

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>Comcast Detroit</u>	Date: <u>9/25/18</u>
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I, David Walkinson,
 being/on behalf of: David walkinson for michigan, a legally
 qualified candidate of the Republican political
 party for the office of: District 40 state rep
 in the General election
 election to be held on: November 6th, 2018
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Franklin Tehaka

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional 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.

To Be Signed By Candidate or Authorized Committee

9/26/13
Date

Franklin E. Tehaka
Signature
Franklin E. Tehaka

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

MW
Signature

Martez Williams
Printed Name

Political Support
Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, David Wilkinson for Michigan
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the 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.
- ☒ the television programming 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.

Franklin E. Tehako

signature of candidate or authorized committee

Franklin E. Tehako

printed name

9/26/18
date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

case of VOD, user interaction with VOD, advertisers seeking to reach the same demo/targeting criteria and inventory and ad decisioning logic. Cable system reserves the right to move and will attempt to make-good pre-empted Spots on a comparable network, daypart or target demo without notice in accordance with the cable system's standard advertising practices for this class of time. The cable system will respond to inquiries at any time concerning the risk of preemption it believes to exist at the time of the inquiry. However, these responses are can only be good faith estimates. The risk that a Spot will be preempted varies from week to week and fluctuates depending on supply and demand and other factors. The actual rate needed for a pre-emptible Spot to clear in any given week will be determined on the basis of market conditions, in accordance with normal business practices.

Non-Preemptible. Linear TV only. Spots are not subject to preemption during a particular daypart, program or time period and will air barring technical difficulties or other unforeseen circumstances.

Rate Calculations: Linear TV Non-Preemptible and Preemptible rates will be calculated based on the cable system's standard Monday-Sunday week and VOD Preemptible rates will be calculated quarterly based on a cost-per-thousand impressions (CPM). Quoted rates are for planning purposes only. Actual Non-Preemptible lowest unit rates for Linear TV and Preemptible lowest unit rates for Linear TV and VOD may vary from week to week based on supply and demand and on other ordinary business practices, including preemption of commercial announcements already booked. Please note that in calculating the lowest unit charge, the system will take into account the rates for Spots that are part of packages sold to commercial advertisers, and candidates who purchase time for use during the Pre-Election Window do not need to purchase packages in order to receive package pricing. The cable system will review purchases of advertising by commercial and political advertisers. If that review indicates that candidates are entitled to rebates in order to comply with federal LUC requirements, rebates will be issued as soon as possible.

See attached rate cards for estimated rates and additional disclosures. Comcast reserves the right to revise the estimated rate cards to reflect changes in rates due to ordinary business practices. [Note: attach rate cards for linear TV and VOD classes of time]

Comparable Rates: If candidates purchase time for cablecast outside the statutory Pre-Election Windows, rates and conditions of sale will be comparable to those charged and applied to commercial advertisers. Avails and rates will be provided to candidates for carriage during these periods on the same basis as to commercial advertisers. Candidates are not entitled to LUC rates for time purchased for use outside the statutory Pre-Election Windows. Volume discounts and similar discount privileges are available to candidates on the same basis on which they are available to commercial advertisers during those periods. The cable system's policies concerning make-goods, the availability and pricing of package plans and other sales practices will also apply to political advertisers outside the Pre-Election Windows periods on the same basis as is applied to commercial advertisers. Candidates purchasing time for carriage outside of Pre-Election Windows should inquire if they have additional questions about the cable system's policies during these periods.

All commercials and programs are fully commissionable to recognized agencies at 15%. Candidates who purchase time without the use of an agency will be extended a 15% discount during the Pre-Election Window.

IV. BCRA CERTIFICATION

Federal candidates seeking LUC for political advertising during the applicable Pre-Election Windows are required to provide the cable system with a Certification (on NAB PB-18 or equivalent) signed by the candidate or the candidate's authorized committee stating that the candidate's Spot either (i) will not make any direct reference to another candidate for the same office or (ii) if it does contain such references will also contain the required sponsorship identification as set forth in Section VIII.

