



# 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:** Californians For Responsible Housing, Sponsored by California Apartment Association

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: Californians For Responsible Housing, Sponsored by California Apartment Association

Address: 2350 Blvd Suite 250, San Rafeal, CA 94901

Contact: Tom Bannon

Phone number:

Email:

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

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

Barry Altshules, President / John Eudy, Vice Chair / John Millhaur, Vice Chair / Thomas Bannon, CEO / Eli Abdoli, Treasurer

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: 11/4/2020

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	Station Representative
Signature: <i>Sheri Sadler</i>	Signature: <i>Larry Blumhagen</i>
Name:	Name: Larry Blumhagen
Date of Request to Purchase Ad Time: 7/21/2020	Date of Station Agreement to Sell Time: 7/21/2020

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station? ☐ Yes ☐ No Date ad received: 9/28/2020

**Note: Must have separate PB-19 forms 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:

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

Date and nature of follow-ups, if any:

Contract #: See attached	Station Call Letters: KNX-AM, KRTH-FM, KTWV-FM	Date Received/Requested: 10/13/2020
Est. #: see attached	Station Location: Los Angeles, CA	Run Start and End Dates: 10/26-10/31/2020

**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.

LETTER OF AUTHORIZATION

Californians for Responsible Housing, Sponsored by California Apartment Association  
2350 Kerner Blvd., Suite 250  
San Rafael, CA 94901

Date

Sheri Sadler  
Sadler Strategic Media, Inc.  
12103 Viewcrest Road  
Studio City, CA 91604

Dear Ms. Sadler:

Please accept this letter as authorization to represent the "Californians for Responsible Housing, Sponsored by California Apartment Association". Our official information is as follows:

Name Californians for Responsible Housing, Sponsored by California Apartment Association

Address 2350 Kerner Blvd., Suite 250, San Rafael, CA 94901

Phone n/a

Fax n/a

Name of Chairman: Tom Bannon

Name of Treasurer: Eli Abdoli

FEDERAL I.D.#

FPPC I.D. # (if applicable for CA campaigns): 1421884

If the purchaser is not an individual, list the chief executive officers or members of the executive committee or of the board of directors of the entity or entities that is/are paying for the advertising (use additional pages if necessary):

Name <u>Barry Altshuler</u>	Title <u>President</u>
Name <u>John Eudy</u>	Title <u>Vice chair</u>
Name <u>John Williamson</u>	Title <u>Vice chair</u>
Name <u>Thomas Bannon</u>	Title <u>CEO</u>

Ther K Bannon  
Signature (Can be any authorized agent)

Typed Name Official /Title for the Campaign



**TO BE COMPLETED BY ACCOUNT EXECUTIVE EVERY TIME A  
POLITICAL INQUIRY COMES IN (REGARDLESS OF WHETHER OR NOT  
TIME IS PURCHASED)**

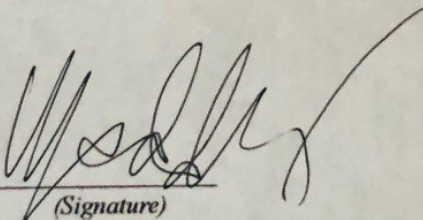
**CERTIFICATE OF DISCLOSURE**

CANDIDATE Issue

REPRESENTATIVE (if applicable) Sadler Strategic

**METHOD OF DISCLOSURE OF THIS DISCLOSURE STATEMENT (check any that apply):**

- ☐ Mailed to: \_\_\_\_\_ (person's name) on \_\_\_\_\_ (date).
- ☐ By facsimile to: \_\_\_\_\_ (person's name) on \_\_\_\_\_ (date).
- ☒ <sup>text</sup> By email to: Rosa Lozano (person's name) on 7/13/20 (date).
- ☐ In Person to: \_\_\_\_\_ (person's name) on \_\_\_\_\_ (date).

ACCOUNT EXECUTIVE:   
(Signature)

DATE: 7/13/20

# ORDER

<b>Orders</b>	<b>Order / Rev:</b>	<b>1651305</b>	
	Alt Order #:		
	Product Desc:	No on Rent Control	
	Estimate:	2384	
	Flight Dates:	10/26/20 - 10/31/20	<b>Entercom Los Angeles KR</b>
	Original Date / Rev:	10/14/20 / 10/14/20	Primary AE: Todd Murray
	Order Type:	CONTROL	Sales Office: L-LAX
			Sales Region: Local

<b>Agency</b>	<b>Name:</b>	<b>Sadler Strategic Media</b>	
	Buying Contact:	Rosa Lozano	Billing Type: Cash
	Billing Contact:	Rosa Lozano	Billing Calendar: Broadcast
		12103 Viewcrest Rd	Billing Cycle: WEEKLY
		Studio City, CA 91604	Agency Commission: 15%

<b>Advertiser</b>	<b>Name:</b>	<b>Californians For Responsible Housing</b>	
	Demographic:	M25-54	New Business Thru:
	Product Codes:	Issues/Propositions	Advertiser External ID: 199017
	Revenue Code 1:	AGY	Agency External ID: 4044494
	Revenue Code 2:	POL	Unit Code: Issue - Local
	Revenue Code 3:	POL-ISS	

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/26/20	11/01/20	29	\$34,525.00	\$29,346.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2020	29	\$34,525.00	\$29,346.25	0.00
<b>Totals</b>	<b>29</b>	<b>\$34,525.00</b>	<b>\$29,346.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Todd Murray	M-LAX	Local	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KRTH	10/26/20	10/30/20	M-F 6a-10a	CM	6a-10a	MTWTF--	1:00	8	\$1,330.00	ISSUI	0.00	NM	8	\$10,640.00
				M-F 6a-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/26/20	11/01/20	MTWTF--		8			\$1,330.00			0.00			
N 2	KRTH	10/26/20	10/30/20	M-F 10a-3p	CM	10a-3p	MTWTF--	1:00	9	\$1,225.00	ISSUI	0.00	NM	9	\$11,025.00
				M-F 10a-3p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/26/20	11/01/20	MTWTF--		9			\$1,225.00			0.00			
N 3	KRTH	10/26/20	10/30/20	M-F 3p-7p	CM	3p-7p	MTWTF--	1:00	8	\$1,415.00	ISSUI	0.00	NM	8	\$11,320.00
				M-F 3p-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/26/20	11/01/20	MTWTF--		8			\$1,415.00			0.00			
N 4	KRTH	10/31/20	10/31/20	Sa-Su PRIME	CM	6a-7p	-----4-	1:00	4	\$385.00	ISSUI	0.00	NM	4	\$1,540.00
				Sa-Su PRIME											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/26/20	11/01/20	-----4-		4			\$385.00			0.00			
<b>Totals</b>														<b>29</b>	<b>\$34,525.00</b>