



POLITICAL

BROADCAST AGREEMENT FORMS | PB-17

Updated to Comply with the FCC Non-Discrimination Policy





NAB POLITICAL ADVERTISING AGREEMENT FORMS (PB-17)

TABLE OF CONTENTS

USING THE FORMS

**PB-17 NAB AGREEMENT FORM FOR POLITICAL
CANDIDATE ADVERTISEMENTS**

**PB-17 NAB AGREEMENT FORM FOR NON-
CANDIDATE/ISSUE ADVERTISEMENTS**



These political advertisement agreement forms have been designed to serve as actual contracts for the sale of political broadcast time and to satisfy FCC record retention requirements.

Produced by NAB's Legal Department and Published by the NAB Publications Department.

Copyright 2011 National Association of Broadcasters.

ISBN # 0-89324-381-7

Reproduction or publication of the contents, in whole or in part, without expressed permission is prohibited. No liability is assumed with respect to the use of the information contained herein.

Additional copies of the Political Agreement Forms in paper or electronic format are available through NAB Services, 1771 N Street, NW, Washington, DC 20036-2800. For price information, please call (202) 429-5484.



POLITICAL BROADCAST ADVERTISEMENT FORMS PB-17

USING THE FORMS

IMPORTANT NOTE:

For the PB-17 Issues Form Only - If an Issue Advertiser certifies that the programming does not communicate “a message relating to any political matter of national importance,” stations must nonetheless independently verify that no such messages are communicated in the programming. Stations are required to ensure compliance in order to properly disclose rates and times aired in the public file.

Acrobat Reader 5.0

You must have version 5.0 or higher of Adobe’s Acrobat Reader to use these forms. If you do not have Adobe Reader 5.0 or higher, you can download a free copy at:
<http://www.adobe.com/products/acrobat/readermain.html>.

Acrobat Toolbar Functions

When you install the Acrobat Reader and view a fill-in form, you will see a toolbar at the top of the document like this:



You need to use only a few of these buttons to complete a fill-in form. The buttons you need to use are explained below:

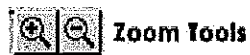


Hand Tool

The Hand Tool will most likely be pre-selected the first time you use Acrobat Reader. This tool allows you to fill in the forms on your desktop. This tool is selected when the cursor appears in the shape of a hand like the one pictured on the button.

With a fill-in form on the screen, move the hand tool over a portion of the form to be filled-in. You will notice that the hand icon changes to a text icon, which looks like a capital I. This means that this is an area of the form that you are able to fill in using your keyboard. After you fill in that box, move your mouse to another field to fill it in. Note: You may also use the TAB button on your keyboard to

advance to the next field. To mark a check box, move your Hand Tool over a box and click your left mouse button. To unmark the box, move the cursor over the box and click again.



The Zoom Tools allow you to change the current view of the form displayed. Depending on your monitor size, you may need to use the + Zoom Tool to get a better view of the form.



Page Tools

The first button moves you directly to the first page of the current form. The second button moves you back one page on the current form. The third button moves you one page forward on the current form. The fourth button moves you directly to the last page of the current form.

Printing the Forms

To print a completed form, click on the “File” menu and select the “Print” option.

Saving the Forms

Acrobat Reader does not allow forms to be saved. Complete the entire form, review and print prior to closing the file. Closing the file will erase all information filled in.

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: WPOC, WZFT, WQSR, DC104, Blg 100, Heaven 600	Date: 6/25/18
---	-------------------------

I, _____,
 being/on behalf of: Jerome Segal, a legally
 qualified candidate of the _____ political
 party for the office of: _____
 in the _____
 election to be held on: _____
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
.30	6 ^{am} - 12m	M - Tues	Commercial	114	1

Total Charges: \$85,227

NAB Form PB-17 Candidates

CANDIDATE CERTIFICATION

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

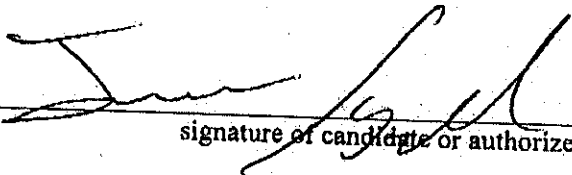
I, Jerome Segal
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

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.



signature of candidate or authorized committee

Jerome Segal

printed name

6/20/18
date

NAB Form PB-17 Candidates

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

[Empty box for listing matters of national importance]