V. MAKE-GOODS/UNDERDELIVERY

The cable system will use commercially reasonable efforts to offer "make-goods" prior to the election for Non-Preemptible Linear TV Spots and VOD impressions purchased for airing during the Pre-Election Window that are preempted or under-delivered. Due to inventory constraints, the cable system cannot guarantee that make-goods can be provided on the same network, time periods, rotation or campaign specification originally ordered, particularly in the last few days of the campaign. If it is not possible to run the make-good during the same time period, rotation, network or campaign specifications ordered, the cable system will offer make-goods of equivalent value. If these are not acceptable

to the candidate, the cable system will provide credits or refunds for any preempted Spots not made good. Make-goods of Preemptible Spots are not guaranteed. If not made good, the candidate will receive a refund or credit for the preemptions of such Spots.

VI. ORDERING PROCEDURES AND PAYMENT

Payment in full is due no later than one (1) week before the schedule is to start, or at the time of the order if the order is scheduled to begin running in less than a week. Net cash in advance payment (Certified or Cashier's Check, Credit Card or Wire Transfer) is required within two (2) business days prior to the start date of each weekly order. Exceptions may be made for candidates or agencies with an established credit history, consistent with the cable system's policy with respect to similarly-situated commercial advertisers. No scheduled time will be considered firm until the cable system has confirmed, accepted and scheduled the order and payment is received. All political advertisers must provide complete and accurate information concerning the entity or individual who is paying for the Spot, including the identity of an organization's chief executive officers or members of its executive committee or board of directors. Candidates must provide the name of the treasurer of their authorized campaign committee.

The cable system reserves the right to recapture spot time/impressions sold to a candidate to meet equal opportunities requirements of the Act. If spot time/ impressions are recaptured by the cable system, the candidate will be advised as soon as practicable and a refund will be issued for any recaptured time/impressions if substitute time/impressions cannot be provided that are acceptable to the candidate. The cable system reserves the right to limit the networks, dayparts, number of avails, target segments, and number of impressions available for purchase by candidates.

The cable system requires a two 2-week written cancellation notice.

All advertising contracts and production materials should arrive at the cable system at least forty-eight (48) hours in advance of cablecast to ensure compliance with sponsorship identification requirements, cable system technical standards and the provisions of this policy. (Orders to begin during a weekend should be received no later than the preceding **Thursday at ____ am**). Requests to modify and/or replace existing copy must be received not later than ____ am at least one business day prior to the effective change.

Special procedures may be established for purchases of time to air immediately prior to an election, and the cable system will make a good faith attempt to have personnel available for that purpose on the weekend prior to an election.

VII. EQUAL OPPORTUNITIES

All sales of time for use by political candidates are subject to FCC equal opportunities requirements, regardless of whether time is purchased within or outside of the Pre-Election Window. **Equal opportunities may be provided on different channels, networks or content of comparable audience size.** Equal opportunities must be requested within seven days of the Spot(s) to which a candidate is responding and, except in unusual circumstances, candidates requesting time under the equal opportunities rule will be expected to schedule their Spots to run within two (2) weeks of the content giving rise to the equal opportunities obligations.

VIII. SPONSORSHIP IDENTIFICATION

All political announcements and programs must include a sponsorship identification announcement that fully and accurately identifies the organization or individual paying for the commercial, using the terms "paid for by" or "sponsored by." Such sponsorship identification must be visual, must last at least four (4) seconds, must be of sufficient contrast to be readable, must use letters which are all at least 4% of vertical picture height and must be at the end or beginning of the Spot. If a spot does not include the required sponsorship identification, the cable system will add the necessary information and charge the candidate production charges in accordance with its practices applicable to commercial advertisers. To keep the Spot within applicable time limits, the added sponsorship ID could result in cutting off the end of a Spot.

Spots for federal candidates must contain BOTH of the following: (1) a printed statement identifying the candidate, stating that the candidate approved the Spot, and stating that the candidate and/or the candidate's authorized committee

paid for the Spot; and (2) the candidate making the statement orally in an unobscured full-screen (at least 80%) view OR a candidate voice-over, accompanied by a clearly identifiable photograph or similar image of the candidate. Candidates are responsible for ensuring that each candidate Spot complies with applicable federal requirements.

IX. ONLINE TERMS AND CONDITIONS

The cable system will sell advertising time on its online platforms to political candidates on the same terms and conditions as are available to its commercial advertisers. LUC rates do not apply to Spots distributed on online platforms. Candidates may purchase time in accordance with the attached rate cards and Comcast's Advertiser Terms and Conditions located at www.comcastspotlight.com. The cable system requires a minimum of two (2) days ((48) hours) from receipt of content/materials in order to get an online order booked.

All Candidate or Political Party Spots must display the phrase "Paid for by [name of the person or entity paying for the Spot]" in a clear and distinctive manner using at least a 9 point font, and must satisfy all disclaimer requirements of federal or state law identifying the sponsors of the Spot. This disclaimer must be persistent throughout any animation and must be present in the final frame of the ad unit.

X. LINEAR HOUSEHOLD ADDRESSABLE ADVERTISING

Any linear household level addressable advertising made available to candidates will be limited to 27 seconds in length. Accordingly, any 30 second Spots provided for this purpose will be squeezed to 27 seconds, including the required sponsorship ID.

XI. CALM ACT

The cable system is subject to the requirements of the CALM Act, which regulates the loudness of commercials, including those presented by political candidates. To ensure compliance with the CALM Act, Spots **MUST** provide a measured average of -24 LKFS (+/- 2 dB) global loudness (i.e., all soundtrack elements, including dialog, music and effects) for the soundtrack. Minor variation of +/- 2 dB around the -24 LKFS loudness average is anticipated and acceptable. **Content loudness should not be targeted to the high or low side of this range.** File-based content not conforming to the cable system's -24 LKFS average loudness specification will be loudness-normalized to meet this requirement. This process shifts average loudness to -24 LKFS with no impact to dynamic range. Tape based content will be dynamically processed to the -24 LKFS target. A tight tolerance surrounding the -24 LKFS average is especially critical at the start and end of Spots to establish smooth program to commercial transitions.

Failure by a political advertiser to fulfill all requirements in advance of the deadlines provided herein may result in preemption of some or all announcements or programs cleared.

XII. OTHER MATTERS

The cable system maintains a public inspection file at the following site: www.fcc.gov. The public inspection file includes certain required information concerning political advertising.

Please contact _____ if you have any questions concerning the political advertising policies or rates of the cable system.

NOTE: POLITICAL SPOTS DISTRIBUTED ON CERTAIN NETWORKS MAY ALSO BE SEEN IN ADDITIONAL DMAS.

