

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Michael McElroy, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

- FEDERAL CANDIDATE
 STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name: Michael McElroy
 Authorized committee:

Agency requesting time (and contact information):

N/A

Candidate's political party: Republican

Office sought (no acronyms or abbreviations):
Gilchrist County Tax Collector

Date of election: 8/18/2020 General Primary

Treasurer of candidate's authorized committee:

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: <u>Michael McElroy</u> Name: <u>Michael McElroy</u> Date of Request to Purchase Ad Time: <u>7/21/2020</u>	Signature: <u>Dave Cobb</u> Name: <u>DAVE COBB</u> Date of Station Agreement to Sell Time: <u>7/21/2020</u>

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:

Name:

Date:

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station? Yes No Date ad received: 7/21/2020

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 #: <u>14232163</u>	Station Call Letters: <u>WPKL-FM</u>	Date Received/Requested: <u>7/21/2020</u>
Est. #:	Station Location: <u>CROSS CITY, FL</u>	Run Start and End Dates: <u>7/30 - 8/18/2020</u>

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.

Sales Order

Station: WPLL-FM Buyer: _____
 Contract Name: Election 2020 Tax Schedule: _____ (None)
 Contract#: 14232163 Agency Commission %: 0
 Start Date: 7/30/20 End Date: 8/18/20 Billing Cycle: Calendar
 Revenue Type: POLITICAL LOCAL Type: Cash Salesperson: 1407kbal Comm %: 16
 Advertiser: MICHAEL McELROY FOR TAX COLLEC Makegood Policy: Within Contract Dates
 Address: 10649 SE COUNTY ROAD 319
 City: TRENTON State: FL Zip: 32693
 Phone: (352) 575-3060
 Product Name: Election 2020
 Competitive Code: POLITICAL LOCAL

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$
1	7/30/20	8/18/20		6:00 AM	7:00 PM	30	5	5	5	5	5	5	5	35	D	10.00	100	1,000.00	4

Glichrist County Tax Collector

Billing Projections: By Month

	Jul 20	Aug 20
CA	100.00	900.00
ST	0.00	1,000.00

Print Spot Prices

Notes to Traffic: 7/27 ran cc \$500.00.ss

7/29 ran cc \$500.00 contract changed.ss

TOTAL SPOTS 100
 GROSS TOTAL \$ 1,000.00
 ADJUSTED SPOTS 100
 ADJUSTED TOTAL \$ 1,000.00

APPROVE DECLINE

- General Manager
- Sales Manager
- WRZN Sales Manager
- 1407ssex, 07/29/20 @8:30AM

ACKNOWLEDGMENT OF POLITICAL BROADCASTING POLICIES OF STATION(S)
WTMG-FM, WHHZ-FM, WPLL-FM, WXJZ-FM, WDVH-AM, WRZN-AM, WTMN-AM

This will acknowledge receipt of "Information Concerning Political Advertising Policies of Station(s) WTMG-FM, WHHZ-FM, WPLL-FM, WXJZ-FM, WDVH-AM, WRZN-AM, WTMN-AM" ["WTMG-FM, WHHZ-FM, WPLL-FM, WXJZ-FM, WDVH-AM, WRZN-AM, WTMN-AM Political Policy"].

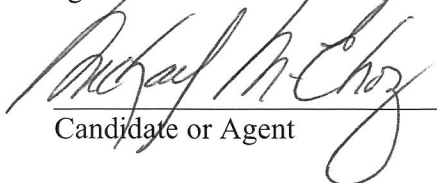
I agree that all purchases of advertising time on Station(s) WTMG-FM, WHHZ-FM, WPLL-FM, WXJZ-FM, WDVH-AM, WRZN-AM, WTMN-AM which I make by or on behalf of legally qualified political candidates will be made subject to this Acknowledgment and the Political Policy.

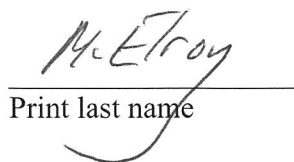
I acknowledge that I have been informed to my satisfaction concerning the classes of time which are available to advertisers, including without limitation every level of pre-emptibility; the chances of preemption for the various levels of pre-emptibility; the availability of discount packages and rotations,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

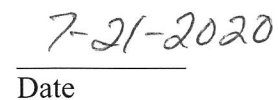
I recognize that the Federal Communications Commission ["FCC"] has asserted its exclusive jurisdiction under the Communications Act of 1934, as amended [the "Act"], with respect to all disputes concerning purchases of advertising time by or on behalf of legally qualified political candidates, specifically including all disputes concerning charges for candidates "uses" of Station(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.

For candidates: **I certify that all advertising purchased by me for broadcast on the Station(s) will include my recognizable voice or image. Unless I am a candidate for federal elective office, I agree to indemnify and hold the Station(s) harmless from and against any and all damages and liability, including reasonable attorneys' fee, which may be assessed against the Station(s) as the result of its broadcast of advertising not involving a "use" by me which I purchase.**

If 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 Station(s) concerning its political advertising policies, and, if not, that I have been specifically authorized by the candidate to purchase advertising time on the Station(s) 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.** Unless I am acting on behalf of a candidate for federal elective office, I further represent that the candidate agrees to indemnify and hold the Station(s) harmless from and against any and all damages and liability, including reasonable attorney's fees, which may be assessed against the Station(s) as a result of its broadcast of advertising not involving a "use" by the candidate which I purchased on the candidate's behalf. I further represent that all candidates on whose behalf I purchase time to agree to the terms authorize me and conditions set forth herein.


Candidate or Agent


Print last name


Date