



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).

IDENTIFY CANDIDATE TYPE 

FEDERAL CANDIDATE
 STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Debbie Edmunds

Authorized committee:

Debbie Edmunds for Horry County School Board District 2

Agency requesting time (and contact information):

N/A Zimmerman & Murray Associates, Inc.

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Horry County School Board

Date of election:

June 14, 2022

General

Primary

Treasurer of candidate's authorized committee:

Gail Breece

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

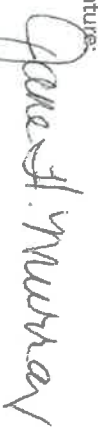
(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

Candidate/Committee/Agency

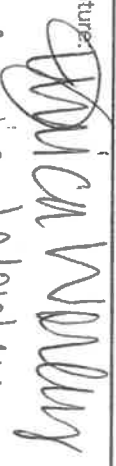
Station Representative

Signature:



Name: Jane H. Murray

Signature:



Name: Jessica Morley

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:

Name:

Date:

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station? Yes No Date ad received: 5/29/22

Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).

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:

*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 #: 3062	Station Call Letters: WVCO	Date Received/Requested: 5/25/22
Est. #: —	Station Location: NMB, SC	Run Start and End Dates: 6/6/22 - 6/14/22

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.

Radio Order

Market: Myrtle Beach
 Vendor: WVCO-FM
 Station Rep: TBD
 Phone:
 Email:
 Campaign Remarks:

Horry County School Board

Campaign: June Primary 2022
 Horry County School Board (Copy) 01:17:45 24-May-2022
 Flight Dates: 06/06/2022 to 06/14/2022
 Contract No: 12380310940-124239
 Rev. No: 2

Zimmerman Murray & Associates

Buyer: Jane Murray
 zmamedia@aol.com

Item	Days	Times	DP/LEN	Call	Program Title	Rate/Total	Jun 06	Jun 13	Spots
1	MTWRF	0600A-1000A	AM/30	WVCO-FM	AM DRIVE	35.00 245.00	5	2	7
2	MTWRF	1000A-0300P	MD/30	WVCO-FM	MIDDAY	35.00 210.00	5	1	6
3	MTWRF	0300P-0700P	PM/30	WVCO-FM	PM DRIVE	35.00 210.00	5	1	6
4	SaSu	0600A-1000A	WE/30	WVCO-FM	WEEKEND	32.50 65.00	2	0	2
5	SaSu	1000A-0300P	WE/30	WVCO-FM	WEEKEND	32.50 65.00	2	0	2
6	SaSu	0300P-0700P	WE/30	WVCO-FM	WEEKEND	32.50 65.00	2	0	2
Total Spots:							21	4	25

Month	Spots	Gross	Net
Jun-2022	25	\$860.00	\$860.00
Totals	25	\$860.00	\$860.00

Signed: _____ Date: _____

Debbie Edmunds

Zimmerman Murray & Associates
 1150 HUNGRYNECK BLVD.

SUITE C-330

MOUNT PLEASANT, SC 29464
 (843) 696-6609

Buyer
 Jane Murray
 zmamedia@aol.com
 (843) 696-6609 X _____

Created On: 2022-05-24 13:32:15

Sales Order

Station: WVCO-FM Agency: Zimmerman Murray & Associates
 Contract Name: HORRY SB PRIMARY 2022 Address: 150 Hungryneck Blvd.
 Contract#: (none) Suite C-330
 Start Date: 6/06/22 End Date: 6/14/22 City: Mt. Pleasant State: SC Zip: 29464
 Revenue Type: AGENCY Type: Cash Phone: (843) 696-6609
 Advertiser: Debbie Edmunds HC School Brd Buyer: _____
 Address: _____ Tax Schedule: _____ (None)
 City: _____ State: _____ Zip: _____ Agency Commission %: 15
 Phone: (843) 696-6609 Billing Cycle: Standard
 Product Name: JUNE PRIMARY Salesperson: 500250psnow Comm %: 15
 Estimate #: 2022 Makegood Policy: Within Contract Dates
 Competitive Code: Political

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	6/06/22	6/10/22		6:00 AM	10:00 AM	30	1	1	1	1	1			5	D	35.00	5	175.00		
2	6/06/22	6/10/22		10:00 AM	3:00 PM	30	1	1	1	1	1			5	D	35.00	5	175.00		
3	6/06/22	6/10/22		3:00 PM	7:00 PM	30	1	1	1	1	1			5	D	35.00	5	175.00		
4	6/11/22	6/12/22		6:00 AM	10:00 AM	30						1	1	2	D	32.50	2	65.00		
5	6/11/22	6/12/22		10:00 AM	3:00 PM	30						1	1	2	D	32.50	2	65.00		
6	6/11/22	6/12/22		3:00 PM	7:00 PM	30						1	1	2	D	32.50	2	65.00		
7	6/13/22	6/14/22		6:00 AM	10:00 AM	30	1	1						2	D	35.00	2	70.00		
8	6/13/22	6/14/22		10:00 AM	3:00 PM	30	1							1	D	35.00	1	35.00		
9	6/13/22	6/14/22		3:00 PM	7:00 PM	30	1							1	D	35.00	1	35.00		

