

## **EFFECTV POLITICAL RECORD OF REQUEST: NATIONAL AND LOCAL ISSUE ADS**

- Ad (whether national or state/local) “communicates a political matter of national importance” by referring to (1) a legally qualified candidate for any federal office; (2) any election to federal office; or (3) any political matter of national importance, whether legislative or otherwise (e.g., immigration, IRS tax code, federal cabinet, national health care policy, national abortion rights issues, or federal judicial appointments, etc.).
- OR**
- Ad relates to state or local issue and does not communicate a political matter of national importance (e.g., issues being decided by the state legislature or city council, state ballot issues, zoning controversies, local school issues.)
- 1) Requested by (Agency name, address, phone number and contact):
    - a) Agency Name: PCA
    - b) Contact Name:
    - c) Phone Number: 415-264-1488
    - d) Address: 11 E 44th ST New York, NY, 10017
  - 2) Paid for by (Advertiser/sponsor name, address, phone number & contact):
    - a) Name: Indiana Economic Development Corp
    - b) Contact Name:
    - c) Phone Number: 317-232-8800
    - d) Address: 1 N Capitol Ave, Indianapolis, IN 46204
    - e) EIN#, FEC#, W-9 or CP575 (optional):
  - 3) Date of request: 3/9/2023
  - 4) Request received by: Jason Vickers
  - 5) Description of the content of the ad (e.g. topics or issues discussed/candidates referenced): Promoting Business environment of Indiana
  - 6) If ad refers to any federal election or federal candidate list: ALL name(s) of candidate(s) referred to, office being sought and date of election:
  - 7) If ad refers to any national issues, identify ALL issues addressed (legislative or otherwise):
  - 8) If ad refers to any state or local election or candidate list: ALL names(s) of candidate(s) referred to, office being sought and date of election:
  - 9) If ad refers to any state or local issues, ballot measures, or referendums, identify ALL issues addressed (legislative or otherwise):
  - 10) List ALL sponsor’s chief executive officers OR members of executive committee OR board of directors:  
Governor Eric Holcomb, Brand Chamber
  - 11) If only one name is listed on documentation provided by agency/advertiser, the AE certifies that they have made a follow-up inquiry:
    - a) Date of follow-up inquiry:
    - b) Name of person contacted for follow-up inquiry:
  - 12) DMA :San Francisco  Interconnect (Check if Yes)  
Zones:
  - 13) Distribution Platform(s): Check if applies:  
 Linear TV;  VOD;  Digital/websites/apps
  - 14) Date and information provided, if any:
  - 15) Disposition:
    - Accepted – see attached contract details
    - Rejected – provide reason:

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16) Date of ROR completion: 3/9/2023

17) Additional information: