

**EFFECTV POLITICAL RECORD OF REQUEST:  
NATIONAL AND LOCAL ISSUE ADS**

Ad (whether national or state/local) “communicates a political matter of national importance” by referring to (1) a legally qualified candidate for any federal office; (2) any election to federal office; or (3) any political matter of national importance, whether legislative or otherwise (e.g., immigration, IRS tax code, federal cabinet, national health care policy, national abortion rights issues, or federal judicial appointments, etc.).

**OR**

Ad relates to state or local issue and does not communicate a political matter of national importance (e.g., issues being decided by the state legislature or city council, state ballot issues, zoning controversies, local school issues.)

1) Requested by (Agency name, address, phone number and contact):

- a) Agency Name: LC media, LLC
- b) Contact Name: Lisa Cabanel
- c) Phone Number: 215-530-9819
- d) Address: 1604 Fawn Lane, Huntingdon Valley PA

2) Paid for by (Advertiser/sponsor name, address, phone number & contact):

- a) Name: Conservation Voters of PA
- b) Contact Name: Molly Parzen
- c) Phone Number: 215-564-3350
- d) Address: PO Box 2125, Philadelphia PA 19103
- e) EIN#, FEC#, W-9 or CP575 (optional): Click or tap here to enter text.

3) Date of request: 8.31.22

4) Request received by: Veronica Brett

5) Description of the content of the ad (e.g. topics or issues discussed/candidates referenced): Pro Shapiro, Mastriano

6) If ad refers to any federal election or federal candidate list: ALL name(s) of candidate(s) referred to, office being sought and date of election: Click or tap here to enter text.

7) If ad refers to any national issues, identify ALL issues addressed (legislative or otherwise):

8) If ad refers to any state or local election or candidate list: ALL names(s) of candidate(s) referred to, office being sought and date of election: Josh Shapiro, PA Gov, 11.9.22

9) If ad refers to any state or local issues, ballot measures, or referendums, identify ALL issues addressed (legislative or otherwise): Click or tap here to enter text.

10) List ALL sponsor’s chief executive officers OR members of executive committee OR board of directors: Joanna Kilgour, Chair, Anne Umbrecht, Secretary/Treasurer,

11) If only one name is listed on documentation provided by agency/advertiser, the AE certifies that they have made a follow-up inquiry: Click or tap here to enter text. YES.

- a) Date of follow-up inquiry:
- b) Name of person contacted for follow-up inquiry:

12) DMA : Philadelphia,  Interconnect (Check if Yes)

Zones: Click or tap here to enter text.

13) Distribution Platform(s): Check if applies:

- Linear TV;       VOD;       Digital/websites/apps

14) Date and information provided, if any: Click or tap here to enter text.

15) Disposition:

- Accepted – see attached contract details
- Rejected – provide reason: Click or tap here to enter text.

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16) **Date of ROR completion:** 8.31.22

17) **Additional information:** Click or tap here to enter text.