



# Political Broadcast Agreement Form for Non-Candidate/Issue Advertisements (PB-19)



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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](https://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](https://nab.org/MemberTools).

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, \_\_\_\_\_, 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:

Agency name:

Address:

Contact:

Phone number:

Email:

**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:

Address:

Contact:

Phone number:

Email:

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

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

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

**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**

Signature: *Del Ray Media*

Name:

Date of Request to Purchase Ad Time:

**Station Representative**

Signature:

Name:

Date of Station Agreement to Sell Time:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station? ☐ Yes ☐ No Date ad received: \_\_\_\_\_

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) 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 (optional):  
\_\_\_\_\_

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

Date and nature of follow-ups, if any:

Contract #:

Station Call Letters:

Date Received/Requested:

Est. #:

Station Location:

Run Start and End Dates:

**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.

Jun 09, 20  
 CONT# 34015010 Mod# Ver# 1 (Last = )  
 REP EASTMAN  
 TO WLXT-FM (Traverse City-Petoskey-Cadillac, MI)  
 FM PATRICK MCGEE  
 OFF PHILADELPHIA  
 AGY Katz Media Group  
 ADDR 125 West 55th Street 3rd Floor  
 New York, NY 10019

DDS CONT# 0  
 C/P/E: AFA / MI / 220121

SALESPERSON FAX#

PH #

BYR Helen Hanratty  
 ADV AMERICA FIRST ACTION  
 PDT AFA MI  
 FLT Jun 12, 20 - Jun 18, 20

\* REP ORDER COMMENT \*

\*\* 6/5/2020 10:46:00 AM: DEL RAY/SMART MEDIA/DEL CIELO: THIS ORDER WAS PAID TO KATZ CIA VIA CREDIT CARD - WHEN AN AGENCY PAYS KATZ MEDIA VIA CREDIT CARD, THERE IS A CUSTOMARY CREDIT CARD CHARGE ASSOCIATED WITH THE PAYMENT WHICH WILL BE CHARGED BACK TO THE STATIONS. PLEASE NOTE THERE IS A 24 HOUR CANCELLATION POLICY WITH ALL POLITICAL/ISSUE ORDERS. PLEASE CONFIRM IN THE SYSTEM.

\*\* 6/5/2020 10:46:00 AM: THIS IS A KATZ MEDIA GROUP ORDER. ALL BILLING SHOULD BE SENT TO KATZ MEDIA GROUP 125 W 55TH ST./NY,NY 10019. KATZ MEDIA GROUP IS NOT LIABLE FOR PAYMENT.

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF Day	NPD	RATE	TOT SPTS
		<b>FLIGHT 1</b>							
	1.1	....F..	6A - 10A	60	06/12/2020 - 06/12/2020	1D	2	\$30.00	2
	1.2	....F..	10A - 3P	60	06/12/2020 - 06/12/2020	1D	3	\$30.00	3
	1.3	....F..	3P - 7P	60	06/12/2020 - 06/12/2020	1D	1	\$30.00	1
				** FLIGHT TOTALS **			6	\$180.00	
		<b>FLIGHT 2</b>							
	2.1	M.....	6A - 10A	60	06/15/2020 - 06/15/2020	1D	2	\$30.00	2
	2.2	M.....	10A - 3P	60	06/15/2020 - 06/15/2020	1D	3	\$30.00	3
	2.3	M.....	3P - 7P	60	06/15/2020 - 06/15/2020	1D	1	\$30.00	1
				** FLIGHT TOTALS **			6	\$180.00	
		<b>FLIGHT 3</b>							
	3.1	.T.....	6A - 10A	60	06/16/2020 - 06/16/2020	1D	1	\$30.00	1
	3.2	.T.....	10A - 3P	60	06/16/2020 - 06/16/2020	1D	3	\$30.00	3
	3.3	.T.....	3P - 7P	60	06/16/2020 - 06/16/2020	1D	1	\$30.00	1
				** FLIGHT TOTALS **			5	\$150.00	
		<b>FLIGHT 4</b>							
	4.1	..W....	6A - 10A	60	06/17/2020 - 06/17/2020	1D	1	\$30.00	1
	4.2	..W....	10A - 3P	60	06/17/2020 - 06/17/2020	1D	2	\$30.00	2
	4.3	..W....	3P - 7P	60	06/17/2020 - 06/17/2020	1D	1	\$30.00	1

