

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE**

**STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WKOK and WQKX, Sunbury, PA/WMLP and WVLY, Milton, PA	<b>Date:</b> 08/09/2019
--	-------------------------

I, Jennifer Rager-Kay,  
 being/on behalf of: Friends of Jennifer Rager-Kay,  
 a legally qualified candidate of the Democratic  
 political party for the office of: Pennsylvania State House 85th District Representative  
 in the Special Election  
 election to be held on: August 20, 2019  
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
(See attached)					

**Attach proposed schedule with charges (if available): \$1814.00**

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Jennifer Rager Kay

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Peter Kay

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional 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.**

**To Be Signed By Candidate or Authorized Committee**

8/9/19

Date



Signature

**To Be Signed By Station Representative**

Accepted



Signature

Accepted in Part

Kevin Herr

Printed Name

Rejected

Interim Sales Manager

Title


FRIENDS OF JENNIFER RAGER-KAY  
JENNIFER R RAGER-KAY  
PETER R KAY  
48 WOODLYNN DR.  
SELINGROVE, PA 17870

60-8760/2313

147

DATE 8/9/19

© DELUXE deluxecommchecks

PAY TO Sunbury Broadcasting Corporation \$ 1,814.00  
THE ORDER OF One thousand Eight hundred Fourteen  $\frac{00}{100}$  DOLLARS  Security Features  
Included.  
Details on Back.

 **service1st**<sup>®</sup>  
3054 N. Susquehanna Trail Shamokin Dam, PA 17876

MEMO Radio Ads



⑆ 231387602⑆ 1220692089⑆ 0147

SPECIALTY BLUE

# August

# 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

WKOK - 28 @ \$11 (\$308)/4 @ \$9 (\$36)/4 @ \$8 (\$32) = \$376  
 WQKX - 28 @ \$21 (\$588)/4 @ \$17 (\$68)/4 @ \$13 (\$52) = \$708  
 WVLY - 28 @ \$13 (\$364)/4 @ \$11 (\$44)/4 @ \$10 (\$40) = \$448  
 WMLP - 21 @ \$10 (\$210)/8 @ \$9 (\$72) = \$282  
 Total - \$1814.00



## SUNBURY BROADCASTING CORPORATION

### Political Advertising Disclosure Statement

By signing below you are acknowledging that you have received Political Advertising Commercial Rates and Inventory Policies for each class of pre-emptible and non pre-emptible commercial airtime. You are also acknowledging that you have read and understand all of the terms and conditions associated with political advertising in compliance with the requirements of the Communications Act of 1934, as amended, and the rules and regulations of the Federal Communications Commission.

#### Terms and Conditions:

- i) During the forty five (45) day period before the primary election and the sixty (60) day period before the general election, the stations of Sunbury Broadcasting Corp will sell commercial announcement airtime to legally qualified candidates on the same terms and conditions, including discounts and other privileges, as are available to the radio stations most favored commercial advertisers. Prior to these periods, prevailing commercial rates at the time of scheduling are in effect.
- ii) Federal candidates must comply with the Bipartisan Campaign reform Act of 2002 in order to be offered the lowest unit charge. All federal candidates must provide the station with a certification acceptable to the station that the candidate, or authorized committee for the candidate, will not make any direct reference to another candidate for the same office in any broadcast airtime.
- iii) Political Action Committees are not legally qualified candidates and do not qualify for the lowest unit charge.
- iv) NAB Form PB-16 ("Agreement Form for Political Candidate Advertisements") must be completed and accompany the candidate's order for commercial airtime.
- v) Payment in advance is required for all political advertising orders. Weekly payments are permissible and must be received, at least, two (2) business days prior to the start of the candidate's advertising.
- vi) The candidate's voice must be clearly identifiable within the commercial announcement to qualify as a "use" pursuant to the Communications Act of 1934, as amended.
- vii) The candidate's message must clearly, specifically and explicitly identify the person or group sponsoring the political announcement as follows: "Paid for by" followed by the specific identification. Should this be absent from the message, the radio station's production department will make the necessary additions at the end of the candidate's message. This may change the original content of the message resulting from commercial time parameters.

Signature of Candidate or Candidate's Representative

**This Political Advertising Disclosure Statement is beneficial to all parties and should be signed and returned to Sunbury Broadcasting Corp, P.O. Box 1070 Sunbury, PA 17801. Failure to do so will be indicated in the radio station's public file.**





# SUNBURY BROADCASTING CORP. POLITICAL ADVERTISING POLICY

Revised: 03/01/15 - Adopted: 03/01/92

---

The following sets forth the policies and practices of Stations WKOK-AM, WEGH-FM, WQKX-FM, WMLP-AM and WVLY-FM regarding the sale of political time.

## 1. APPLICABILITY

These policies apply only to legally qualified candidates for public office or their authorized campaign organizations to promote their candidacy; they are not applicable to political action committees or to non-candidate, "issue" advertising.

In order to qualify for political rates and benefits, the commercial must be a "use" by the candidate. That means the candidate's voice must be on the commercial and he/she must be identified or identifiable. If the commercial is not a "use" by the candidate, regular advertising rates will apply.

## 2. ACCESS

a) Reasonable access will be provided to all legally qualified federal candidates during the 45 and 60 day periods before a primary/general election. While candidates may request specific programming, the Stations reserve the exclusive right to determine the amount of time and program availability to particular candidates and/or races.

b) No political time will be sold in news programming and stations do not sell "news adjacencies," except where noted on the "Political Rate Card."

## 3. IDENTIFICATION

All ads must comply with the identification requirements of Section 317 of the Communications Act. Should candidate ads not contain the proper identification, the Stations reserve the right to add the appropriate material and edit the remainder of the announcement for length.

## 4. ORDERS

Orders for political time will not be considered firm until the following have been provided:

a) Completed and signed Agreement Form for Political Broadcasts.

b) Net cash-in-advance payment.

c) Where the purchase is made by a corporation, committee, association or other unincorporated group, the names and offices of the entities chief executive officers must be provided to the stations.

d) Where doubt exists, satisfactory proof that the candidate is "legally qualified," as that term is defined by the F.C.C.



## SUNBURY BROADCASTING CORP. POLITICAL ADVERTISING POLICY

Revised: 03/01/15 - Adopted: 03/01/92

---

e) Advance orders for schedules of political advertising will be subject to reconfirmation before the start of the schedule.

g) Commercial continuity (copy), along with written instructions for its use, should be submitted to the Stations as soon as possible to ensure proper airing. All instructions for airing of facilities should be in writing. Changes to these instructions should be in writing to the Stations (by letter, fax, e-mail or telegram) prior to the changes being made. Commercials should be received in sufficient time to permit confirmation of compliance with the sponsorship identification requirements and with broadcast technical standards.

h) Deadlines for all commercial material time orders, and contract changes are as follows: Commercial materials must be at the Station(s) 24 hours prior to their intended start. If a commercial is scheduled to begin on Sunday or Monday, the commercial materials must be at the Station(s) by the start of business on the prior Friday. Failure by a political advertiser to fulfill all requirements in advance of the deadlines may result in preemption of some or all announcements previously cleared.

### 5. PRODUCTION

Station(s) facilities may be utilized for the production of political announcements or programs, subject to available production time. Station(s) reserves the right to charge for excessive use of its production facilities and personnel. Rates for such use are available upon request. Any production charges levied will be handled separately from time charges. Agencies or candidates incurring such charges are required to provide a check for payment of accrued charges following the production session. No spots will air, nor will any dubs be created, until a check is received for the correct amount. No Station(s) news talent will be available for political advertising purposes.

