

## ISSUE ADVERTISING FORM

### SPONSOR

SPONSOR NAME: Senate Majority PAC

PRIMARY CONTACT: Susan Milus

ADDRESS: 700 13th Street, NW Suite 610  
Washington DC, 20005

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

LEGAL STATUS OF SPONSOR: (check )

<input type="checkbox"/>	Individual	<input type="checkbox"/>	Association
<input checked="" type="checkbox"/>	Committee	<input type="checkbox"/>	Corporation
<input type="checkbox"/>	Other	(explain)	<u>Political Action Committee</u>

### AGENCY

AGENCY NAME: Waterfront Strategies

CONTACT: Katie Thompson TITLE: MEDIA BUYER

ADDRESS: 3050 K Street NW Suite 100, Washington DC, 20007

TELEPHONE: 202-338-8700 FAX: 202-338-2334

Names and Positions of the Principal Executive Officers/Directors of the Sponsor:

NAME:	POSITION:
<u>Susan Milus</u>	<u>President</u>
<u>Stephanie Potter</u>	<u>Executive Director</u>
<u>Rebecca Lambe</u>	<u>Treasurer</u>
<u>JB Poersch</u>	<u>Secretary</u>

Sponsor hereby agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from performance of broadcasts paid for by the Sponsor.  
Sponsor also agrees to prepare a script or transcription, which will be delivered to the station at least 72 hours before the time of the scheduled broadcasts.

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <div style="font-size: 1.2em; margin-top: 10px;">WFLA + WTTA Tampa FL</div>	<b>Date:</b> <div style="font-size: 1.2em; margin-top: 10px;">7/15/16</div>
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I, Mike Furman  
do hereby request station time concerning the following issue:

Senate Majority PAC

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As Ordered			

This broadcast time will be used by: Senate Majority PAC

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ Yes

☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Patrick Murphy US Senate FL Primary election  
8/30/16

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Senate Majority PAC 700 15th Street NW Suite 600  
Washington, DC 20005

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Rebecca Lunde, Treasurer  
Susan McIntire, President

J.G. Boersch, Secretary

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

8/10/12                      *Mr R*                      202-338-8700  
Date                                      Signature                                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature                                      Printed Name                                      Title

## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As Ordered			

**Attach proposed schedule with charges (if available):**

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.