

# Order #559097: Katz Media../Take Back ../Issue MI/MI

| Date                 | Action             | Line | Comment  | By             | Total \$   | # Spots | Expected GRP |
|----------------------|--------------------|------|--|----------------|------------|---------|--------------|
| 08/17/20 10:55:19 AM | Processed          |      | <async process>  | Scott Nesmith  | \$1,200.00 | 60      | 0.00         |
| 08/17/20 10:37:59 AM | Approved           |      | political order ready, starts tomorrow                       | Crystal Jacobs | \$1,200.00 | 60      | 0.00         |
| 08/17/20 10:37:43 AM | Approval Workflow  |      | [Business Manager - Business Office Approval Needed Default] | Crystal Jacobs | \$1,200.00 | 60      | 0.00         |
| 08/17/20 10:30:36 AM | Approval Workflow  |      | [Sales Manager - Ready Default]                              | Ed Grey (ed.g) | \$1,200.00 | 60      | 0.00         |
| 08/17/20 10:28:08 AM | Ready for approval |      | fixed rev code 3 to GEN                                      | Crystal Jacobs | \$1,200.00 | 60      | 0.00         |
| 08/17/20 7:15:08 AM  | Approval Workflow  |      | [Sales Manager - Ready Default]                              | Ed Grey (ed.g) | \$1,200.00 | 60      | 0.00         |
| 08/17/20 7:10:54 AM  | Ready for approval |      | new  | Laura Ridenou  | \$1,200.00 | 60      | 0.00         |
| 08/17/20 7:09:45 AM  | New order created  |      | Imported EC Order  | Laura Ridenou  | \$1,200.00 | 60      | 0.00         |

[Sorted by: Date]



# Political Broadcast Agreement Form for Non-Candidate/Issue Advertisements (PB-19)



## Political Broadcast Agreement Form for Non-Candidate/Issue Advertisements (PB-19)

This form may serve as a model agreement for the sale of political broadcast advertising time and to facilitate compliance with the Federal Communications Commission's (FCC) record retention requirements. Broadcasters seeking information on how the FCC's political broadcast rules and record retention requirements apply to their specific circumstances should seek the advice of their own attorney.

**Please note:**

**You will be prompted to save this form after each entry of your electronic signature. Make sure to re-save the form if you enter any information after entering your electronic signature.**

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A companion to this form is NAB's Political Broadcast Catechism. To assist with your understanding of the political advertising rules, an all-new Political Advertising Primer course will become available via Broadcast Education in March 2020.

Broadcast Education is NAB's home for online educational offerings, including live and on-demand webcasts, podcasts and certificate courses. For more information, visit [education.nab.org](https://www.nab.org/education).

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit [nab.org/MemberTools](https://www.nab.org/MemberTools).

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

I, Ondine Fortune, 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: Ondine Fortune

Agency name: Fortune Media

Address: 527 Avenue B Redondo Beach, CA 90277

Contact: Ondine Fortune

Phone number: 310-686-1035

Email: ondine@fortune-media.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: Take Back Control LLC

Address: P. O. Box 35522, Washington, DC 2003-35522

Contact: Brian Romanowski

Phone number: 510-457-8578

Email: bromanowski@varoga.us

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.):

Craig Varoga, Treasurer  
Joe Householder, Directory

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:

Donald Trump

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

President

Date of election:

Nov 3, 2020

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

N/A

COVID-19, ECONOMY

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.

|  |   |
|--|---|
| <b>Advertiser/Sponsor</b>                    | <b>Station Representative</b>                   |
| Signature: <i>Ondine Fortune</i>             | Signature: <i>Crystal Jacobs</i>                |
| Name: Ondine Fortune                         | Name: Crystal Jacobs                            |
| Date of Request to Purchase Ad Time: 8/12/20 | Date of Station Agreement to Sell Time: 8/17/20 |

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: 8/17/20

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) 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 (optional):

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

|                    |                               |  |
|--------------------|-------------------------------|--|
| Contract #: 559097 | Station Call Letters: WLCS-FM | Date Received/Requested: 8/17/20                     |
| Est. #: MI         | Station Location: Muskegon MI | Run Start and End Dates: 6/25-9/2/2020 8/18-9/4/2020 |

**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.

CONT# 34249351 Mod# Ver# 1 (Last = )  
 REP CHRISTAL RADIO  
 TO WLCS-FM (Muskegon, MI)  
 FM MICHAEL CANTER  
 OFF LOS ANGELES  
 AGY Katz Media Group  
 ADDR 125 West 55th Street 3rd Floor  
 New York, NY 10019

DDS CONT# 0  
 C/P/E: TBC / MI / MI  
 SALESPERSON FAX#  
 PH #

BYR Helen Hanratty  
 ADV TAKE BACK CONTROL  
 PDT Issue MI  
 FLT Aug 18, 20 - Sep 04, 20

\* REP ORDER COMMENT \*

\*\* 8/14/2020 3:20:00 PM: \*\*\*NEW ORDER\*\*\* PLEASE CONFIRM WITH ABBI SANDMANN AT 323-966-5122 OR  
 ABBIGAIL.SANDMANN@KATZMEDIA.COM  
 \*\* 8/14/2020 3:20:00 PM: NEW POLITICAL ORDERS  
 \*\* 8/14/2020 3:20:00 PM: THIS IS A KATZ MEDIA GROUP ORDER. ALL BILLING SHOULD BE SENT TO KATZ  
 MEDIA GROUP 125 W 55TH ST./NY,NY 10019. KATZ MEDIA GROUP IS NOT LIABLE FOR PAYMENT.

| MC | LN  | DAYS            | TIME     | LEN | EFFECTIVE DATES                   | # OF WKS | NPW | RATE       | TOT SPTS |
|----|-----|-----------------|----------|-----|-----------------------------------|----------|-----|------------|----------|
|    |     | <b>FLIGHT 1</b> |          |     |                                   |          |     |            |          |
|    | 1.1 | MTWTF..         | 10A - 3P | 60  | 8/17/2020 - 9/4/2020              | 3W       | 10  | \$20.00    | 30       |
|    | 1.2 | MTWTF..         | 3P - 7P  | 60  | 8/17/2020 - 9/4/2020              | 3W       | 10  | \$20.00    | 30       |
|    |     |                 |          |     | <b>** WEEKLY FLIGHT TOTALS **</b> |          | 20  | \$1,200.00 |          |

|       | Aug 20 | Sep 20 |  |  |  |  |
|-------|--------|--------|--|--|--|--|
| SPOTS | 40     | 20     |  |  |  |  |
| CASH  | 800.00 | 400.00 |  |  |  |  |
| TRADE | 0.00   | 0.00   |  |  |  |  |
| NSL   | 0.00   | 0.00   |  |  |  |  |
| TOTAL | 800.00 | 400.00 |  |  |  |  |

|       |  |  |  |  |  | TOTAL    |
|-------|--|--|--|--|--|----------|
| SPOTS |  |  |  |  |  | 60       |
| CASH  |  |  |  |  |  | 1,200.00 |
| TRADE |  |  |  |  |  | 0.00     |
| NSL   |  |  |  |  |  | 0.00     |
| TOTAL |  |  |  |  |  | 1,200.00 |

Aug 17, 20  
CONT# 34249351 Mod# Ver# 1 (Last = )  
REP CHRISTAL RADIO

DDS CONT# 0  
C/P/E: TBC / MI / MI

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

SVC:

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.