



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 education.nab.org.

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

I, Bruce Nustad, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

Check one:

- Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by:

Agency name: CGCN

Address: 1307 NEW YORK AVE., NW, 6th FLOOR, WASHINGTON, D.C. 20005

Contact: Dakota J. Meyers

Phone number: 3162149346

Email: meyers@cgcn.com

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: Minnesota Retailers Association

Address: 4440 Round Lake Road West, Suite N7, St. Paul, MN 55112

Contact: Bruce Nustad, president

Phone number: 651-227-6631

Email: bruce@mnretail.org

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

Bruce Nustad, president

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

Clearly identify **EVERY** political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

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: c0d8c504-8ed9-4be2-adca-2f92c258a1c1 <small>Digitally signed by c0d8c504-8ed9-4be2-adca-2f92c258a1c1 Date: 2024.03.15 16:03:38 -0500</small>	Signature:
Name: Bruce Nustad	Name:
Date of Request to Purchase Ad Time: 3/15/2024	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 #: 0510209 051020B, 051020C	Station Call Letters: KTIC, KPDI-AM, WOYL	Date Received/Requested: 3/21/24
Est. #: 2024	Station Location: Duluth	Run Start and End Dates: 3/22/24 - 4/4/24

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.

ORDER



Orders
Order / Rev: 651626A
Alt Order #:
Product Desc:
Estimate: Prepaid 3/20, CC #577864342 \$4258.50
Flight Dates: 03/22/24 - 04/04/24
Original Date / Rev: 03/20/24 / 03/20/24
Order Type: GENERAL

KDAL-AM
Primary AE: Mike Rasmusson
Sales Office: DULTH
Sales Region: Local

Agency
Name: CGCN
Buying Contact: Dakota Meyers
Billing Contact: Dakota Meyers
 1307 New York Avenue Northwest
 Washington, DC 20005

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Minnesota Retailers Association (A)
Demographic: HH
Product Codes: PL2
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: 200

New Business End:
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
02/26/24	03/31/24	44	\$1,426.00	\$1,212.10
04/01/24	04/04/24	14	\$563.50	\$478.98

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	44	\$1,426.00	\$1,212.10	0.00
April 2024	14	\$563.50	\$478.98	0.00
Totals	58	\$1,989.50	\$1,691.07	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Rasmusson			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	KDAL	03/22/24	04/04/24	M-F 6a-7p M-F 6a-7p	CM	6a-7p	MTWTF--	:30	19	\$40.25	200	0.00	NM	38	\$1,529.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/24	03/24/24	----F--		5				\$40.25		0.00			
		Week: 03/25/24	03/31/24	MTWTF--		19				\$40.25		0.00			
		Week: 04/01/24	04/07/24	MTWT---		14				\$40.25		0.00			
N 2	KDAL	03/22/24	04/04/24	M-Su 6a-7p M-Su 6a-7p	CM	6a-7p	-----55	:30	10	\$23.00	200	0.00	NM	20	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/24	03/24/24	-----55		10				\$23.00		0.00			
		Week: 03/25/24	03/31/24	-----55		10				\$23.00		0.00			
		Week: 04/01/24	04/07/24	-----		0				\$0.00		0.00			
													Totals	58	\$1,989.50



From: Mike Rasmusson
 Phone: (218) 722-4321 x203
 Email: mike.rasmusson@mwcradio.com
 3/18/2024 3:57 PM

Flight Dates: 03/25/2024 - 04/07/2024

Demo: P 18+

Radio Market: DULUTH-SUPERIOR

Survey: FA23 / SP23

Geography: TSA

	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	GRPs	Net Reach	Frequency	Gls
Radio Total			158		\$31.71	\$5,009.50	0.3%	41.0	32,900	3.7	123,000
KDAL-AM			58		\$34.30	\$1,989.50	0.4%	23.0	15,200	4.5	69,000
Flight A - 2 wks (03/25, 04/01)											
One Week Total			29		\$34.30	\$994.75	0.4%	11.5	10,800	3.2	34,500
	M-F 6A-7P	PROT	19	30	\$40.25	\$764.75	0.5%	9.5	9,700	2.9	28,500
	Sa 6A-7P		5	30	\$23.00	\$115.00	0.3%	1.5	2,600	1.5	4,000
	Su 6A-7P		5	30	\$23.00	\$115.00	0.1%	0.5	1,200	1.7	2,000
WDSM-AM			50		\$26.00	\$1,300.00	0.0%	1.0	2,400	2.5	6,000
Flight A - 2 wks (03/25, 04/01)											
One Week Total			25		\$26.00	\$650.00	0.0%	0.5	1,500	2.0	3,000
	M-F 6A-7P	PROT	15	30	\$28.00	\$420.00	0.0%	0.0	1,100	1.4	1,500
	Sa 6A-7P		5	30	\$23.00	\$115.00	0.1%	0.5	500	2.0	1,000
	Su 6A-7P		5	30	\$23.00	\$115.00	0.0%	0.0	200	2.5	500
KTCO-FM			50		\$34.40	\$1,720.00	0.3%	17.0	15,400	3.1	48,000
Flight A - 2 wks (03/25, 04/01)											
One Week Total			25		\$34.40	\$860.00	0.3%	8.5	10,300	2.3	24,000
	M-F 6A-7P	PROT	15	30	\$42.00	\$630.00	0.4%	6.0	8,200	2.0	16,500
	Sa 6A-7P		5	30	\$23.00	\$115.00	0.3%	1.5	3,000	1.7	5,000
	Su 6A-7P		5	30	\$23.00	\$115.00	0.2%	1.0	1,800	1.4	2,500

The first demo listed is the Primary Demo.
 This report was created in TAPSCAN using the following Radio information: DULUTH-SUPERIOR; FA23 / SP23; TSA; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.
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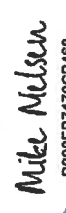




From: Mike Rasmusson
 Phone: (218) 722-4321 x203
 Email: mike.rasmusson@mwradio.com
 3/18/2024 3:57 PM

Schedule Grand Totals: 2 Weeks

Stations	Spots	Unit Rate	Total Cost	Average Rating	GRPs	Net Reach	Frequency	Gls
Radio Total	158	\$31.71	\$5,009.50	0.3%	41.0	32,900	3.7	123,000
KDAL-AM	58	\$34.30	\$1,989.50	0.4%	23.0	15,200	4.5	69,000
WDSM-AM	50	\$28.00	\$1,300.00	0.0%	1.0	2,400	2.5	6,000
KTCO-FM	50	\$34.40	\$1,720.00	0.3%	17.0	15,400	3.1	48,000

Accepted by Station _____ Date _____
 DocuSigned by: _____ Date 3/19/2024

 8888EB170CB468
 Accepted by Client _____ 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: Average of Nielsen Radio Fall 2023, Nielsen Radio Spring 2023
Geography: TSA
Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 18+ (Primary)	303,700	2,440

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/RR8/2023FAL/0159/pdfs/SpecialNotices.pdf>

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

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