

WVNS 4461646

5.6.24-5.19.24



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



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

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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).

# CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, BrabenderCox LLC, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Moore Capito

Authorized committee:

Moore Capito for WV

Agency requesting time (and contact information):

N/A BrabenderCox LLC 1218 Grandview Ave Pittsburgh PA 15211

Candidate's political party:

GOP

Office sought (no acronyms or abbreviations):

Governor

Date of election:

May 14, 2024

General

Primary

Treasurer of candidate's authorized committee:

Reed Spangler

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.

**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:

Liz Brabender Kundu

Digitally signed by Liz Brabender Kundu  
Date: 2024.02.27 10:36:02 -05'00'

Signature:

Name:

*Dennis R. Laise*

Name: Liz Kundu

Date of Request to Purchase Ad Time: 2/28/24

Date of Station Agreement to Sell Time: 5-8-24

**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:

**Liz Brabender Kundu**

Digitally signed by Liz Brabender Kundu  
Date: 2024.02.27 10:36:26 -05'00'

Name: Liz Kundu

Date: 2/27/24

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No

Date ad received: 5-8-24

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 (optional):

\*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 #: 4461646	Station Call Letters: WVNS	Date Received/Requested: 5.9.24
Est. #: 688	Station Location: Cohentwr	Run Start and End Dates: 5.6.24-5.19.24

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.

# ORDER



Bluefield WVNS

**Orders**  
**Order / Rev:** 4461646  
**Alt Order #:** 28399169  
**Product Desc:** Candidate  
**Estimate:** 688  
**Flight Dates:** 05/06/24 - 05/19/24  
**Original Date / Rev:** 05/09/24 / 05/09/24  
**Order Type:** REG

**Primary AE:** Katz Political  
**Sales Office:** K-POL  
**Sales Region:** Nat

**Agency Name:** BrabenderCox  
**Buying Contact:**  
**Billing Contact:** Liz Brabender  
 108 South Street, SE  
 Leesburg, VA 20175

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

**Advertiser Name:** POL/Moore Capito/Governor/WV/Rep  
**Demographic:** HH  
**Product Codes:** PL14  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND  
**Priority:** P5

**Order Brand:**  
**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:** IN12303/TO1358/SP11154  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/29/24	05/26/24	19	\$1,570.00	\$1,334.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	19	\$1,570.00	\$1,334.50	35.10
<b>Totals</b>	<b>19</b>	<b>\$1,570.00</b>	<b>\$1,334.50</b>	<b>35.10</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Political			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	WVNS	05/06/24	05/19/24	CBS Morning News CBS Morning News	CM	M-F 430a-5a	----1--	:30	1	\$25.00	P3	1.10	NM	3	\$75.00
CBS Morning News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		05/06/24	05/12/24	----1--			1			\$25.00		1.10			
Week:		05/13/24	05/19/24	11-----			2			\$25.00		1.10			
N 2	WVNS	05/13/24	05/19/24	59 News @ 5a M-F 5:00 AM-5:30 AM	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	1-----	:30	1	\$80.00	P3	1.70	NM	1	\$80.00
59 News At 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	1-----			1			\$80.00		1.70			
N 3	WVNS	05/13/24	05/19/24	59 News @ 5a M-F 5:30 AM-6:00 AM	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	-1-----	:30	1	\$100.00	P3	1.90	NM	1	\$100.00
59 News At 5A 686															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	-1-----			1			\$100.00		1.90			
N 4	WVNS	05/13/24	05/19/24	59 News @ 5a M-F 59 News @ 5a M-F	CM	59 News @ 5a M-F	-1-----	:30	1	\$80.00	P3	2.10	NM	1	\$80.00
59 News At 5A 686															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	-1-----			1			\$80.00		2.10			

Order / Rev: 4461646  
 Alt Order #: 28399169  
 Flight Dates: 05/06/24 - 05/19/24

