

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: Station <i>KNDU</i>	Date: <i>6/29/23</i>
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I, **Elizabeth Lugo**

do hereby request station time concerning the following issue:

Recall effort for Richland School Board Directors Audra Byrd, Semi Bird and Kari Williams

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See attached schedules TV & Streaming	<i>see attached</i>				

This broadcast time will be used by: **July 31, 2023**

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
 Yes No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

N/A this is a regional political matter. For the Recall efforts for Audra Byrd, Position 1; Misipati Semi Bird, Position 4; and Kari Williams, Position 5 of the Richland School Board in the August 1, 2023 election.

I represent that the payment for the above described broadcast time has been furnished by (name and address):

RSB Good Governance Recall
P.O. Box 284
Richland, WA 99352

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Brian Brendel, Chair
Shankari Haack, Vice Chair
Benita Brown, Treasurer
Leona Germain, Secretary

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL IMPORTANCE"

I represent that the payment for the above described broadcast time has been furnished by (name and address):

RSB Good Governance Recall
P.O. Box 284
Richland, WA 99352

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Brian Brendel, Chair / President
Shankari Haack, Vice Chair
Benita Brown, Treasurer
Leona Germain, Secretary
Carrie Hallquest, Founding Member
Elizabeth Lugo, Founding Member
Michelle Smith, Founding Member

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See attached					

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual time the rate for spots “communicating a political matter of national importance” air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC’s online political files include a folder for “Terms and Disclosures.” NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

**POLITICAL ADVERTISEMENT PUBLIC FILE INFORMATION FORM:
CAMPAIGN LAUNCH**

Campaign Name/Campaign ID: Richland School Board Recall

SPONSOR INFORMATION

Candidate/Candidate Committee Non-Candidate/Independent Expenditure

Name of Sponsor (Committee or Organization): RSB Good Governance Recall

Treasurer/Executive Committee Name(s): Benita Brown

Address: PO Box 284 Richland, WA 99352

Phone Number: 509-528-8183

ADVERTISEMENT INFORMATION

Name of Candidate or Ballot Measure Referred to: Richland School Board Recall for Audra Byrd, Misipati Bird and Kari Williams

Support Oppose

Federal, State, or Local Office Sought by Candidate: Local - Richland School Board

Targeted Geography (if multiple, list all): Richland School District, zip codes 99352, 99353 and 99354

Targeted Audiences (list all): 20-50, Voters, children in household, interested in education issues

Launch Date: 7/10/2023

Total Impressions Anticipated: _____

Total Planned Cost: \$4500.00

Media paid for by: Elizabeth Lugo on behalf of RSB Good Governance Recall

Copies of each ad creative to run during this buy must be attached or included with form submission

Name(s) of Ad Creative Files: _____

I certify that the information above is accurate and complete as of this date, and agree to provide revised documentation should this change. I agree to indemnify and hold harmless Centro for any damages or liability, including reasonable attorney's fees, that may ensue from the placement of the above-requested advertisement(s).

Signed by: Elizabeth C Lugo Dated: 6/30/2023

Printed Name: Elizabeth Lugo

Completed form must be submitted within 24 hours of campaign launch to: PublicFiles@Basis.net

MEDIA PLAN RECOMMENDATION

This customized campaign recommendation was developed based on your goals and objectives. It is designed to maximize the impact of your campaign. You'll see a breakout of total impressions and monthly investment according to each tactic.

Total Campaign

Product	Rate Type	Rate	Quantity	Product Budget
Connected TV / OTT	CPM	\$45.00	42,777	\$1,925

Programmatic Pre-Roll	CPM	\$25.00	43,000	\$1,075
				Total Budget: \$3,000

Campaign Total Budget: **\$3,000**

Campaign Start Date: **07/09/2023**

Campaign End Date: **07/30/2023**

Signature: _____




In order to run some digital media campaigns, advertiser must have appropriate business accounts/page access for all tactics selected and commit to implementation of required pixels.

CONTRACT

NBC 12 Right Now KNDU_KNDU
KNDU 23 KNDU 25 216 W. Yakima Ave
 Yakima, WA 98902
 (509)225-2300

www.kndo.com

And:

POL/RSB Good Governance Recall
 1223 Jonagold Dr
 PO Box 284
 Richland, WA 99352

<u>Contract / Revision</u> 215764B /		<u>Alt Order #</u>
<u>Advertiser</u> POL/RSB Good Governance Recall		<u>Original Date / Revision</u> 06/30/23 / 06/30/23
<u>Contract Dates</u> 07/07/23 - 07/30/23	<u>Estimate #</u>	
<u>Product</u> web		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KNDU_KND	<u>Account Executive</u> Trude Smith	<u>Sales Office</u> WEB Channel
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agency Ref</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Imp (000)	Type	Spots	Amount
N 1	All	07/10/23	07/16/23	WEB CHANNEL	WEB CHANNEL		:00				NS	1	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Imp</u>			
Week:		07/10/23	07/16/23	MTWTFSS				1	\$1,925.00	42,777			
N 2	All	07/10/23	07/16/23	WEB CHANNEL	WEB CHANNEL		:00				NS	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Imp</u>			
Week:		07/10/23	07/16/23	MTWTFSS				1	\$1,075.00	43,000			
Totals										85,777		2	\$3,000.00