Billing Projections: By Month

Jun 22
 CA 860.00
 ST 860.00

Print Spot Prices

TOTAL SPOTS 25
 GROSS TOTAL \$ 860.00
 ADJUSTED SPOTS 25
 ADJUSTED TOTAL \$ 860.00

APPROVE DECLINE
 General Manager
 Traffic Manager
 National Sales Manager
 Local Sales Manager

INVOICE

Invoice #: IN-122064914
Invoice Date: 06/26/2022
Contract #: 3062
Page: 1
Net Amount Due: \$731.00

Agency: Zimmerman Murray & Associates
 150 Hungryneck Blvd.
 Suite C-330
 Mt. Pleasant, SC 29464

Station(s): WVCO-FM

Advertiser: Debbie Edmunds HC School Brd
Product: JUNE PRIMARY
Estimate #: 2022
Agency Client Code:
Buyer Name:

Salesperson(s): Penny Snow

Terms:

Day	Date	Time	Ln	Length	Product	ISCI	Rate
MON	06/06/22	09:23a	1	30	RIGHT CHOICE	RIGHT CHOICE	\$35.00
MON	06/06/22	02:22p	2	30	RIGHT CHOICE	RIGHT CHOICE	\$35.00
TUE	06/07/22	06:22a	1	30	RIGHT CHOICE	RIGHT CHOICE	\$35.00
TUE	06/07/22	12:28p	2	30	RIGHT CHOICE	RIGHT CHOICE	\$35.00
TUE	06/07/22	03:20p	3	30	RIGHT CHOICE	RIGHT CHOICE	\$35.00
WED	06/08/22	09:54a	1	30	RIGHT CHOICE	RIGHT CHOICE	\$35.00
WED	06/08/22	02:54p	2	30	RIGHT CHOICE	RIGHT CHOICE	\$35.00
WED	06/08/22	03:49p	3	30	RIGHT CHOICE	RIGHT CHOICE	\$35.00
THU	06/09/22	08:53a	1	30	RIGHT CHOICE	RIGHT CHOICE	\$35.00
THU	06/09/22	01:25p	2	30	RIGHT CHOICE	RIGHT CHOICE	\$35.00
THU	06/09/22	03:20p	-1	30	RIGHT CHOICE	RIGHT CHOICE	\$35.00
; MG for 6/6/22 Ln 3							
THU	06/09/22	06:23p	3	30	RIGHT CHOICE	RIGHT CHOICE	\$35.00
FRI	06/10/22	08:34a	1	30	RIGHT CHOICE	RIGHT CHOICE	\$35.00
FRI	06/10/22	10:54a	2	30	RIGHT CHOICE	RIGHT CHOICE	\$35.00
FRI	06/10/22	05:54p	3	30	RIGHT CHOICE	RIGHT CHOICE	\$35.00
SAT	06/11/22	08:19a	4	30	RIGHT CHOICE	RIGHT CHOICE	\$32.50
SAT	06/11/22	02:19p	5	30	RIGHT CHOICE	RIGHT CHOICE	\$32.50
SAT	06/11/22	04:48p	6	30	RIGHT CHOICE	RIGHT CHOICE	\$32.50
SUN	06/12/22	06:21a	4	30	RIGHT CHOICE	RIGHT CHOICE	\$32.50
SUN	06/12/22	01:24p	5	30	RIGHT CHOICE	RIGHT CHOICE	\$32.50
SUN	06/12/22	03:29p	6	30	RIGHT CHOICE	RIGHT CHOICE	\$32.50
MON	06/13/22	07:43a	7	30	RIGHT CHOICE	RIGHT CHOICE	\$35.00
MON	06/13/22	11:24a	8	30	RIGHT CHOICE	RIGHT CHOICE	\$35.00
MON	06/13/22	06:55p	9	30	RIGHT CHOICE	RIGHT CHOICE	\$35.00
TUE	06/14/22	09:21a	7	30	RIGHT CHOICE	RIGHT CHOICE	\$35.00

INVOICE

Invoice #: IN-122064914
Invoice Date: 06/26/2022
Contract #: 3062
Page: 2
Net Amount Due: \$731.00

Remit To:
Carolina Beach Music, LLC
PO BOX 4487
North Myrtle Beach, SC 29597

Invoice Totals

Total Spots:	25
Gross Amount:	\$860.00
Agency Commission:	(\$129.00)
Net Amount Due:	\$731.00

INVOICE DOES NOT REFLECT PAYMENTS. IF YOU HAVE PREPAID PLEASE DISREGARD BALANCE DUE.
THANKS