



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



Political Broadcast Agreement Form for Candidate 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).

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Ginka Tarnowski, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Ginka Tarnowski

Authorized committee:

Tarnowski For All

Agency requesting time (and contact information):

N/A

Candidate's political party:

N/A

Office sought (no acronyms or abbreviations):

City Council 5th District

Date of election:

11/7/23

General

Primary

Treasurer of candidate's authorized committee:

Ginka Tarnowski

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:

Ginka Tarnowski

Signature:

[Signature]

Name:

Ginka Tarnowski

Name:

Scott Christensen

Date of Request to Purchase Ad Time: 11/1/23

Date of Station Agreement to Sell Time: 11/1/23

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:

Ginka Tarnowski

Name:

Ginka Tarnowski

Date:

11/1/23

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station?

Yes

No

Date ad received:

11/1/23

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 #:

029507, 029500, 029503

Station Call Letters:

*KQDS-FM
Kbal-FM, Kbal-AM*

Date Received/Requested:

11/1/23

Est. #:

2023

Station Location:

Duluth

Run Start and End Dates:

11/2/23 - 11/7/23

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.



From: Scott Christensen
 Phone: (218) 722-4321 x207
 Email: scott.christensen@mwradio.com
 10/31/2023 12:30 PM

Flight Dates: 11/02/2023 - 11/07/2023

Demo: P 25+

Radio Market: DULUTH-SUPERIOR

Survey: SP23

Geography: Metro

ScheduleDescription:
 2023

Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls
Radio Total		38		\$21.16	\$804.00	1.2%	\$17.25	46.6	100%	100%	24.2%	35,500	1.9	69,800
KDAL-AM		16		\$17.50	\$280.00	1.0%	\$17.07	16.4	35%	35%	7.5%	11,000	2.2	24,400
Flight A - 1 wk (10/30)														
One Week Total		10		\$16.00	\$160.00	1.0%	\$17.39	9.2	20%	20%	5.2%	7,600	1.8	13,600
	M-F 6A-7P	6	30	\$20.00	\$120.00	1.2%	\$16.67	7.2	78%	75%	4.6%	6,700	1.6	10,800
	Sa-Su 6A-7P	4	30	\$10.00	\$40.00	0.5%	\$20.00	2.0	22%	25%	1.4%	2,100	1.3	2,800
Flight A - 1 wk (11/06)														
One Week Total		6		\$20.00	\$120.00	1.2%	\$16.67	7.2	15%	15%	4.6%	6,700	1.6	10,800
	M-F 6A-7P	6	30	\$20.00	\$120.00	1.2%	\$16.67	7.2	100%	100%	4.6%	6,700	1.6	10,800
KDLS-FM		12		\$17.00	\$204.00	0.5%	\$30.00	6.8	15%	25%	4.8%	7,100	1.4	10,000
Flight A - 1 wk (10/30)														
One Week Total		8		\$16.50	\$132.00	0.5%	\$30.00	4.4	9%	16%	3.3%	4,900	1.3	6,400
	M-F 6A-7P	4	30	\$18.00	\$72.00	0.6%	\$30.00	2.4	55%	55%	2.1%	3,100	1.2	3,600
	Sa-Su 6A-7P	4	30	\$15.00	\$60.00	0.5%	\$30.00	2.0	45%	45%	1.6%	2,300	1.2	2,800
Flight A - 1 wk (11/06)														
One Week Total		4		\$18.00	\$72.00	0.6%	\$30.00	2.4	5%	9%	2.1%	3,100	1.2	3,600
	M-F 6A-7P	4	30	\$18.00	\$72.00	0.6%	\$30.00	2.4	100%	100%	2.1%	3,100	1.2	3,600
KQDS-FM		10		\$32.00	\$320.00	2.3%	\$13.68	23.4	50%	40%	12.6%	18,500	1.8	34,200
Flight A - 1 wk (10/30)														

The first demo listed is the Primary Demo.
 This report was created in TAPSCAN using the following Radio information: DULUTH-SUPERIOR; SP23; Metro; Multiple Dayparts Used; P 25+; See Detailed Sourcing Page for Complete Details.
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Tarnowski for Council



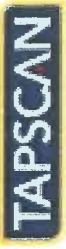
From: Scott Christensen
 Phone: (218) 722-4321 x207
 Email: scott.christensen@mwcradio.com
 10/31/2023 12:30 PM

