



# 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://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, \_\_\_\_\_, 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:** National Association of Broadcasters

Agency name: n/a

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: National Association of Broadcasters

Address: 1 M Street SE Washington, DC 20003

Contact: Michelle Lehman

Phone number: (202)429-5350

Email: nab@nab.org

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.):**

Curtis LeGeyt, President and Chief Executive Officer  
 Shawn Donilon, EVP, Government Relations  
 Michelle Lehman, Chief of Staff and EVP, Public Affairs  
 Tea Gennaro, Chief Financial Officer and EVP, Finance and Administration  
 For further information, please visit <https://www.nab.org/about/departments/default.asp>.

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

Local Radio Freedom Act, H. Con. Res 33 and S. Con. Res 9  
 American Music Fairness Act, H.R. 4130

**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.

<b>Advertiser/Sponsor</b>	<b>Station Representative</b>
Signature: <i>Michelle Lehman</i>	Signature:
Name: Michelle Lehman	Name:
Date of Request to Purchase Ad Time: March 21, 2022	Date of Station Agreement to Sell Time:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: 3/23/22

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:

n/a

Contract #: n/a	<p><i>WISD WISS WJZZ</i></p> <p>Station Call Letters: <i>WJMD WJES WMOZ WMLF</i></p> <p><i>KOCS WJED WJRE WKAT</i></p>	Date Received/Requested:
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Est. #: n/a	Station Location: <i>Illinois</i>	Run Start and End Dates: <i>3/23/22 - 9/5/22</i>
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**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.

N/A. Free time. There are no rates, invoice, or classes of time related to this run of spots. See either the attached for information on when the spots aired or this station will upload this information as soon as it is available.



**Contract**

Contract #: CON-COR-AF-2324  
 Product: Rate/Volume Agreement  
 Type: Network Barter

03-22-2022  
 Performance Tax

**Regional Media**

Audra Ford  
 PO Box 307  
 Blue Grass IA  
 US 52726  
 audra@regionalmedia.info

**Illinois Broadcasters Association**

200 Missouri Ave  
 Carterville IL  
 US 62918  
 (618) 985-6070

Description	Run Dates	Run Weeks	Cost	B Broadcast Month	Spots							
Custom package / #1	03-23-2022 to 09-06-2022	All Weeks	Based on Rate & Volume		13440							
<b>Stations:</b> KQCJ - Planet 93.9, WJEQ 102.7, WJRE HD-2 Jack FM 102.1, WJRE HD-3 104.7 Rock 2.0, WJRE-HD1, WKAI 100.1, WKEL, WLMD 104.7, WMQZ 104.1, WNLF 95.9, WRVY, WSDR, WSSQ, WZOE - AM, WZOE - FM & WZZT												
Daypart	Type	Length	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total	Cost
Each station ROS (5am - Md)	Commercial	30sec	\$0.00	5	5	5	5	5	5	5	35	\$0.00
<b>Total Spots</b>									<b>13440</b>			
<b>Total</b>									<b>\$0.00</b>			

Amounts quoted are in USD

**Authority to Proceed**

In consideration for the airing of advertisements by ("Regional Media") the Advertiser, for itself, its heirs, successor, and assigns agrees to make all payments set forth in this contract. If a new client, the Advertiser agrees to pay one week in advance for orders placed. Regional Media will extend credit after 30 days of the first order when a payment history is established. The undersigned agree that (1) Regional Media reserves the right to institute a service charge of 1.5% per month on past due accounts; (2) any billing disputes must be brought to Regional Media's attention within 30 days of the invoice date; and (3) any no adjustments will be given after 30 days. In the event of the Advertiser's default, the Advertiser (and Personal Guarantor) shall be responsible for Regional Media's reasonable legal fees and costs incurred in collecting unpaid sums due. The Personal Guarantor irrevocably agrees to guarantee Advertiser's performance and to be personally bound to each and every term in condition contained in this Contract. The Personal Guarantor waives: (1) notice of demand for payment of any indebtedness or non-performance of any obligations hereby guaranteed; (2) protest and notice of default to any party respecting the indebtedness or non-performance of any obligations hereby guaranteed; and (3) any right he/she may have to require that an action be brought against any business entity also liable on the account or any other person as a condition of liability. In addition, the Personal Guarantor agrees that: (1) his/her liability will not be contingent upon Regional Media's of any remedies against the business entity also liable on the account or any other person, and (2) Personal Guarantor's personal liability will not be diminished, relieved, or otherwise affected by the Advertiser's insolvency or bankruptcy, by the invalidity, illegality or unenforceability of all or any part of the Contract, or by the amendment or extension of the Contract with or without notice to the undersigned. Advertiser is subjected to pro-rated Charge per commercial if Contract is canceled on all USED commercials, at the full retail published rate. Regional Media, its radio stations do not discriminate in any way on the basis of race or gender in regards to its advertising practices.

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Name: \_\_\_\_\_ Title: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_