Estimate #</u>	
<u>Product</u> US Senate Seat Utah		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KDXU-AM	<u>Account Executive</u> Fred Lindstrom	<u>Sales Office</u> Local St. George
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u> R114513	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Chase Media Group
 2912 Executive Parkway #200
 Lehi, UT 84043

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	KDXU	05/20/24	05/24/24	M-F AM Drive	6a-10a		1:00			NM	5	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/20/24	05/26/24	MTWTF--				5	\$35.00			
2	KDXU	05/20/24	05/24/24	M-F Midday	10a-3p		1:00			NM	5	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/20/24	05/26/24	MTWTF--				5	\$34.00			
3	KDXU	05/20/24	05/24/24	M-F PM Drive	3p-7p		1:00			NM	5	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/20/24	05/26/24	MTWTF--				5	\$34.00			
4	KDXU	05/27/24	05/30/24	M-F AM Drive	6a-10a		1:00			NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/27/24	06/02/24	M-T---				2	\$35.00			
5	KDXU	05/27/24	05/30/24	M-F Midday	10a-3p		1:00			NM	2	\$68.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/27/24	06/02/24	M-T---				2	\$34.00			
6	KDXU	05/27/24	05/30/24	M-F PM Drive	3p-7p		1:00			NM	2	\$68.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/27/24	06/02/24	M-T---				2	\$34.00			
7	KDXU	06/03/24	06/06/24	M-F AM Drive	6a-10a		1:00			NM	5	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/24	06/09/24	MTWT---				5	\$35.00			
8	KDXU	06/03/24	06/06/24	M-F Midday	10a-3p		1:00			NM	5	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/24	06/09/24	MTWT---				5	\$34.00			
9	KDXU	06/03/24	06/06/24	M-F PM Drive	3p-7p		1:00			NM	4	\$136.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/24	06/09/24	MTWT---				4	\$34.00			
Totals											35	\$1,202.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



KDXU-AM
750 West Ridgeview Dr. Suite 204
St. George, UT 84770
(435) 673-3579

<u>Contract / Revision</u>	<u>Alt Order #</u>
4853112 / 1	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Friends of Jason Walton for Senate	05/16/24 / 05/16/24

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
05/20/24 - 06/07/24	US Senate Seat Utah	

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/29/24 - 05/26/24	15	\$515.00	(\$77.25)	\$437.75
05/27/24 - 06/06/24	20	\$687.00	(\$103.05)	\$583.95
Totals	35	\$1,202.00	(\$180.30)	\$1,021.70

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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