Time Period	# of Spots	Gross Amount	Net Amount
06/26/23 - 07/16/23	2	\$3,000.00	\$3,000.00
Totals	2	\$3,000.00	\$3,000.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. The parties to this advertising agreement affirm that nothing in this agreement, or any of the actions, benefits and obligations relating to it, discriminate in any way on the basis of race or ethnicity.

CONTRACT

NBC *Right Now* KNDO_KNDU
KNDO 23 KNDO 23 216 W. Yakima Ave
 Yakima, WA 98902
 (509)225-2300

www.kndo.com

And:

POL/RSB Good Governance Recall
 1223 Jonagold Dr
 PO Box 284
 Richland, WA 99352

Contract / Revision 215764A /		Alt Order #
Advertiser POL/RSB Good Governance Recall		Original Date / Revision 06/30/23 / 06/30/23
Contract Dates 07/10/23 - 07/30/23	Estimate #	
Product		
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property KNDO_KND	Account Executive Trude Smith	Sales Office KNDO-KNDU N
Special Handling		
Demographic Adults 25-54		
Agy Code	Advertiser Code	Product 1/2
Agency Ref	Advertiser Ref	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	U	07/10/23	07/30/23	NORTHWEST TODAY 5AM	5-6AM		:15			NM	4	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/10/23	07/16/23	MTWTF--				2	\$12.50			
	Week:	07/17/23	07/23/23	MTWTF--				1	\$12.50			
	Week:	07/24/23	07/30/23	MTWTF--				1	\$12.50			
N 2	U	07/10/23	07/30/23	NORTHWEST TODAY 6AM	6-7AM		:15			NM	18	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/10/23	07/16/23	MTWTF--				6	\$30.00			
	Week:	07/17/23	07/23/23	MTWTF--				6	\$30.00			
	Week:	07/24/23	07/30/23	MTWTF--				6	\$30.00			
N 3	U	07/10/23	07/30/23	TODAY SHOW	7-9AM		:15			NM	18	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/10/23	07/16/23	MTWTF--				6	\$30.00			
	Week:	07/17/23	07/23/23	MTWTF--				6	\$30.00			
	Week:	07/24/23	07/30/23	MTWTF--				6	\$30.00			
N 4	U	07/10/23	07/30/23	LOCAL NEWS @ 5PM	5-5:30PM		:15			NM	4	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/10/23	07/16/23	MTWTF--				2	\$62.50			
	Week:	07/17/23	07/23/23	MTWTF--				1	\$62.50			
	Week:	07/24/23	07/30/23	MTWTF--				1	\$62.50			
N 5	U	07/10/23	07/30/23	LOCAL NEWS @ 6 M-F	6-6:30PM		:15			NM	3	\$204.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/10/23	07/16/23	MTWTF--				1	\$68.00			
	Week:	07/17/23	07/23/23	MTWTF--				1	\$68.00			
	Week:	07/24/23	07/30/23	MTWTF--				1	\$68.00			
N 6	U	07/10/23	07/30/23	630PM SATURDAY	6:30-7pm		:15			NM	3	\$22.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/10/23	07/16/23	-----S-				1	\$7.50			
	Week:	07/17/23	07/23/23	-----S-				1	\$7.50			
	Week:	07/24/23	07/30/23	-----S-				1	\$7.50			
N 7	U	07/10/23	07/30/23	630PM SUNDAY	630-7PM		:15			NM	3	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/10/23	07/16/23	-----S				1	\$10.00			

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NBC *Right Now* KNDU_KNDU
KNDU *23* KNDU *23* 216 W. Yakima Ave
 Yakima, WA 98902
 (509)225-2300

www.kndo.com

<u>Contract / Revision</u> 215764A /	<u>Alt Order #</u>
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<u>Advertiser</u> POL/RSB Good Governance Recall	<u>Original Date / Revision</u> 06/30/23 / 06/30/23
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<u>Contract Dates</u> 07/10/23 - 07/30/23	<u>Product</u>	<u>Estimate #</u>
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/17/23	07/23/23	-----S				1	\$10.00			
Week:		07/24/23	07/30/23	-----S				1	\$10.00			
Totals											53	\$1,636.50

Time Period	# of Spots	Gross Amount	Net Amount
06/26/23 -07/30/23	53	\$1,636.50	\$1,636.50
Totals	53	\$1,636.50	\$1,636.50

Signature: _____ **Date:** _____

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