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

Jerome Segal

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:

Jerome Segal

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

6/20/18
Date

[Signature]
Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title



Order Confirmation

Advertiser No: 712266 Order No: 1107465255
 Start Date: 06/25/2018 Co-op: No
 End Date: 06/26/2018 Package: No
 Month Type: Broadcast Agency Comm.: 0%
 Revision #: 0
 CPE:
 AE: LaFleur, Jennifer
 Entered: 06/25/2018 08:45 AM by Fusion
 Last Update: 06/25/2018 09:50 AM by Piedmont
 Note: WPOC,WQSR,WZFT/JEROME SEGAL
 Note 2:
 Spl Req Inv:

Jerome Segal

 7910 Takoma Ave

 Silver Spring, MD 20910

Market Station	Bind To	Start Date	End Date	No Of Weeks	Rate Rev. Type	Skip W.	M	T	W	T	F	S	S	Spots/ W.	Spot Length	Ord Spots	Ord Cost
1 Baltimore WPOC-FM	06:00-10:00 Commercial	06/26/18	06/26/18	1	220.00 Local Direct-Political	0		x						8	30	8	1,760.00
2 Baltimore WPOC-FM	10:00-15:00 Commercial	06/25/18	06/26/18	1	165.00 Local Direct-Political	0	x	x						19	30	19	3,135.00
3 Baltimore WPOC-FM	15:00-19:00 Commercial	06/25/18	06/26/18	1	200.00 Local Direct-Political	0	x	x						15	30	15	3,000.00
4 Baltimore WPOC-FM	19:00-23:59 Commercial	06/25/18	06/25/18	1	38.00 Local Direct-Political	0	x							10	30	10	380.00
5 Baltimore WZFT-FM	06:00-10:00 Commercial	06/26/18	06/26/18	1	150.00 Local Direct-Political	0			x					4	30	4	600.00
6 Baltimore WZFT-FM	10:00-15:00 Commercial	06/25/18	06/26/18	1	130.00 Local Direct-Political	0	x	x						12	30	12	1,560.00
7 Baltimore WZFT-FM	15:00-19:00 Commercial	06/25/18	06/26/18	1	150.00 Local Direct-Political	0	x	x						8	30	8	1,200.00
8 Baltimore WZFT-FM	19:00-23:59 Commercial	06/25/18	06/25/18	1	28.00 Local Direct-Political	0	x							6	30	6	168.00
9 Baltimore WQSR-FM	06:00-10:00 Commercial	06/26/18	06/26/18	1	150.00 Local Direct-Political	0			x					8	30	8	1,200.00
10 Baltimore WQSR-FM	15:00-19:00 Commercial	06/25/18	06/26/18	1	165.00 Local Direct-Political	0	x	x						8	30	8	1,320.00
11 Baltimore WQSR-FM	10:00-15:00 Commercial	06/25/18	06/26/18	1	150.00 Local Direct-Political	0	x	x						12	30	12	1,800.00
12 Baltimore WQSR-FM	19:00-23:59 Commercial	06/25/18	06/25/18	1	24.00 Local Direct-Political	0	x							6	30	6	144.00



No. of Spots/Misc/Digital: 116/0/0

Ordered Gross:	\$16,267.00
Agency Commission:	\$0.00
Ordered Net:	\$16,267.00
Total Net Due:	\$16,267.00

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Amt. Ord.:	116	0	0	0	0	0	0	0	0	0	0	0	0
Gross:	16,267.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net:	16,267.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

When signed below, this is a contract for advertising on the radio stations named above, made with the owner of those stations, subject to those terms and conditions beginning on the last page of this Order Confirmation. Except when this contract is executed by advertiser itself, it is agreed that advertiser's agency makes this contract both for itself and advertiser.

Accepted for Company: _____

Accepted for Advertiser: _____

Participating Customers

Jerome Segal 100%

ORDER TERMS AND CONDITIONS

The Term "Advertiser" shall include advertiser and any agency or buying service named in Order Confirmation, and all persons and entities included within Advertiser agree that they are jointly and severally liable for all obligations of Advertiser under this contract regardless of who is billed, except any agency is liable for invoice payments only to the extent the agency has been paid by the advertiser. The term "Station" means the specific station set out in the Order Confirmation, or, if not identified there, iHeartMedia + Entertainment, Inc.

