



Political Broadcast Agreement Form for Non-Candidate/Issue 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 <u>education.nab.org</u>.

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit nab.org/MemberTools.

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

l,	, hereby request station time as follows: See Order for proposed			
schedule and charge	es. See Invoice for actual schedule	and charges.		
Check one:				
(1) a legally qualif issue of public imp	es a message relating to any political mat fied candidate for federal office; (2) an ele portance (e.g., health care legislation, IRS to versy or discussion at the national level.	ection to federal office; (3) a natio	onal legislative	
Ad does NOT colonly to a state or	mmunicate a message relating to any pol local issue).	litical matter of national importa	nce (e.g., relates	
	ALL QUESTIONS/BLOCKS MU	JST BE COMPLETED		
Station time requested by:				
Agency name:				
Address:				
Contact:	Phone number:	Email:		
	or (list entity's full legal name as disclose yms; name must match the sponsorship		mission [for federal	
Name:				
Address:				
Contact:	Phone number:	Email:		
Station is authorized to ann	nounce the time as paid for by such pe	rson or entity.		
group(s) of the advertiser/s	ive officers or members of the executive ponsor (Use separate page if necessary	/.):		
	/sponsor represents that those listed abo pard of directors or other governing grou		s, members of the	
f ad refers to a federal can	didate(s) or federal election, list ALL of	the following:	N/A	
Name(s) of every candidate	e referred to:			
Office(s) sought by such ca	ndidate(s) (no acronyms or abbreviatio	ns):		
Date of election:				
Clearly identify EVERY poli ad (no acronyms); use sepa	itical matter of national importance refe erate page if necessary:	erred to in the	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: Food		Signature: Ryan Flick			
Name:		Name:			
Date of Request to Purchase Ad Time:		Date of Station Agreement to Sell Time:			
TO BE COMPLETED BY STATION ONLY					
Ad submitted to station? Yes	No	Date ad received: _			
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 #:	Station Call Letters:		Date Received/Requested:		
Est. #:	Station Location:		Run Start and End Dates:		
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.