

**ISSUE (Non-candidate) ADVERTISEMENT  
AGREEMENT FORM**

I, HMS, 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: Hulsen Media Services

Agency name: Hulsen Media Services

Address: 2400 Laramie Trail

Contact: Kristin Black

Phone number: 512-827-3468

Email: kristin@hulsenmedia.com

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: Wisconsin Conservation Voters IEC

Address: 133 S. Buller Street, #320, Madison, WI 53703

Contact: Seth Hoffmeister

Phone number: 920-249-7400

Email: seth@conservationvoters.org

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.):

Tom Thoresen IEC Treasurer; Kerry Schumann, Executive Director

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: <u>K. Black</u>	Signature: <u>Jon Callow</u>
Name: <u>KRISTIN BLACK</u>	Name: <u>Jon Callow</u>
Date of Request to Purchase Ad Time: <u>9/14/20</u>	Date of Station Agreement to Sell Time: <u>9/29/20</u>

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? ☒ Yes ☐ No Date ad received: 9/29/20

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 #: <u>34387936</u>	Station Call Letters: <u>WLST-FM</u>	Date Received/Requested: <u>9/29/20</u>
Est. #: <u>-</u>	Station Location: <u>MARINETTE, WI</u>	Run Start and End Dates: <u>10/13/20 - 11/1/20</u>

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.

Sep 29, 20  
 CONT# 34387936 Mod# Ver# 1 (Last = )  
 REP CHRISTAL RADIO  
 TO WLST-FM (Marinette WI/Menominee MI)  
 FM BRENDA DEATON  
 OFF DALLAS  
 AGY HULSEN MEDIA SERVICES LLC - HULS  
 ADDR 2400 LARAMIE TRAIL  
 AUSTIN, TX 78749  
  
 BYR KRISTIN HULSEN  
 ADV WISCONSIN CONSERVATION VOTERS  
 PDT Issue  
 FLT Oct 13, 20 - Nov 01, 20

DDS CONT# 0  
 C/P/E: WICV / ISS / 2426

SALESPERSON FAX#

PH #

\* REP ORDER COMMENT \*

\*\* 9/29/2020 1:43:00 PM: NEW ORDER. PLEASE CONFIRM WITHIN 24 HOURS ONLINE OR BY EMAIL AT  
 ANNA.METCALF@KATZMEDIA.COM. THANKS!

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF Day	NPD	RATE	TOT SPTS
		<b>FLIGHT 1</b>							
	1.1	.T.....	6A - 10A	60	10/13/2020 - 10/13/2020	1D	2	\$48.00	2
	1.2	.T.....	10A - 3P	60	10/13/2020 - 10/13/2020	1D	2	\$48.00	2
	1.3	.T.....	3P - 7P	60	10/13/2020 - 10/13/2020	1D	2	\$48.00	2
					** FLIGHT TOTALS **		6	\$288.00	
		<b>FLIGHT 2</b>							
	2.1	..W....	6A - 10A	60	10/14/2020 - 10/14/2020	1D	2	\$48.00	2
	2.2	..W....	10A - 3P	60	10/14/2020 - 10/14/2020	1D	2	\$48.00	2
	2.3	..W....	3P - 7P	60	10/14/2020 - 10/14/2020	1D	2	\$48.00	2
					** FLIGHT TOTALS **		6	\$288.00	
		<b>FLIGHT 3</b>							
	3.1	...T...	6A - 10A	60	10/15/2020 - 10/15/2020	1D	2	\$48.00	2
	3.2	...T...	10A - 3P	60	10/15/2020 - 10/15/2020	1D	2	\$48.00	2
	3.3	...T...	3P - 7P	60	10/15/2020 - 10/15/2020	1D	2	\$48.00	2
					** FLIGHT TOTALS **		6	\$288.00	
		<b>FLIGHT 4</b>							
	4.1	....F..	6A - 10A	60	10/16/2020 - 10/16/2020	1D	2	\$48.00	2
	4.2	....F..	10A - 3P	60	10/16/2020 - 10/16/2020	1D	3	\$48.00	3
	4.3	....F..	3P - 7P	60	10/16/2020 - 10/16/2020	1D	2	\$48.00	2
					** FLIGHT TOTALS **		7	\$336.00	
		<b>FLIGHT 5</b>							