### 6. AVAILABILITY

a) Legally qualified candidates may purchase time on the basis of any class set forth on the attached chart subject to availability. The base availability is a 60 second "unit" (including sponsorship identification). The candidate is free to use less than the 60 seconds allotted per unit...however, no adjustment in charge will be made.

b) Candidates should be aware that, unless a contrary result is demanded by statutory requirements, orders for the purchase of time made after 12:00 noon on the Thursday preceding Election Day may not be filled due to the lack of availabilities. The earlier an order is placed the greater the scheduling option will be.

c) The Stations will place all orders subject to availability. Due to potential "equal opportunities" obligations for opposing candidates, certain time periods may not be available for candidates in other political races.



## SUNBURY BROADCASTING CORP. POLITICAL ADVERTISING POLICY

Revised: 03/01/15 - Adopted: 03/01/92

---

d) Candidates should be aware that, unless a contrary result is demanded by statutory requirements, the Stations do not sell program length amounts of time (i.e. 5 minutes/30 minutes). Where statutes require that such lengths be sold, requests will be considered on an individual basis. No promotional announcements (aside from a candidate's separately purchased spot schedule) will be scheduled to promote political programs.

### 7. RATES

a) Each separate class of time is offered to candidates at its lowest unit charge; the lowest clearing rate of the particular class of time ordered by the candidate for the time-period when the ad is broadcast. The Stations will provide its best, good faith assessment of the lowest unit charge for each class upon request.

b) The Stations do not sell "preemptible" spot announcements...except as noted under "additional classes of time."

c) The Stations do not sell "news adjacencies."

### 8. REBATES

In the event advertising time is sold for a particular class and for a particular time-period and is broadcast at rates lower than the rate paid by the candidate; the candidate will be afforded the benefit of the lower rate either by way of a rebate or as a credit against future purchases, at the option of the candidate.

### 9. MAKE GOODS

The Stations will use their best efforts to provide "make good" spots prior to the election for candidate "use" announcements that are preempted due to technical problems or other unforeseen circumstances. Although the Stations' policy is to offer all candidates make goods before the election, it cannot guarantee to any advertiser that the make goods can be provided in the time period or rotation originally ordered. If inventory constraints preclude such identical scheduling, the Stations will offer make goods of equivalent value. If these are not acceptable to the advertiser, the Stations will provide credits or refunds for preempted spots.

### 10. PACKAGES

Combinations of classes may be available. Each ad ordered will reflect the appropriate class of time for lowest unit charge calculation purposes, (e.g. 10 AM Drives/10 Mid Day/10 PM Drive) may be purchased and each will reflect its own class.) Rates for each ad in the package will be allocated for each class by the Stations. "Use" advertisers may purchase the smallest equal unit of such combinations or packages.





## SUNBURY BROADCASTING CORP. POLITICAL ADVERTISING POLICY

Revised: 03/01/15 - Adopted: 03/01/92

---

### 11. BASIC CLASSES OF TIME

#### Monday to Friday

Announcements must be scheduled equally each day (Mon. to Fri.) and will air on a 5:00 A.M. to 8:00 P.M. rotation.

#### Sunday

Sunday announcements may be scheduled between 5:00 A.M. and 8:00 P.M.

#### Saturday

Announcements will air on a 5:00 A.M. to 8:00 P.M. rotation.

### 12. NON-DISCRIMINATION CLAUSE

Sunbury Broadcasting Corporation does not discriminate in the sale of advertising time, and will not accept advertising which is placed with the intent to discriminate on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate, or has the effect of discriminating, on the basis of race or ethnicity, is hereby declared null and void.