THE NUMBER OF SUBSCRIBING HOMES RECEIVING ADS ON ANY CABLE NETWORK IS AN ESTIMATE AND MAY VARY BY GEOGRAPHIC AREAS AND OTHER FACTORS. ANY STATEMENT OF (1) THE NUMBER OF SUBSCRIBING HOMES RECEIVING AN AD AND (2) AUDIENCE ESTIMATES ARE BASED EITHER ON NCC METHODOLOGY THAT UTILIZES EITHER NIELSEN CARRIAGE & INSERTION UNIVERSE ESTIMATES OR ADJUSTS INTERNAL CARRIAGE/INSERTION SUB COUNTS BY THE NIELSEN FULL FOOTPRINT INTERCONNECT UNIVERSE ESTIMATE. ZONE ESTIMATES ARE GENERATED USING NIELSEN INTERCONNECT UNIVERSE ESTIMATES ADJUSTED ON A PRO RATA BASIS BY INTERNAL SUBSCRIBER COUNTS BY ZONE. NIELSEN UNIVERSE ESTIMATES ARE DERIVED: IN TELEPHONE FRAME SET-METER AND DIARY-ONLY MARKETS, FROM A ROLLING AVERAGE OF THE PRIOR FOUR MAJOR SWEEP PERIODS OF DIARY SAMPLE; IN LPM AND AREA PROBABILITY SET-METER MARKETS, FROM A ROLLING AVERAGE OF THE PRIOR FOUR PERIODS OF METER SAMPLE, WHEN AVAILABLE. THESE 4 PERIODS EACH CONSIST OF 4 WEEKS OF METER SAMPLE THAT LIE PRIOR TO THE MEASUREMENT CYCLES OF FEBRUARY, MAY, JULY AND NOVEMBER. ESTIMATES MAY CONTAIN IMPRESSIONS OUTSIDE THE HOME DMA. [SEE ALSO NIELSEN VIP REPORT]. THE NUMBER OF HOMES CAPABLE OF ACCESSING VOD AND INTERACTIVE TV ADVERTISING CONTENT IS AN ESTIMATE AND MAY VARY BY THE NUMBER OF HOMES ACTUALLY SUBSCRIBING TO DIGITAL CABLE SERVICE AND OTHER FACTORS. CURRENT NIELSEN AUDIENCE REPORTING METHODOLOGY DOES NOT PROVIDE THE
Comcast:686816v4

ABILITY TO ADJUST AUDIENCE ESTIMATES FOR HD SIMULCAST PROGRAMMING FOR NON-INSERTION. THE COMPANY MAY NOT HAVE THE CAPABILITY TO INSERT ON HD SIMULCAST NETWORKS OR TO ENABLE INTERACTIVE OVERLAYS ON HD SIMULCAST NETWORKS. AUDIENCE ESTIMATES FOR HD PROGRAMMING HAVE NOT BEEN ADJUSTED FOR NON-INSERTION.

**ACKNOWLEDGEMENT OF RECEIPT OF CABLECASTING POLICIES
OF COMCAST SPOTLIGHT**

This will acknowledge receipt of "Information Concerning Political Advertising Policies of Comcast" (the "Political Policy") and Comcast's Advertiser Terms and Conditions located at www.comcastspotlight.com.

I agree that all purchases of advertising time with Comcast (the "System") which I make by or on behalf of legally-qualified political candidates will be made subject to this Acknowledgment and the Political Policy.

I acknowledge that I have been informed to my satisfaction concerning the classes of time which are available to advertisers, including without limitation every level of preemptibility; the chances of preemption for the various levels of preemptibility; the availability of discount packages and rotations, including the System's willingness to negotiate combinations of time suitable to the needs of particular candidates; the System's lowest unit charge and related privileges for each class of time; and the System policy with respect to make-goods.

I recognize that the Federal Communications Commission ("FCC") has asserted its exclusive jurisdiction under the Communications Act of 1934, as amended (the "Act"), with respect to all disputes concerning purchases of advertising time by or on behalf of legally-qualified political candidates, specifically including all disputes concerning charges for candidates' "uses" of System's facilities. I acknowledge that all such disputes will therefore be governed exclusively by the Act, and the rules and policies of the FCC, and must be resolved exclusively before the FCC, subject to such judicial review as is provided for by the Act. In order to ensure that material necessary to resolution of such disputes is maintained, any such complaint should be filed with the FCC promptly.

To be completed by a candidate:

I certify that all advertising purchased by me for cablecast on the System will include my recognizable voice or image. I agree to indemnify and hold the System harmless from and against any and all damages and liability, including reasonable attorneys' fees, which may be assessed against the System as the result of its cablecast of advertising purchased by me which does not involve a "use".

By: _____

Date: _____

To be completed by an agent acting on behalf of a candidate:

This will acknowledge receipt of "Information Concerning Political Advertising Policies of Comcast" (the "Political Policy") and Comcast's Advertiser Terms and Conditions located at www.comcastspotlight.com.

