

## 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: FOCAL POINT MARKETING

Address: 7535 W. KENNEWICK AVE - SUITE D 99336

Contact: ALMA CARILLO | Phone number: 509 378-3018 | Email: media@fpm.agency

**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: RURAL Americans UNITED

Address: 11908 TUSTON DR YAKIMA WA 99108

Contact: DOUG WHITE | Phone number: 509 406 2843 | Email: DOUG@RURALAN

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

**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.):**

DOUG WHITE  
GALEN GREENWALT  
SKYE WHITE

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

SOCIAL SECURITY, UNIONS, VOTING, HEALTHCARE,  
EMPLOYER WAGES

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: <u>Doug White</u>	Station Representative
Signature: <u>[Signature]</u>	Signature: <u>Laurie Hammermeister</u>
Name: <u>Doug White</u>	Name: <u>LAURIE HAMMERMEISTER</u>
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: <u>10/18/23</u>

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: 10/18/2023

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 title: YOUTH

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 #: <u>14938</u>	Station Call Letters: <u>KXDD-FM</u>	Date Received/Requested: <u>10/20/2023</u>
Est. #: _____	Station Location: <u>YAKIMA, WA</u>	Run Start and End Dates: <u>10/23-10/27/2023</u>

**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.

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:

Name:

Name:

Date of Request to Purchase Ad Time:

Date of Station Agreement to Sell Time:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?

Yes

No

Date ad received:

10/18/2023

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

title: TIRED

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 #: 14938

Station Call Letters: KXDD-FM

Date Received/Requested: 10/20/23

Est. #: \_\_\_\_\_

Station Location: YAKIMA, WA

Run, Start and End Dates: 10/23-10/27/2023

**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.

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>[Handwritten Signature]</i>	Signature: <i>Laurie H. Meister</i>
Name: <i>Doug White</i>	Name: <i>LAURIE HAMMER MEISTER</i>
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: <i>10/18/23</i>

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: *Oct 18, 2023*

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 *title: SOCIAL SECURITY*

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 #: <i>14938</i>	Station Call Letters: <i>KXDD-FM</i>	Date Received/Requested: <i>10/20/23</i>
Est. #: <i>—</i>	Station Location: <i>YAKIMA, WA</i>	Run Start and End Dates: <i>10/23 - 10/27/2023</i>

**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.

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>[Handwritten Signature]</i>	Signature: <i>Laurie H. Hammermeister</i>
Name: <i>Doug White</i>	Name: LAURIE HAMMERMEISTER
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: <i>10/18/23</i>

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: *OCT 18, 2023*

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: *TITLE: PEOPLE*

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 #: <i>14938</i>	Station Call Letters: <i>KXDD-FM</i>	Date Received/Requested: <i>10/20/2023</i>
Est. #: <i>—</i>	Station Location: <i>YAKIMA, WA</i>	Run Start and End Dates: <i>10/23 - 10/29/2023</i>

**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.

Stephens Media Group  
P.O. BOX 2890  
YAKIMA, Washington 98907  
Phone: (509) 248-2900



FOCAL POINT MARKETING - C/O  
Attention: FOCAL POINT MARKETING  
7535 W. KENNEWICK AVE SUITE D  
KENNEWICK, WA 99336

Advertiser: POL/DOUG WHITE ISSUE  
Order #: 2723009567408  
Contract #: 14938  
Date Entered: 10/20/2023  
Last Modified: 10/20/2023  
Product: 2023 OCT RURAL AMERICANS UNITE-  
ISSUE  
Salesperson: Laurie Hammermeister  
Billing Cycle: Broadcast Standard  
Estimate #:

**Order Date Range: 10/23/2023 through 10/29/2023 (1 weeks)**  
**Media Outlets: KXDD-FM**

**On-Air Schedule**

#	Dates	Station	Time/Program	Len	Mo	Tu	We	Th	Fr	Sa	Su	S/W	Rate	Qty	Total
1	10/23/23-10/29/23	KXDD-FM	06:00AM-10:00AM	30	1	1	1	1	1	--	--	5	28.00	5	140.00
2	10/23/23-10/29/23	KXDD-FM	03:00PM-07:00PM	30	1	1	1	2	1	--	--	6	28.00	6	168.00