SUNBURY BROADCASTING CORPORATION  
 PO BOX 1070  
 SUNBURY, PA 17801 USA

FRIENDS OF JENNIFER RAGER-KAY

Advertiser ID: 3895 Amount Paid

3895-00006-0000	8/25/2019	1
<b>Official Invoice</b>	<b>Date</b>	<b>Page</b>

DETACH AND RETURN WITH PAYMENT

3895-00006-0000 O 8/25/2019 1

FRIENDS OF JENNIFER RAGER-KAY  
 48 WOODYLYNN DRIVE  
 SELINGSGROVE, PA 17870 USA

Purchase Order Number:  
 Est. Number:  
 Co-Op:  
 Description:  
 Salesperson: Herr, Kevin

Date	Day	Length		Qty	Rate	Total
<b>Copy: FRIENDS OF JENNIFER RAGER-KAY</b>						
8/12/2019	Mon	:30	WKOK-AM 10:48:00 AM 01:42:30 PM 03:46:30 PM	3	\$10.00	\$30.00
8/12/2019	Mon	:30	WKOK-AM 10:41:00 AM 02:18:00 PM 04:32:30 PM 05:58:00 PM	4	\$11.00	\$44.00
8/13/2019	Tue	:30	WKOK-AM 05:29:00 AM 12:32:30 PM 03:05:00 PM	3	\$10.00	\$30.00
8/13/2019	Tue	:30	WKOK-AM 05:53:00 AM 12:16:00 PM 03:20:30 PM 05:24:30 PM	4	\$11.00	\$44.00
8/14/2019	Wed	:30	WKOK-AM 08:15:30 AM 01:42:30 PM 05:32:30 PM	3	\$10.00	\$30.00
8/14/2019	Wed	:30	WKOK-AM 05:16:00 AM 10:41:30 AM 01:17:30 PM 04:21:30 PM	4	\$11.00	\$44.00
8/15/2019	Thu	:30	WKOK-AM 05:42:00 AM 11:46:30 AM 07:30:30 PM	3	\$10.00	\$30.00
8/15/2019	Thu	:30	WKOK-AM 05:39:00 AM 11:41:30 AM 03:30:30 PM 06:23:00 PM	4	\$11.00	\$44.00
8/16/2019	Fri	:30	WKOK-AM 05:11:00 AM 12:32:00 PM 05:32:00 PM	3	\$10.00	\$30.00
8/16/2019	Fri	:30	WKOK-AM 05:16:00 AM 09:22:30 AM 01:30:30 PM 04:21:30 PM	4	\$11.00	\$44.00
8/17/2019	Sat	:30	WKOK-AM 05:30:00 AM 06:58:50 AM 07:57:30 AM 08:05:00 AM 09:30:00 AM 09:45:00 AM 12:30:30 PM 04:18:00 PM	8	\$9.00	\$72.00
8/18/2019	Sun	:30	WKOK-AM 05:37:00 AM 09:54:30 AM 06:18:30 PM 07:37:30 PM	4	\$8.00	\$32.00
8/18/2019	Sun	:30	WKOK-AM 05:05:00 AM 06:15:00 AM 07:15:00 AM 08:27:50 AM	4	\$9.00	\$36.00
8/19/2019	Mon	:30	WKOK-AM 09:05:00 AM 12:58:30 PM 05:14:00 PM	3	\$10.00	\$30.00
8/19/2019	Mon	:30	WKOK-AM 05:32:00 AM 11:15:00 AM 01:47:00 PM 04:20:00 PM	4	\$11.00	\$44.00
8/20/2019	Tue	:30	WKOK-AM 05:05:00 AM 01:42:00 PM 05:58:00 PM	3	\$10.00	\$30.00
8/20/2019	Tue	:30	WKOK-AM 05:53:00 AM 10:14:30 AM 12:55:50 PM 03:33:00 PM	4	\$11.00	\$44.00
<b>Copy: FRIENDS OF JENNIFER RAGER-KAY</b>						
8/12/2019	Mon	:30	WQKX-FM 10:56:00 AM 12:56:30 PM 03:41:00 PM 06:26:00 PM	4	\$21.00	\$84.00