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5.1	.....S.	6A - 7P	60	10/17/2020 - 10/17/2020	1D	3	\$39.00	3
			** FLIGHT TOTALS **				3	\$117.00
	<b>FLIGHT 6</b>							
6.1	.....S	6A - 7P	60	10/18/2020 - 10/18/2020	1D	3	\$39.00	3
			** FLIGHT TOTALS **				3	\$117.00
	<b>FLIGHT 7</b>							
7.1	M.....	6A - 10A	60	10/19/2020 - 10/19/2020	1D	2	\$48.00	2
7.2	M.....	10A - 3P	60	10/19/2020 - 10/19/2020	1D	2	\$48.00	2
7.3	M.....	3P - 7P	60	10/19/2020 - 10/19/2020	1D	2	\$48.00	2
			** FLIGHT TOTALS **				6	\$288.00
	<b>FLIGHT 8</b>							
8.1	.T.....	6A - 10A	60	10/20/2020 - 10/20/2020	1D	2	\$48.00	2
8.2	.T.....	10A - 3P	60	10/20/2020 - 10/20/2020	1D	2	\$48.00	2
8.3	.T.....	3P - 7P	60	10/20/2020 - 10/20/2020	1D	2	\$48.00	2
			** FLIGHT TOTALS **				6	\$288.00
	<b>FLIGHT 9</b>							
9.1	..W....	6A - 10A	60	10/21/2020 - 10/21/2020	1D	2	\$48.00	2
9.2	..W....	10A - 3P	60	10/21/2020 - 10/21/2020	1D	2	\$48.00	2
9.3	..W....	3P - 7P	60	10/21/2020 - 10/21/2020	1D	2	\$48.00	2
			** FLIGHT TOTALS **				6	\$288.00
	<b>FLIGHT 10</b>							
10.1	...T...	6A - 10A	60	10/22/2020 - 10/22/2020	1D	2	\$48.00	2
10.2	...T...	10A - 3P	60	10/22/2020 - 10/22/2020	1D	2	\$48.00	2
10.3	...T...	3P - 7P	60	10/22/2020 - 10/22/2020	1D	2	\$48.00	2
			** FLIGHT TOTALS **				6	\$288.00
	<b>FLIGHT 11</b>							
11.1	....F..	6A - 10A	60	10/23/2020 - 10/23/2020	1D	2	\$48.00	2
11.2	....F..	10A - 3P	60	10/23/2020 - 10/23/2020	1D	2	\$48.00	2
11.3	....F..	3P - 7P	60	10/23/2020 - 10/23/2020	1D	2	\$48.00	2
			** FLIGHT TOTALS **				6	\$288.00
	<b>FLIGHT 12</b>							
12.1	.....S.	6A - 7P	60	10/24/2020 - 10/24/2020	1D	4	\$39.00	4



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				** FLIGHT TOTALS **			4	\$156.00	
		<b>FLIGHT 13</b>							
	13.1	.....S	6A - 7P	60	10/25/2020 - 10/25/2020	1D	4	\$39.00	4
				** FLIGHT TOTALS **			4	\$156.00	
		<b>FLIGHT 14</b>							
	14.1	M.....	6A - 10A	60	10/26/2020 - 10/26/2020	1D	2	\$48.00	2
	14.2	M.....	10A - 3P	60	10/26/2020 - 10/26/2020	1D	2	\$48.00	2
	14.3	M.....	3P - 7P	60	10/26/2020 - 10/26/2020	1D	2	\$48.00	2
				** FLIGHT TOTALS **			6	\$288.00	

	Oct 20	Nov 20					
SPOTS	69	6					
CASH	3186.00	288.00					
TRADE	0.00	0.00					
NSL	0.00	0.00					
TOTAL	3186.00	288.00					

							TOTAL
SPOTS							75
CASH							3,474.00
TRADE							0.00
NSL							0.00
TOTAL							3,474.00

**\*\* Competitive Comments \*\***

SVC: SP20 MSA ARB  
 Demo Adults 35+

Nondiscrimination -Paragraphs 49 and 50 of the United States Federal Communications Commission's Report and Order No. 07-217 provides that broadcast stations' advertising contracts will not discriminate on the basis of race or ethnicity, and must contain nondiscrimination clauses. Consistent with this order, Katz Communications, Inc. (including any subsidiary or division of Katz) does not discriminate in any broadcast advertising contract on the basis of race or ethnicity and evaluates, negotiates and completes its broadcast advertising contracts without regard to race or ethnicity.