

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Gen 2 Solutions, 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:** Hispanic Leadership Alliance

Agency name: Gen 2 Solutions

Address: 3001 Washington Blvd. 7th Floor Arlington, VA 22201

Contact:

Phone number: 202-677-7060

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: Hispanic Leadership Alliance

Address: 1005 Congress Ave. Austin, TX 78701

Contact: Eliza Swisher

Phone number:

Email:

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.):**

Board Member: Eliza Swisher

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):

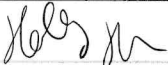
Date of election:

Clearly identify **EVERY** political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

N/A

**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: Holly Horan                                                                            | Name:                                   |
| Date of Request to Purchase Ad Time: 2/6/24                                                  | Date of Station Agreement to Sell Time: |

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: \_\_\_\_\_

**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
- 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 #: | Station Call Letters: | Date Received/Requested: |
| Est. #:     | Station Location:     | Run Start and End Dates: |

**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.

# ORDER

**Orders**  
**Order / Rev:** 3422614  
**Alt Order #:** WOC14492834  
**Product Desc:** Issue  
**Estimate:** 4532  
**Flight Dates:** 02/14/24 - 02/20/24  
**Original Date / Rev:** 02/06/24 / 02/06/24  
**Order Type:** NORMAL

**KOSA**  
**Primary AE:** Odessa House  
**Sales Office:** ODE-N  
**Sales Region:** National

**Agency**  
**Name:** Gen2 Solutions, LLC  
**Buying Contact:**  
**Billing Contact:**  
 3001 Washington BLVD  
 Arlington, VA 22201

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

**Advertiser**  
**Name:** Hispanic Leadership Alliance  
**Demographic:** A50+  
**Product Codes:** Issue - National - House  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-ISS  
**Priority:** P-02

**New Business End:**  
**Advertiser External ID:** 628513  
**Agency External ID:** 194178  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 01/29/24   | 02/20/24 | 41      | \$11,300.00  | \$9,605.00 |

**Totals**

| Month         | # Spots   | Gross Amount       | Net Amount        | Rating        |
|---------------|-----------|--------------------|-------------------|---------------|
| February 2024 | 41        | \$11,300.00        | \$9,605.00        | 196.24        |
| <b>Totals</b> | <b>41</b> | <b>\$11,300.00</b> | <b>\$9,605.00</b> | <b>196.24</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Odessa House      | ODE-N        | 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 | KOSA | 02/14/24          | 02/20/24        | M-F 6a News<br>Morning News Program<br>(Program: CBS7 WAKE UP WEST TEXAS @ 6)<br>CS-Nov/2023 - ODESSA-MIDLAND - ACTUAL CS-Nov/2023 Mo-Fr 6:00a-7:00a TIME PERIOD ON KOSA | CM    | 6:00 AM-7:00 AM<br>(6:00 AM-7:00 AM) | 11111--   | :30 | 5     | \$250.00    | P-02 | 3.87          | NM   | 5     | \$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: 02/14/24    | 02/20/24        | 11111--                                                                                                                                                                  |       | 5                                    |           |     |       | \$250.00    |      | 3.87          |      |       |            |
| N 2 | KOSA | 02/14/24          | 02/20/24        | CBS Mornings<br>CBS This Morning<br>(Program: CBS THS MORNING)<br>CS-Nov/2023 - ODESSA-MIDLAND - ACTUAL CS-Nov/2023 Mo-Fr 7:00a-9:00a TIME PERIOD ON KOSA                | CM    | 7:00 AM-9:00 AM<br>(7:00 AM-9:00 AM) | 21111--   | :30 | 6     | \$200.00    | P-02 | 3.48          | NM   | 6     | \$1,200.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                                                                                                                                          |       | <u>Spots/Week</u>                    |           |     |       | <u>Rate</u> |      | <u>Rating</u> |      |       |            |
|     |      | Week: 02/14/24    | 02/20/24        | 21111--                                                                                                                                                                  |       | 6                                    |           |     |       | \$200.00    |      | 3.48          |      |       |            |
| N 3 | KOSA | 02/14/24          | 02/20/24        | CBS Price Is Right<br>Price Is Right<br>(Program: PRICE-RT 1-CBS)<br>CS-Nov/2023 - ODESSA-MIDLAND - ACTUAL CS-Nov/2023 Mo-Fr 10:00a-11:00a TIME PERIOD ON KOSA           | CM    | 10:00 AM-11:00 AM                    | A1-1-1--- | :30 | 2     | \$300.00    | P-02 | 3.92          | NM   | 2     | \$600.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                                                                                                                                          |       | <u>Spots/Week</u>                    |           |     |       | <u>Rate</u> |      | <u>Rating</u> |      |       |            |
|     |      | Week: 02/14/24    | 02/20/24        | -1-1---                                                                                                                                                                  |       | 2                                    |           |     |       | \$300.00    |      | 3.92          |      |       |            |
| N 4 | KOSA | 02/14/24          | 02/19/24        | CBS7 News @ 12p<br>CBS7 News @ 12p<br>(Program: CBS 7 MDDY NWS)<br>CS-Nov/2023 - ODESSA-MIDLAND - ACTUAL CS-Nov/2023 Mo-Fr 12:00p-12:30p TIME PERIOD ON KOSA             | CM    | 12:00 PM-12:30 PM                    | P11--11-- | :30 | 3     | \$250.00    | P-02 | 4.77          | 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> |      |       |            |