CONT# 34015010 Mod# Ver# 1 (Last = )  
 REP EASTMAN

DDS CONT# 0  
 C/P/E: AFA / MI / 220121

				** FLIGHT TOTALS **			4	\$120.00	
		<b>FLIGHT 5</b>							
	5.1	...T...	6A - 10A	60	06/18/2020 - 06/18/2020	1D	1	\$30.00	1
	5.2	...T...	10A - 3P	60	06/18/2020 - 06/18/2020	1D	2	\$30.00	2
	5.3	...T...	3P - 7P	60	06/18/2020 - 06/18/2020	1D	1	\$30.00	1
				** FLIGHT TOTALS **			4	\$120.00	

	<b>Jun 20</b>						
SPOTS	25						
CASH	750.00						
TRADE	0.00						
NSL	0.00						
TOTAL	750.00						

						<b>TOTAL</b>
SPOTS						25
CASH						750.00
TRADE						0.00
NSL						0.00
TOTAL						750.00

**\*\* Competitive Comments \*\***

SVC:  
 Demo Adults 35-44

Nondiscrimination -Paragraphs 49 and 50 of the United States Federal Communications Commission's Report and Order No. 07-217 provides that broadcast stations' advertising contracts will not discriminate on the basis of race or ethnicity, and must contain nondiscrimination clauses. Consistent with this order, Katz Communications, Inc. (including any subsidiary or division of Katz) does not discriminate in any broadcast advertising contract on the basis of race or ethnicity and evaluates, negotiates and completes its broadcast advertising contracts without regard to race or ethnicity.

# Receipt

Katz Communications • Katz Media Group Inc  
125 W. 55th St., New York, New York 10019  
212-424-6528

## Cardholder Contact Information

Cardholder Name: **Del Ray Media**  
Cardholder Phone:  
Cardholder Email:  
Customer Name: **Del Ray Media**

Bill To Address: **1427 Leslie Ave  
Alexandria, Virginia 22301**

## Transaction Type

Transaction Type: **Authorize And Capture**  
Created Date: **6/10/2020 4:11:58 PM EDT**  
Capture Date: **6/10/2020 4:11:58 PM EDT**  
AVS Address: **Matched**

Transaction Status: **Submitted**  
Authorization Date: **6/10/2020 4:11:58 PM EDT**  
Authorization Code: **010838**  
AVS Zip: **Matched**

## Credit Card Information

Name On Card: **Del Ray Media**  
Card Number: **xxxx-xxxx-xxxx-1129**  
Security Code Response: **Matched**

Card Brand: **MC**  
Security Code Status: **Provided**

## Tracking Information

Customer Ref Value:  
Invoice Number:  
Ship From Postal Code: **10019**  
Tracking Number:

Order Number:  
Invoice Date:  
Shipping Company: **None**

## Transaction Totals

Product Code	Description	UOM Code	CMDTY Code	QTY	AMT	EXT AMT
61020-4	America First Action 220121	EA	80140000	1.00	\$16,524.85	\$16,524.85
					Sub-Total:	\$16,524.85
					Sales Tax:	\$0.00
					Freight Amount:	\$0.00
					Freight Tax:	\$0.00
					Duty Amount:	\$0.00
					Total (USD) :	\$16,524.85

This receipt is for informational use only and is not intended to serve as or replace any official tax document.

Katz Communications uses advanced payment processing services provided by WEX Inc. [www.wexinc.com](http://www.wexinc.com).  
6/10/2020 4:12:03 PM EDT