Advertiser: POL/Moore Capito/Governor/WV/Rep  
 Product Desc: Candidate  
 Estimate: 688

Bluefield WVNS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WVNS	05/13/24	05/19/24	59News @ 6a M-F 6:00 AM-6:30 AM	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	-1-----	:30	1	\$150.00	P3	2.90	NM	1	\$150.00
				59 News At 6A 681											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/13/24	05/19/24	-1-----		1				\$150.00		2.90			
N 6	WVNS	05/13/24	05/19/24	59News @ 6a M-F 59News @ 6a M-F	CM	59News @ 6a M-F	-1-----	:30	1	\$150.00	P3	2.70	NM	1	\$150.00
				59 News At 6A 686											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/13/24	05/19/24	-1-----		1				\$150.00		2.70			
N 7	WVNS	05/06/24	05/19/24	M-F 9a-10a M-F 9a-10a	CM	M-F 9a-10a	----1--	:30	1	\$30.00	P4	2.10	NM	2	\$60.00
				Drew Barrymore											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/06/24	05/12/24	----1--		1				\$30.00		2.10			
		Week: 05/13/24	05/19/24	1-----		1				\$30.00		2.10			
N 8	WVNS	05/06/24	05/19/24	Late Show Late Show/Stephen Colbert	CM	Late Show/Stephe	----1--	:30	1	\$50.00	P4	1.20	NM	2	\$100.00
				The Late Show-CBS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/06/24	05/12/24	----1--		1				\$50.00		1.20			
		Week: 05/13/24	05/19/24	1-----		1				\$50.00		1.20			
N 9	WVNS	05/06/24	05/12/24	CBS This Morning Sa 7:00 AM-9:00 AM	CM	7:00 AM-9:00 AM (7:00 AM-9:00 AM)	-----1-	:30	1	\$75.00	P3	1.40	NM	1	\$75.00
				CBS Saturday Mornings 681											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/06/24	05/12/24	-----1-		1				\$75.00		1.40			
N 10	WVNS	05/06/24	05/12/24	Sa 730p-8p 7:30 PM-8:00 PM	CM	7:30 PM-8:00 PM (7:30 PM-8:00 PM)	-----1-	:30	1	\$50.00	P4	3.00	NM	1	\$50.00
				Jeopardy Wknd											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/06/24	05/12/24	-----1-		1				\$50.00		3.00			
N 11	WVNS	05/06/24	05/12/24	CBS Sunday Morning 9:00 AM-10:30 AM	CM	9:00 AM-10:30 AM (9:00 AM-10:30 AM)	-----1	:30	1	\$100.00	P3	3.00	NM	1	\$100.00
				CBS Sunday Mornings 681											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/06/24	05/12/24	-----1		1				\$100.00		3.00			
N 12	WVNS	05/06/24	05/12/24	Sat Prime Hour 1 8:00 PM-9:00 PM	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	-----1-	:30	1	\$100.00	P3	2.00	NM	1	\$100.00
				CBS Saturday Encore 8e/7c-CBS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/06/24	05/12/24	-----1-		1				\$100.00		2.00			
N 13	WVNS	05/06/24	05/12/24	PGA 3:00 PM-6:00 PM	CM	3:00 PM-6:00 PM (3:00 PM-6:00 PM)	-----1-	:30	1	\$150.00	P3	1.50	NM	1	\$150.00
				PGA: Wells Fargo Championship											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/06/24	05/12/24	-----1-		1				\$150.00		1.50			
N 14	WVNS	05/06/24	05/12/24	PGA 3:00 PM-6:00 PM	CM	3:00 PM-6:00 PM (3:00 PM-6:00 PM)	-----2	:30	2	\$150.00	P3	1.50	NM	2	\$300.00
				PGA: Wells Fargo Championship											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/06/24	05/12/24	-----2		2				\$150.00		1.50			
													Totals	19	\$1,570.00