Order / Rev: 3422614  
 Alt Order #: WOC14492834  
 Flight Dates: 02/14/24 - 02/20/24

Advertiser: Hispanic Leadership Alliance  
 Product Desc: Issue  
 Estimate: 4532  
**KOSA**

| Ln                                                                                                                                                               | Ch   | Start             | End             | Inventory Code         | Break             | Start/End Time    | Days          | Len | Spots | Rate     | Pri  | Rtg   | Type   | Spots | Amount      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-------------------|-----------------|------------------------|-------------------|-------------------|---------------|-----|-------|----------|------|-------|--------|-------|-------------|
| N 5                                                                                                                                                              | KOSA | 02/14/24          | 02/20/24        | CBS7 News @ 5p         | CM                | 5:00 PM-5:30 PM   | 11111--       | :30 | 5     | \$275.00 | P-02 | 5.83  | NM     | 5     | \$1,375.00  |
| (Program: CBS7 NEWS 5P)<br>CS-Nov/2023 - ODESSA-MIDLAND - ACTUAL CS-Nov/2023 Mo-Fr 5:00p-5:30p TIME PERIOD ON KOSA<br>CBS7 News @ 5p (5:00 PM-5:30 PM)           |      |                   |                 |                        |                   |                   |               |     |       |          |      |       |        |       |             |
|                                                                                                                                                                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        | <u>Spots/Week</u> | <u>Rate</u>       | <u>Rating</u> |     |       |          |      |       |        |       |             |
| Week:                                                                                                                                                            |      | 02/14/24          | 02/20/24        | 1--11--                | 3                 | \$250.00          | 4.77          |     |       |          |      |       |        |       |             |
| N 6                                                                                                                                                              | KOSA | 02/14/24          | 02/20/24        | CBS7 News @ 6p         | CM                | 6:00 PM-6:30 PM   | 11111--       | :30 | 5     | \$350.00 | P-02 | 6.39  | NM     | 5     | \$1,750.00  |
| (Program: CBS7 NEWS 6P)<br>CS-Nov/2023 - ODESSA-MIDLAND - ACTUAL CS-Nov/2023 Mo-Fr 6:00p-6:30p TIME PERIOD ON KOSA<br>CBS7 News @ 6p (6:00 PM-6:30 PM)           |      |                   |                 |                        |                   |                   |               |     |       |          |      |       |        |       |             |
|                                                                                                                                                                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        | <u>Spots/Week</u> | <u>Rate</u>       | <u>Rating</u> |     |       |          |      |       |        |       |             |
| Week:                                                                                                                                                            |      | 02/14/24          | 02/20/24        | 11111--                | 5                 | \$350.00          | 6.39          |     |       |          |      |       |        |       |             |
| N 7                                                                                                                                                              | KOSA | 02/14/24          | 02/20/24        | M-F 630p-7p            | CM                | 6:30 PM-7:00 PM   | 11111--       | :30 | 5     | \$300.00 | P-02 | 4.67  | NM     | 5     | \$1,500.00  |
| (Program: ENT TONIGHT 30)<br>CS-Nov/2023 - ODESSA-MIDLAND - ACTUAL CS-Nov/2023 Mo-Fr 6:30p-7:00p TIME PERIOD ON KOSA<br>M-F 630p-7p (6:30 PM-7:00 PM)            |      |                   |                 |                        |                   |                   |               |     |       |          |      |       |        |       |             |
|                                                                                                                                                                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        | <u>Spots/Week</u> | <u>Rate</u>       | <u>Rating</u> |     |       |          |      |       |        |       |             |
| Week:                                                                                                                                                            |      | 02/14/24          | 02/20/24        | 11111--                | 5                 | \$300.00          | 4.67          |     |       |          |      |       |        |       |             |
| N 8                                                                                                                                                              | KOSA | 02/14/24          | 02/19/24        | CBS7 News @ 10p M-F    | CM                | 10:00 PM-10:35 PM | 1-11---       | :30 | 3     | \$400.00 | P-02 | 4.80  | NM     | 3     | \$1,200.00  |
| (Program: CBS7 NEWS 10P)<br>CS-Nov/2023 - ODESSA-MIDLAND - ACTUAL CS-Nov/2023 Mo-Fr 10:00p-10:35p TIME PERIOD ON KOSA<br>CBS7 News @ 10p M-F (10:00 PM-10:35 PM) |      |                   |                 |                        |                   |                   |               |     |       |          |      |       |        |       |             |
|                                                                                                                                                                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        | <u>Spots/Week</u> | <u>Rate</u>       | <u>Rating</u> |     |       |          |      |       |        |       |             |
| Week:                                                                                                                                                            |      | 02/14/24          | 02/20/24        | 1-11---                | 3                 | \$400.00          | 4.80          |     |       |          |      |       |        |       |             |
| N 9                                                                                                                                                              | KOSA | 02/14/24          | 02/20/24        | CBS Late Show          | CM                | 10:35 PM-11:37 PM | 1-11--        | :30 | 3     | \$125.00 | P-02 | 2.04  | NM     | 3     | \$375.00    |
