



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



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

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.

Produced and published by NAB's Legal department. Copyright 2020 National Association of Broadcasters.

Reproduction or publication of the contents, in whole or in part, without express permission is prohibited. No liability is assumed with respect to the use of the information contained herein.

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://www.nab.org/education).

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit [nab.org/MemberTools](https://www.nab.org/MemberTools).

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Joshua Poupore, 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: Corning Place Communications

Address: 121 State Street Albany, NY 12207

Contact: Joshua Poupore

Phone number: 518-689-7223

Email: jpoupore@corningplace.com

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: Realities of Single Payer

Address: 121 State Street Albany, NY 12207

Contact: Leanne Politi

Phone number: 518-689-7241

Email: lpoliti@realitiesofsinglepayer.com

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

Single Payer Health Plan - Albany NY

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: 	Signature:  <small>Tim Holly (May 27, 2021 16:06 EDT)</small>
Name: Joshua Roupore	Name: Tim Holly
Date of Request to Purchase Ad Time: 5/26/21	Date of Station Agreement to Sell Time: 5.27.2021

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? ☒ Yes ☐ No Date ad received: 5.27.2021

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 #: 1804785	Station Call Letters: WBEN-AM	Date Received/Requested: 5.27.2021
Est. #:	Station Location: BUFFALO	Run Start and End Dates: 6.2.2021 - 6.9.2021

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.

ORDER

Orders

Order / Rev: 1804785

Alt Order #:

Product Desc: Reality Single Payer 1

Estimate:

Flight Dates: 06/02/21 - 06/09/21

Original Date / Rev: 06/01/21 / 06/01/21

Order Type: GENERAL

Buffalo WBEN-AM

Primary AE: Kevin Devine

Sales Office: L-BUF

Sales Region: Local

Agency

Name: Corning Place Communications

Buying Contact: Joshua Poupore

Billing Contact: Joshua Poupore

121 State Street

Albany, NY 12207

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Corning Place Communications (A)

Demographic: P12+

Product Codes: Issues/Propositions

Revenue Code 1: AGY

Revenue Code 2: POL

Revenue Code 3: POL-ISS

Priority: ISSUE

New Business Thru:

Advertiser External ID: 204628

Agency External ID: 183489

Unit Code: Issue - Local

Order Separation: 00:45:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/31/21	06/09/21	52	\$15,050.00	\$12,792.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2021	52	\$15,050.00	\$12,792.50	0.00
Totals	52	\$15,050.00	\$12,792.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kevin Devine			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	WBEN	06/02/21	06/09/21	M-F 6a-9a M-F New Morning	CM	6:00 AM-10:00 AM (6:00 AM-10:00 AM)	MTWTF--	:30	10	\$410.00	ISSUI	0.00	NM	20	\$8,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/31/21	06/06/21	--WTF--		10				\$410.00		0.00			
		Week: 06/07/21	06/13/21	MTW----		10				\$410.00		0.00			
N 2	WBEN	06/02/21	06/09/21	M-F 3p-7p M-F	CM	3p-7p	MTWTF--	:30	11	\$275.00	ISSUI	0.00	NM	22	\$6,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/31/21	06/06/21	--WTF--		11				\$275.00		0.00			
		Week: 06/07/21	06/13/21	MTW----		11				\$275.00		0.00			
N 3	WBEN	06/02/21	06/06/21	Sa-Su 6a-7p Sa-Su	CM	6a-7p	-----SS	:30	10	\$80.00	ISSUI	0.00	NM	10	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/31/21	06/06/21	-----SS		10				\$80.00		0.00			
													Totals	52	\$15,050.00