1. PAYMENT

- (a) Advertiser agrees to pay in advance for the distribution of advertising covered by this contract (collectively "transmissions") unless otherwise expressly agreed in writing.
- (b) If Station has extended credit, Station shall render invoices monthly. Payment by Advertiser is due within 30 days unless invoice is sent to agency or buying service, then net payment is due within 45 days. Past due accounts shall be charged interest at the rate of 1% per month (12% annual percentage rate) or, if less, the highest rate allowed by applicable law, from the date of the invoice. If Advertiser notices any error on an invoice, Advertiser must contact Station in writing within 7 days of the invoice date, stating the invoice number, amount and description of alleged error, and including any supporting documentation as may be required by Station. All invoice charges will be considered valid if no written dispute from the Client is received by Station within the 7 day period.
- (c) On Advertiser's request, Station shall furnish certifications of performance to Advertiser at the time of billing, but unless requested prior to billing the furnishing of such certifications shall not be a condition of payment or time of payment.
- (d) If Advertiser is past due in payment of any amount, Station may change the terms of payment for further transmissions by giving Advertiser written notice. If Station refers this contract for collection, Advertiser shall pay reasonable attorney's or collector's fees and any court costs incurred by Station.

2. TERMINATION AND BREACH

- (a) This contract may be terminated by either party giving the other party 14 days prior written notice. If Advertiser so terminates this contract, Advertiser will pay Station at Station's rate card rate (without discount for the number of remaining transmissions) for transmissions made through the date of termination. If Station so terminates this contract, Advertiser shall pay Station for transmissions made through the date of termination and shall have the benefit of any discounts it would have received had this contract not been so terminated.
- (b) Station may terminate this contract at any time upon failure by Advertiser to timely make any payment, or upon other material breach by Advertiser of this contract. On such termination (i) Advertiser will pay Station at Station's rate card rate (without discount for the number of transmissions) for all transmissions made through the date of termination and (ii) all payments due by Advertiser shall become immediately due and payable.
- (c) Advertiser may cancel this contract at any time upon material breach by Station of this contract and shall be liable only for transmissions made in accordance with this contract through the date of termination with the benefit of any discounts it would have received had this contract not been so terminated.
- (d) If Station has contracted to purchase other program material ("Third Party Material") during the term of this contract in reliance on the agreement of Advertiser and prior to the end of the term of this contract Station terminates pursuant to paragraph 2(b) or Advertiser pursuant to paragraph 2(a), Advertiser agrees to pay Station all costs and expenses incident to the acquisition of Third Party Material. After such payment, Station shall credit Advertiser for any net amounts obtained if Station is able to resell such Third Party Material, but Station shall not be obligated to make or solicit any sale.
- (e) To the extent provided by law, neither party shall be liable to the other party (including liability for incidental, indirect or consequential damages or lost profits, whether or not advised of the possibility of such damages and punitive damages) other than as specified in this contract.

3. REPRESENTATIONS & WARRANTIES/INDEMNIFICATION AND HOLD HARMLESS

- (a) Advertiser represents, warrants and agrees that: (i) Station's use of the Advertiser Materials (defined below) as authorized by Advertiser, including, but not limited to broadcast of the Advertiser Materials over the facilities of the Station shall not violate or infringe upon the rights of others; provided, however, that the foregoing representations and warranties shall not apply to any material furnished or added to the Advertiser Materials after delivery to Station by any party other than Advertiser, and (ii) Advertiser (and the Advertiser Materials) shall comply with all applicable federal, state and local laws and regulations, including, but not limited to, those of the FCC (e.g., indecency, EAS compliance and all other FCC regulations).
- (b) Advertiser shall defend, hold harmless and indemnify Station, its parents and affiliates, and their respective officers, directors, employees and agents from any and all claims, actions, causes of action, liabilities, demands, damages or costs (including reasonable attorney fees) of whatsoever name or nature, including but not limited to (i) defamation, unlawful competition or trade practice, infringement of intellectual property or other property or personal rights (including but not limited to public performance rights with respect to music, spoken word or any other copyrightable material embodied in Advertiser Materials); (ii) any breach or violation of any sort of the representations and warranties described in Section 3(a); or (iii) claims arising from the products, services, operations, representations or warranties relating to, directly or indirectly, any material furnished by Advertiser pursuant to this contract ("Advertiser Material") or to Advertiser's business, services, operations or prizes (if any) relative to Order. Station shall defend, hold harmless and indemnify Advertiser and its officers, directors, employees and agents from damages relating to, directly or indirectly, programming transmitted by Station other than Advertiser Material.