| (Program: LATE SHOW)<br>CS-Nov/2023 - ODESSA-MIDLAND - ACTUAL CS-Nov/2023 Mo-Fr 10:35p-11:37p TIME PERIOD ON KOSA<br>Late Show                                   |      |                   |                 |                        |                   |                   |               |     |       |          |      |       |        |       |             |
|                                                                                                                                                                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        | <u>Spots/Week</u> | <u>Rate</u>       | <u>Rating</u> |     |       |          |      |       |        |       |             |
| Week:                                                                                                                                                            |      | 02/14/24          | 02/20/24        | -11-1--                | 3                 | \$125.00          | 2.04          |     |       |          |      |       |        |       |             |
| N 10                                                                                                                                                             | KOSA | 02/14/24          | 02/20/24        | CBS Tuesday Prime Hr 1 | CM                | 7:00 PM-8:00 PM   | -1-----       | :30 | 1     | \$450.00 | P-02 | 5.12  | NM     | 1     | \$450.00    |
| (Program: FBI)<br>CS-Nov/2023 - ODESSA-MIDLAND - ACTUAL CS-Nov/2023 Tue 7:00p-8:00p TIME PERIOD ON KOSA<br>Tuesday Prime Hr 1                                    |      |                   |                 |                        |                   |                   |               |     |       |          |      |       |        |       |             |
|                                                                                                                                                                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        | <u>Spots/Week</u> | <u>Rate</u>       | <u>Rating</u> |     |       |          |      |       |        |       |             |
| Week:                                                                                                                                                            |      | 02/14/24          | 02/20/24        | -1-----                | 1                 | \$450.00          | 5.12          |     |       |          |      |       |        |       |             |
| N 11                                                                                                                                                             | KOSA | 02/14/24          | 02/17/24        | CBS The Masters        | CM                | 2:00 PM-6:00 PM   | -----1-       | :30 | 1     | \$200.00 | P-02 | 3.24  | NM     | 1     | \$200.00    |
| (Program: GOLF - GENESIS INVITATIONAL)<br>CS-Nov/2023 - ODESSA-MIDLAND - ACTUAL CS-Nov/2023 Sat 2:00p-6:00p TIME PERIOD ON KOSA<br>The Masters (2:00 PM-6:00 PM) |      |                   |                 |                        |                   |                   |               |     |       |          |      |       |        |       |             |
|                                                                                                                                                                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        | <u>Spots/Week</u> | <u>Rate</u>       | <u>Rating</u> |     |       |          |      |       |        |       |             |
| Week:                                                                                                                                                            |      | 02/12/24          | 02/18/24        | -----1-                | 1                 | \$200.00          | 3.24          |     |       |          |      |       |        |       |             |
| N 12                                                                                                                                                             | KOSA | 02/14/24          | 02/18/24        | CBS PGA Golf           | CM                | 2:00 PM-5:30 PM   | -----1        | :30 | 1     | \$250.00 | P-02 | 10.62 | NM     | 1     | \$250.00    |
| (Program: GOLF - GENESIS INVITATIONAL)<br>CS-Nov/2023 - ODESSA-MIDLAND - ACTUAL CS-Nov/2023 Sun 2:00p-5:30p TIME PERIOD ON KOSA<br>PGA Golf (2:00 PM-5:30 PM)    |      |                   |                 |                        |                   |                   |               |     |       |          |      |       |        |       |             |
|                                                                                                                                                                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        | <u>Spots/Week</u> | <u>Rate</u>       | <u>Rating</u> |     |       |          |      |       |        |       |             |
| Week:                                                                                                                                                            |      | 02/12/24          | 02/18/24        | -----1                 | 1                 | \$250.00          | 10.62         |     |       |          |      |       |        |       |             |
| N 13                                                                                                                                                             | KOSA | 02/14/24          | 02/18/24        | CBS Sunday Prime Hr 1  | CM                | 6:00 PM-7:00 PM   | -----1        | :30 | 1     | \$400.00 | P-02 | 9.91  | NM     | 1     | \$400.00    |
| (Program: 60 MINUTES)<br>CS-Nov/2023 - ODESSA-MIDLAND - ACTUAL CS-Nov/2023 Sun 6:00p-7:00p TIME PERIOD ON KOSA<br>Sunday Prime Hr 1 (6:00 PM-7:00 PM)            |      |                   |                 |                        |                   |                   |               |     |       |          |      |       |        |       |             |
|                                                                                                                                                                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        | <u>Spots/Week</u> | <u>Rate</u>       | <u>Rating</u> |     |       |          |      |       |        |       |             |
| Week:                                                                                                                                                            |      | 02/12/24          | 02/18/24        | -----1                 | 1                 | \$400.00          | 9.91          |     |       |          |      |       |        |       |             |
|                                                                                                                                                                  |      |                   |                 |                        |                   |                   |               |     |       |          |      |       | Totals | 41    | \$11,300.00 |