I am an agent acting on behalf of a candidate, I certify that I have made full disclosure to the candidate of the information provided to me by the System concerning its political advertising policies, and, if not, that I have been specifically authorized by the candidate to purchase advertising time on the System on his or her behalf without the need to make such full disclosure. I further represent that all advertising which I purchase on the candidate's behalf will include the candidate's recognizable voice or image. I further represent that the candidate agrees to indemnify and hold the System harmless from and against any and all damages and liability, including reasonable attorneys' fees, which may be assessed against the System as the result of its cablecast of advertising not involving a "use" by the candidate which I purchase on the candidate's behalf. I further represent that I am authorized by all candidates on whose behalf I purchase time to agree to the terms and conditions set forth herein.

By: Franklin E. Tehaleo
Franklin E. Tehaleo

On behalf of: David Wilkinson for Michigan
Date: 9/26/18

**CANDIDATE DISCLOSURE STATEMENT
INFORMATION CONCERNING POLITICAL ADVERTISING POLICIES
OF COMCAST SPOTLIGHT Midwest Region, Michigan- 2018**

The following sets forth the political advertising policies and practices of Comcast Spotlight – Midwest Region, Michigan, regarding the sale of advertising time for “uses” by legally qualified candidates. It is intended for the sole purpose of complying with the Rules of the Federal Communications Commission and is not a contract for the sale of advertising.

I. APPLICABILITY

Except as otherwise stated, these policies apply only to “uses” of the cable system by legally qualified political candidates. A “use” covered by this Disclosure Statement is an announcement/advertisement (“Spot”) that is sponsored, controlled and approved by a legally qualified candidate for public office or by the candidate’s authorized campaign committee in which the candidate appears in person by recognizable voice or image of the candidate for at least four (4) seconds. These policies do not apply to advertising placed by political action committees or to non-candidate “issue” advertising. Candidates may be asked to demonstrate that they are legally qualified. All federal candidates must comply with the requirements of the Bipartisan Campaign Reform Act of 2002 (“BCRA”).

II. LINEAR TELEVISION AND VIDEO ON DEMAND AVAILABILITIES

The cable system offers political advertisers sells advertising time in a number of different classes of time, programs, dayparts and rotations, including Video on Demand (“VOD”). Spots on linear TV can be purchased singly or in combination as a # of impression totals. The most commonly purchased dayparts and rotations are shown on the rate schedule for: 30 second Spots attached to this Disclosure Statement.

The cable system may also make available other rotations, dayparts, programs or networks available upon request, and may negotiate special advertising packages (combinations of Spots in various classes or rotations) tailored to suit the particular needs of individual candidates. The cable system may also engage in special promotions or different selling strategies, and if so, it will make them available to political advertisers upon request.

[The cable system is accepting: 30 or: 60 second announcements. Sixty second Spots are priced as twice the: 30 rate.]

It is the cable system’s policy to sell political advertising on Election Day through 6 P.M. local time.

The cable system reserves the right to limit the networks, dayparts and programs in which it will sell advertising and the number of Spots or impressions that may be bought by candidate or to decline to sell advertising for certain elections. Networks, dayparts, targeting segments and VOD content may be subject to change.

III. RATES

During the forty-five (45) day period before a primary election and caucus and the sixty (60) day period before a general or special election (the “Pre-Election Windows”), the cable system will sell Spots to candidates at its lowest unit charge (“LUC”) rates, meaning on the same terms and conditions, including discounts and other privileges, as are available to its most favored commercial advertisers. The LUC is the lowest per-spot price paid for the same class and amount of time during the same time period.

The cable system sells the following classes of time, each of which has a separate rate structure and LUC.

Preemptible: Linear TV and VOD. Spots are subject to preemption in order to accommodate higher priced Spots or Non-Preemptible Spots. The preemption and movement of Spots is determined by a number of factors, including but not limited to, demand for inventory in question, prices of the scheduled announcements, time sensitivity of the Spots already on the schedule, flexibility of the advertiser and length of the schedule, inventory fluctuations, and in the