8/13/2019	Tue	:30	WQKX-FM 05:55:00 AM 10:28:00 AM 01:42:30 PM 04:56:00 PM	4	\$21.00	\$84.00
8/14/2019	Wed	:30	WQKX-FM 05:26:00 AM 09:56:30 AM 02:56:00 PM 05:41:00 PM	4	\$21.00	\$84.00
8/15/2019	Thu	:30	WQKX-FM 05:55:30 AM 11:42:00 AM 03:29:00 PM 07:41:30 PM	4	\$21.00	\$84.00
8/16/2019	Fri	:30	WQKX-FM 05:26:00 AM 10:41:00 AM 12:57:30 PM 05:58:00 PM	4	\$21.00	\$84.00
8/17/2019	Sat	:30	WQKX-FM 05:25:00 AM 09:27:30 AM 02:28:30 PM 05:40:30 PM	4	\$17.00	\$68.00
8/18/2019	Sun	:30	WQKX-FM 05:40:00 AM 11:57:00 AM 03:57:00 PM 07:41:00 PM	4	\$13.00	\$52.00
8/19/2019	Mon	:30	WQKX-FM 05:56:00 AM 11:55:30 AM 03:56:30 PM 06:26:00 PM	4	\$21.00	\$84.00
8/20/2019	Tue	:30	WQKX-FM 05:26:00 AM 10:56:00 AM 01:26:30 PM 04:56:00 PM	4	\$21.00	\$84.00
<b>Copy: FRIENDS OF JENNIFER RAGER-KAY</b>						
8/12/2019	Mon	:30	WVLY-FM 07:49:00 AM 08:47:30 AM 02:19:30 PM 04:18:00 PM	4	\$13.00	\$52.00
8/13/2019	Tue	:30	WVLY-FM 05:50:00 AM 01:17:30 PM 03:46:00 PM 06:15:30 PM	4	\$13.00	\$52.00
8/14/2019	Wed	:30	WVLY-FM 05:20:30 AM 07:16:00 AM 12:47:00 PM 05:17:00 PM	4	\$13.00	\$52.00
8/15/2019	Thu	:30	WVLY-FM 05:51:00 AM 08:30:30 AM 02:48:00 PM 06:18:00 PM	4	\$13.00	\$52.00
8/16/2019	Fri	:30	WVLY-FM 05:21:30 AM 12:48:30 PM 03:48:00 PM 07:16:00 PM	4	\$13.00	\$52.00
8/17/2019	Sat	:30	WVLY-FM 05:50:00 AM 08:48:00 AM 02:48:30 PM 03:18:00 PM	4	\$11.00	\$44.00
8/18/2019	Sun	:30	WVLY-FM 05:50:00 AM 11:21:30 AM 02:17:30 PM 07:16:00 PM	4	\$10.00	\$40.00
8/19/2019	Mon	:30	WVLY-FM 05:20:30 AM 12:17:30 PM 03:16:00 PM 05:47:00 PM	4	\$13.00	\$52.00
8/20/2019	Tue	:30	WVLY-FM 05:40:00 AM 10:47:30 AM 01:16:30 PM 04:17:00 PM	4	\$13.00	\$52.00

SUNBURY BROADCASTING CORPORATION  
PO BOX 1070  
SUNBURY, PA 17801 USA

FRIENDS OF JENNIFER RAGER-KAY

Advertiser ID: 3895 Amount Paid

3895-00006-0000	8/25/2019	2
<b>Official Invoice</b>	<b>Date</b>	<b>Page</b>

DETACH AND RETURN WITH PAYMENT

3895-00006-0000 O 8/25/2019 2

FRIENDS OF JENNIFER RAGER-KAY  
48 WOODYLYNN DRIVE  
SELINGROVE, PA 17870 USA

Purchase Order Number:  
Est. Number:  
Co-Op:  
Description:  
Salesperson: Herr, Kevin

Date	Day	Length		Qty	Rate	Total

PAST DUE PAYMENTS ARE SUBJECT TO A 1.5% MONTHLY FINANCE CHARGE.

<b>Quantity</b>	137	<b>Total</b>	\$1,814.00
<b>Total Due</b>			\$1,814.00

INVOICE