**POLITICAL ADVERTISEMENT  
REVIEW FORM**

**A. IDENTIFY THE TYPE OF SPOT**

**Candidate Advertisement** (sponsored by a legally qualified federal, state or local candidate).

➤ Answer **Questions 1-4 in Section B** below and confirm political file includes following information (some of which may be provided on the NAB PB-18):

- Name of candidate and office sought
- Name of authorized committee of the candidate
- Name of committee's treasurer
- Rate charged for spot
- Spot length
- Dates and times spot scheduled to air and any revised schedules
- Class(es) of time purchased
- Any other information relevant to order (e.g., makegoods/rebates)

**Non-Candidate "Issue" Advertisement** (sponsored by a third-party, such as a PAC political party, corporation or advocacy group).

The issue ad references a federal candidate, a federal election and/or a political matter of national importance (e.g., Economy, Immigration, Climate Change).

➤ Answer **Questions 1-5 in Section B** below and confirm political file includes following information (some of which may be provided on the NAB PB-18):

- Name of person purchasing the time (i.e., the sponsor)
- Name, address and phone number of a contact person for sponsor
- Rate charged for spot
- Dates and times spot scheduled to air and any revised schedules
- Class(es) of time purchased

**OR**

The issue ad only references a state/local political matter or controversial issue of public importance (e.g., school bond, local infrastructure, ballot measure).

➤ List all state/local political matters/issues referenced in the spot:

(Click here to enter text.)

➤ Answer **Questions 1 and 5 in Section B** below.

## B. COLLECT INFORMATION

1. Full Name of Ad Sponsor (e.g., Candidate Committee or PAC):

Name of Ad or ISCI Code:

Date Spot Received:

Has the Ad Buyer or Ad Sponsor provided a completed NAB Form?  Yes  No

If No, please confirm you have obtained all required information for the political file as listed in Section A.

2. Does the spot reference a candidate for federal office (President, Vice President, Senate, or House)?  
 Yes  No

If Yes, then for each federal candidate referenced in the spot, list:

Candidate's full name

Office sought by candidate:

Election candidate is participating in:

3. Does the spot reference a federal election?  Yes  No

If Yes, then list all elections referenced:

4. Does the spot reference a political matter of national importance (e.g., Economy, Immigration, Climate Change) or any pending federal legislation (e.g., Affordable Care Act)?

Yes  No

If Yes, then list all political matters of national importance and/or federal legislation referenced in the spot:

5. If the spot is sponsored by a third-party entity (i.e., political action committee, advocacy group, corporation, association or other unincorporated group), a list of chief executive officers, members of the executive committee, or the board of directors of the sponsor must be uploaded to the public file. Did you receive a list of these individuals from the sponsor?  Yes  No

**Did you ask the sponsor or ad buyer *in writing* if the list provided is a complete and accurate list of all individuals that must be disclosed?<sup>1</sup>**  Yes  No

<sup>1</sup> Before an issue ad order is finalized, the station representative should confirm in writing with the ad buyer that the provided list of chief executive officers, members of the executive committee, or the board of directors of the

sponsor is complete and accurate.