**Station Totals**

Station	On-Air Count	Digital Count	Web Count	Other Count	Gross Billing	Commission	Net Billing
KXDD-FM	11	0	0	0	\$308.00	\$46.20	\$261.80
<b>Totals</b>	<b>11</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>\$308.00</b>	<b>\$46.20</b>	<b>\$261.80</b>

**Total Charges: \$308.00**  
**Agency Commission: \$46.20**  
**Total Net: \$261.80**

It is the policy of this station to prohibit discrimination against any person or entity on the basis of race, gender, or ethnicity in connection with the sale of advertising. We thank you for choosing Stephens Media Group-Yakima for digital and radio advertising needs. SMG-A Portfolio of People

**Projected Billing By Broadcast Standard Month**

Month	Year	Gross Billing	Net Billing
October	2023	\$308.00	\$261.80
<b>Totals</b>		<b>\$308.00</b>	<b>\$261.80</b>

Accepted for Stephens Media Group

Accepted for advertiser OR agency as agent for the advertiser

Name \_\_\_\_\_ Title \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_



CLIENT: Doug White  
CAMPAIGN: OCTOBER, 2023  
STATION: Stephens Media Group (SMG)

DATE: October, 2023

Rural Americans Unite

<u>Stephens Media Group</u>	LENGTH	DAYPART	PROGRAM	RATE	10/16	10/23	SPOTS	TOTAL
M-F	:30	6:00a-10:00a	KXDD 104.1FM	\$28	2	3	5	\$140
M-F	:30	3:00p-7:00p	KXDD 104.1FM	\$28	3	3	6	\$168
M-Su	:30	6:00a-12:00a	501-c-3 Matching 100%	\$0	2	3	5	\$0
<b>SMG TOTAL</b>					<b>7</b>	<b>9</b>	<b>16</b>	<b>\$308</b>

all spots scheduled for week of 10/23/23  
per attached request - AA

## Alicia Aguirre

---

**From:** Media Buyer <media@fpm.agency> on behalf of Media Buyer  
**Sent:** Friday, October 20, 2023 11:54 AM  
**To:** Alicia Aguirre  
**Subject:** Re: Doug White October 2023 Traffic

Hi Alicia,

Run all for last week of broadcast month. I'll have a new buy for November. Thanks!

Get [Outlook for iOS](#)

---

**From:** Alicia Aguirre <alicia.aguirre@smgnational.com>  
**Sent:** Friday, October 20, 2023 11:52:29 AM  
**To:** Media Buyer <media@fpm.agency>  
**Subject:** RE: Doug White October 2023 Traffic

Hi Alma and Happy Friday!

It was too late for today's log (Friday), so I thought to start fresh for the Monday log. But first I need to know if you just want to shift the order so that it runs week of 10/23 and week of 10/30 or did you want the order to all air the week of 10/23/23? Let me know how to accommodate the order please-THANKS!

---

**From:** Media Buyer [mailto:[media@fpm.agency](mailto:media@fpm.agency)]  
**Sent:** Friday, October 20, 2023 11:35 AM  
**To:** Alicia Aguirre <[alicia.aguirre@smgnational.com](mailto:alicia.aguirre@smgnational.com)>  
**Subject:** FW: Doug White October 2023 Traffic

Hi Alicia,

Just checking back if this was received and if spots have started running. Thanks!

---

**From:** Alma Carrillo <[alma@fpm.agency](mailto:alma@fpm.agency)> on behalf of Media Buyer <[media@fpm.agency](mailto:media@fpm.agency)>  
**Date:** Thursday, October 19, 2023 at 4:05 PM  
**To:** Alicia Aguirre <[alicia.aguirre@smgnational.com](mailto:alicia.aguirre@smgnational.com)>  
**Cc:** Laurie Hammermeister <[laurie.hammermeister@smgnational.com](mailto:laurie.hammermeister@smgnational.com)>  
**Subject:** Re: Doug White October 2023 Traffic

Hi Alicia,

Attached is the form. Will you please confirm once spots have started running?

Thank you!