	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gis
KQDS-FM (continued)															
One Week Total			6		\$30.00	\$180.00	2.2%	\$13.85	13.0	28%	22%	8.5%	12,400	1.5	19,000
	M-F 6A-7P	PROT	6		\$30.00	\$180.00	2.2%	\$13.85	13.0	28%	22%	8.5%	12,400	1.5	19,000
			4	30	\$35.00	\$140.00	2.6%	\$13.46	10.4	80%	78%	7.2%	10,600	1.4	15,200
	Sa-Su 6A-7P		2	30	\$20.00	\$40.00	1.3%	\$15.38	2.6	20%	22%	2.3%	3,400	1.1	3,800
Flight A - 1 wk (11/06)															
One Week Total			4		\$35.00	\$140.00	2.6%	\$13.46	10.4	22%	17%	7.2%	10,600	1.4	15,200
	M-F 6A-7P	PROT	4		\$35.00	\$140.00	2.6%	\$13.46	10.4	22%	17%	7.2%	10,600	1.4	15,200
			4	30	\$35.00	\$140.00	2.6%	\$13.46	10.4	100%	100%	7.2%	10,600	1.4	15,200

The first demo listed is the Primary Demo.
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Tarnowski for Council



From: Scott Christensen
 Phone: (218) 722-4321 x207
 Email: scott.christensen@mwradio.com
 10/31/2023 12:30 PM

Schedule Grand Totals: 2 Weeks

Stations	Spots	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls	CPM
Radio Total	38	\$21.16	\$804.00	1.2%	\$17.25	46.6	100%	100%	24.2%	35,500	1.9	68,600	\$11.76
KDAL-AM	16	\$17.50	\$280.00	1.0%	\$17.07	16.4	35%	35%	7.5%	11,000	2.2	24,400	\$11.67
KDAL-FM	12	\$17.00	\$204.00	0.5%	\$30.00	6.8	15%	25%	4.8%	7,100	1.4	10,000	\$21.25
KQDS-FM	10	\$32.00	\$320.00	2.3%	\$13.68	23.4	50%	40%	12.6%	18,500	1.8	34,200	\$9.41



Accepted by Station

11/1/23
Date



Accepted by Client

11/1/23
Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.
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Detailed Sourcing Summary

Radio Market: DULUTH-SUPERIOR
Survey: Nielsen Radio Spring 2023
Geography: Metro
Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 25+ (Primary)	146,700	911

Stations: User Selected
Additional
Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area. Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diarykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.arbitron.com/downloads/MRC-Accredited_Services_Markets.pdf

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website: <http://ascription.nielsen.com>
Rating Reliability Estimator: <https://rre.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.

<https://ebook.nielsen.com/secure/RR8/2023SPR/0159/pdfs/SpecialNotices.pdf>

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ORDER



Orders
Order / Rev: 629567
Alt Order #:
Product Desc: Candidate
Estimate: 2023
Flight Dates: 11/02/23 - 11/07/23
Original Date / Rev: 11/01/23 / 11/01/23
Order Type: GENERAL

KQDS-FM
Primary AE: House Duluth
Sales Office: DULTH
Sales Region: Local

Agency
Name: Tarnowski for Council
Buying Contact: Gina Tarnowski
Billing Contact:
 230 North 53rd Avenue West, Apt #8
 Duluth, MN 55807

Billing Type: Cash
Billing Calendar: Calendar
Billing Cycle: EOM/EOC
Agency Commission: 0%

Advertiser
Name: Tarnowski for Council
Demographic: HH
Product Codes: PL1
Revenue Code 1: DIR
Revenue Code 2: POL
Revenue Code 3: CAND
Priority: SEL

New Business End: 10/26/24
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:35:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/01/23	11/07/23	10	\$320.00	\$320.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2023	10	\$320.00	\$320.00	0.00
Totals	10	\$320.00	\$320.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House Duluth			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	KQDS	11/02/23	11/07/23	M-F 6a-7p M-F 6a-7p	CM	6a-7p	-----	:30	0	\$35.00	VIP	0.00	NM	8	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/23	11/05/23	---TF--					4	\$35.00		0.00			
		Week: 11/06/23	11/12/23	MT-----					4	\$35.00		0.00			
N 2	KQDS	11/02/23	11/07/23	M-Su 6a-7p Sat-Su 6a-7p	CM	Sat-Su 6a-7p	-----	:30	0	\$20.00	VIP	0.00	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/23	11/05/23	-----SS					2	\$20.00		0.00			
		Week: 11/06/23	11/12/23	-----					0	\$20.00		0.00			
													Totals	10	\$320.00