

WxgT



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



Political Broadcast Agreement Form for Candidate 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.

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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.

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit nab.org/MemberTools.

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Catherine Warburton, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE →



FEDERAL CANDIDATE



STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Michael Bloomberg

Authorized committee:

Mike Bloomberg 2020, Inc.

Agency requesting time (and contact information):

☐ N/A Assembly

Candidate's political party:

Democratic

Office sought (no acronyms or abbreviations):

President

Date of election:

Date varies by state



General



Primary

Treasurer of candidate's authorized committee:

Hayden Horowitz

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):



the candidate listed above who is a legally qualified candidate, or



the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

Candidate/Committee/Agency

Station Representative

Signature:

Catherine Warburton

Signature:

John R. Kul

Name: Catherine Warburton

Name:

John R. Kul

Date of Request to Purchase Ad Time:

Date of Station Agreement to Sell Time:

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:

Catherine Warburton

Name: Catherine Warburton

Date: 2/14/20

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station?

☒

Yes

☐

No

Date ad received:

3/3/20

Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).

Federal candidate certification signed (above):

☒

Yes

☐

No

☐

N/A

Disposition:

☒

Accepted

☐

Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*

☐

Rejected – provide reason:

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

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: 1520378

Station Call Letters: WXYZ-FM

Date Received/Requested:

3/3/20

Est. #:

141

Station Location:

Detroit

Run Start and End Dates:

3/4/20 - 3/5/20

Upload order, this form and invoice (or traffic system print-out) or other documents 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 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: 1528378
Alt Order #: 33780453
Product Desc: Bloomberg Est 141
Estimate: 141
Flight Dates: 03/04/20 - 03/05/20
Original Date / Rev: 03/03/20 / 03/03/20
Order Type: GENERAL

Primary AE: Katz New York
Sales Office: K-NYC
Sales Region: National

Agency
Name: Katz Media Group
Buying Contact:
Billing Contact:
 125 W 55th St 3rd Fl
 New York, NY 10019-5369

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Mike Bloomberg 2020
Demographic: A35+
Product Codes: Candidates
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND

New Business Thru:
Advertiser External ID: 195548
Agency External ID: 4027634
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/24/20	03/05/20	20	\$4,540.00	\$3,859.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2020	20	\$4,540.00	\$3,859.00	0.00
Totals	20	\$4,540.00	\$3,859.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz New York	K-NYC	National	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	WXYTF	03/04/20	03/05/20	M-F 6a-10a M-F 6a-10a	CM	6:00 AM-10:00 AM	--WT---	1:00	6	\$250.00	SPEC	0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	03/02/20	03/08/20	--WT---		6				\$250.00		0.00			
N 2	WXYTF	03/04/20	03/05/20	M-F 10a-3p M-F 10a-3p	CM	10:00 AM-3:00 PM	--WT---	1:00	6	\$250.00	SPEC	0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	03/02/20	03/08/20	--WT---		6				\$250.00		0.00			
N 3	WXYTF	03/04/20	03/05/20	M-F 3p-7p M-F 3p-7p	CM	3:00 PM-7:00 PM	--WT---	1:00	6	\$250.00	SPEC	0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	03/02/20	03/08/20	--WT---		6				\$250.00		0.00			
N 4	WXYTF	03/04/20	03/05/20	M-F 7p-12a M-F 7p-12a	CM	7:00 PM-12:00 XM	--WT---	1:00	2	\$20.00	SPEC	0.00	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	03/02/20	03/08/20	--WT---		2				\$20.00		0.00			
Totals														20	\$4,540.00

ORDER



Orders	Order / Rev:	1528378	
	Alt Order #:	33780453	
	Product Desc:	Bloomberg Est 141	
	Estimate:	141	
	Flight Dates:	03/04/20 - 03/05/20	Primary AE: Katz New York
	Original Date / Rev:	03/03/20 / 03/03/20	Sales Office: K-NYC
	Order Type:	GENERAL	Sales Region: National

Agency	Name:	Katz Media Group	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		125 W 55th St 3rd Fl	Billing Cycle: EOM/EOC
		New York, NY 10019-5369	Agency Commission: 15%

Advertiser	Name:	Mike Bloomberg 2020	
	Demographic:	A35+	New Business Thru:
	Product Codes:	Candidates	Advertiser External ID: 195548
	Revenue Code 1:	AGY	Agency External ID: 4027634
	Revenue Code 2:	POL	Unit Code: Candidate -
	Revenue Code 3:	POL-CAND	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/24/20	03/05/20	20	\$4,540.00	\$3,859.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/02/20	03/08/20	- - WT- - -			6		\$250.00		0.00				
N 2	WXYTF	03/04/20	03/05/20	M-F 10a-3p M-F 10a-3p	CM	10:00 AM-3:00 PM	- - WT- - -	1:00	6	\$250.00	NARF	0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/02/20	03/08/20	- - WT- - -			6		\$250.00		0.00				
N 3	WXYTF	03/04/20	03/05/20	M-F 3p-7p M-F 3p-7p	CM	3:00 PM-7:00 PM	- - WT- - -	1:00	6	\$250.00	NARF	0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/02/20	03/08/20	- - WT- - -			6		\$250.00		0.00				
N 4	WXYTF	03/04/20	03/05/20	M-F 7p-12a M-F 7p-12a	CM	7:00 PM-12:00 XM	- - WT- - -	1:00	2	\$20.00	NARF	0.00	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/02/20	03/08/20	- - WT- - -			2		\$20.00		0.00				
													Totals	20	\$4,540.00

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	Alt Order #:	33780453	
	Product Desc:	Bloomberg Est 141	
	Estimate:	141	
	Flight Dates:	03/04/20 - 03/04/20	Primary AE: Katz New York
	Original Date / Rev:	03/04/20 / 03/04/20	Sales Office: K-NYC
	Order Type:	GENERAL	Sales Region: National

Agency	Name:	Katz Media Group	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		125 W 55th St 3rd Fl	Billing Cycle: EOM/EOC
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	Revenue Code 1:	AGY	Agency External ID: 4027634
	Revenue Code 2:	POL	Unit Code: Candidate -
	Revenue Code 3:	POL-CAND	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/24/20	03/04/20	4	\$1,000.00	\$850.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2020	4	\$1,000.00	\$850.00	0.00
Totals	4	\$1,000.00	\$850.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz New York	K-NYC	National	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	WXYTF	03/04/20	03/04/20	M-F 6a-10a M-F 6a-10a	CM	6:00 AM-10:00 AM	- - W - - - -	1:00	3	\$250.00	NARF	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/02/20	03/08/20	- - W - - - -			3		\$250.00		0.00				
N 2	WXYTF	03/04/20	03/04/20	M-F 10a-3p M-F 10a-3p	CM	10:00 AM-3:00 PM	- - W - - - -	1:00	1	\$250.00	NARF	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/02/20	03/08/20	- - W - - - -			1		\$250.00		0.00				
Totals													4	\$1,000.00	