4. INABILITY TO TRANSMIT AND SUBSTITUTION PROGRAMS

- (a) If, due to public emergency or necessity, force majeure, restrictions imposed by law, acts of God; labor disputes, or for other cause, including mechanical breakdown beyond Station's control, Station shall be unable to transmit or otherwise distribute any program or announcement to be transmitted under this contract, that transmission shall be canceled, and Station shall not be liable to Advertiser except as provided in paragraph (c) below.
- (b) Station shall have the right to cancel any transmission or portion thereof to be made under this contract in order to transmit any program which it deems to be of public significance. Station will notify Advertiser in advance if reasonably possible or otherwise Station will notify Advertiser within a reasonable time after such scheduled transmission.
- (c) Station shall transmit such canceled transmission, subject to availability, in a comparable time period. If Station is unable to so transmit the canceled transmission, Advertiser shall not have to pay for the canceled transmission and the cancellation shall not affect any discounts under this contract.

5. PROGRAM PRODUCTION AND COMMERCIAL MATERIAL

- (a) Unless otherwise noted in this contract, all material to be transmitted under this contract shall be furnished by Advertiser, and all expenses of delivery to Station and return to Advertiser, if so directed, shall be paid by Advertiser. If Station has not received Advertiser Material by 72 hours in advance of scheduled transmission, Station shall reasonably attempt to so notify Advertiser.
- (b) If Station has not received Advertiser Material by 48 hours in advance of scheduled transmission, Station may in its sole discretion reschedule the transmission of such material or cancel such transmission, and in either case, Advertiser shall pay for the transmission as if transmitted as originally scheduled.
- (c) Advertiser Material is subject to Station approval and Station may exercise a continuing right to reject such material, including a right to reject for unsatisfactory technical quality. If the material is unsatisfactory, Station shall notify Advertiser, and Advertiser shall furnish satisfactory material 48 hours in advance of transmission or paragraph 5(b) shall apply. All program material must conform to the program and operating policies of Station and Station shall have the continuing right to edit in the public interest provided, however, that Station approval of such material shall not affect Advertiser's indemnity obligation under this contract.
- (d) Station will retain all property rights in any program material prepared or created by Station or by any of its employees for use in connection with material transmitted under this contract.

6. NON-DISCRIMINATION

In accordance with Paragraphs 49 and 50 of United States Federal Communications Commission Report and Order No. FCC 07-217, Station will not discriminate in any contract for advertising on the basis of race or ethnicity, and all such contracts will be evaluated, negotiated and completed without regard to race or ethnicity.

7. GENERAL

- (a) This contract is for the transmission by broadcast on radio, transmission on other media when Internet is indicated, or both, of programs, announcements and/or displays of the Advertiser for the purpose of advertising the named products or services and is subject to all applicable federal, state and municipal regulations, including the rules of the Federal Communications Commission and the Federal Trade Commission. Station will perform the transmission covered by this contract on the days and approximate hourly times (current at Station) provided in this contract. Station may make reproductions of program material furnished by Advertiser to effect the transmissions.
 - (b) If an agency or buying service is included in Advertiser, it is understood that party is the agent of advertiser and not of Station.
 - (c) Station shall assume no liability for loss or damages to program material and other property furnished by Advertiser in connection with transmissions under this contract.
 - (d) Advertiser may not assign or transfer this contract without first obtaining the written consent of Station; nor is Station required to transmit any material under this contract for the benefit of any person or entity other than Advertiser named on the face of this contract.
 - (e) The failure of Station or Advertiser to enforce any of the provisions of this contract shall not be construed as a waiver of that or any other provision.
 - (f) This contract and any applicable written credit agreement, agency commission arrangement and/or merchandising arrangement contains the entire agreement between the parties relating to the subject matter in it, and no modification of its terms shall be effective unless in writing signed by both parties.
- TO THE EXTENT PERMITTED BY LAW, STATION MAKES NO WARRANTIES OF ANY KIND, EXPRESS, IMPLIED OR STATUTORY, ABOUT THE SERVICES DESCRIBED IN THIS AGREEMENT AND DISCLAIMS ALL WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR USE.