



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, Kristin Keller, 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: WWJ, WXYT, WOMC

Agency name: Martin Waymire

Address: 600 W St Joseph St #100, Lansing, MI 48933

Contact: Kristin Keller

Phone number: 734-392-7511

Email: kellermediaconsulting@gmail.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: Sault Ste. Marie Tribe of Chippewa Indians

Address: 523 Ashmun St., Sault Ste. Marie, MI 49783

Contact: Aaron A. Payment, Chairperson

Phone number: (906) 635-6050

Email: aaronpayment@saulttribe.net

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.):

Aaron A. Payment, Chairperson of the Sault Ste. Marie Tribe

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

Native American Right to Vote

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:  Kristin Keller	Signature:  <u>Pete Kowalski</u> <small>Pete Kowalski (Oct 29, 2020 13:20 EDT)</small>
Name: Kristin Keller	Name: pete Kowalski
Date of Request to Purchase Ad Time: 10/29/2020	Date of Station Agreement to Sell Time: Oct 29, 2020

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? ☒ Yes ☐ No Date ad received: 10.29.2020

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:

10.30.2020 Change to spots

Contract #: 1662400	Station Call Letters: WWJ-AM	Date Received/Requested: 10.29.2020
Est. #:	Station Location: DETROIT	Run Start and End Dates: 10.31.2020 - 11.3.2020

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



Entercom Detroit WWJ-AM

Orders	Order / Rev:	1662400
	Alt Order #:	
	Product Desc:	Native Vote
	Estimate:	
	Flight Dates:	10/31/20 - 11/03/20
	Original Date / Rev:	10/30/20 / 10/30/20
	Order Type:	GENERAL

Primary AE:	Larry Olek
Sales Office:	L-DET
Sales Region:	Local

Agency	Name:	<u>Keller Media Consulting</u>
	Buying Contact:	
	Billing Contact:	<u>Kristen Keller</u>
		<u>43311 Joy Road #330</u>
		<u>Canton, MI 48187-2075</u>

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

Advertiser	Name:	Native Vote Campaign
	Demographic:	M25-54
	Product Codes:	Issues/Propositions
	Revenue Code 1:	AGY
	Revenue Code 2:	POL
	Revenue Code 3:	POL-ISS

New Business Thru:	10/31/21
Advertiser External ID:	200867
Agency External ID:	4027805
Unit Code:	Issue - Local

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/26/20	11/03/20	17	\$10,050.00	\$8,542.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2020	17	\$10,050.00	\$8,542.50	0.00
Totals	17	\$10,050.00	\$8,542.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Larry Olek	L-DET	Local	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	WWJA	10/31/20	10/31/20	Sa-Su PRIME Sa-Su PRIME	CM	6a-7p	-----S-	:30	1	\$900.00	ISSUI	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	-----S-		1				\$900.00		0.00			
N 2	WWJA	11/01/20	11/01/20	Sa-Su 6a-10a Sa-Su 6a-10a	CM	6a-10a	-----S	:30	2	\$450.00	ISSUI	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	-----S		2				\$450.00		0.00			
N 3	WWJA	11/01/20	11/01/20	Sa-Su 10a-3p Sa-Su 10a-3p	CM	10a-3p	-----S	:30	2	\$450.00	ISSUI	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	-----S		2				\$450.00		0.00			
N 4	WWJA	11/01/20	11/01/20	Sa-Su 3p-7p Sa-Su 3p-7p	CM	3p-7p	-----S	:30	2	\$450.00	ISSUI	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	-----S		2				\$450.00		0.00			
N 5	WWJA	11/01/20	11/01/20	Sa-Su 7p-12a Sa-Su 7p-12a	CM	7p-12a	-----S	:30	2	\$225.00	ISSUI	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	-----S		2				\$225.00		0.00			
N 6	WWJA	11/02/20	11/03/20	M-F 6a-10a M-F 6a-10a	CM	6a-10a	MT-----	:30	2	\$900.00	ISSUI	0.00	NM	2	\$1,800.00

Order / Rev: 1662400
 Alt Order #:
 Flight Dates: 10/31/20 - 11/03/20

Advertiser: Native Vote Campaign
 Product Desc: Native Vote
 Estimate:

Entercom Detroit WWJ-AM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/02/20	11/08/20	MT-----			2		\$900.00	0.00					
N 7	WWJA	11/02/20	11/02/20	M-F 10a-3p M-F 10a-3p	CM	10a-3p	M-----	:30	1	\$900.00	ISSUI	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/02/20	11/08/20	M-----			1		\$900.00	0.00					
N 8	WWJA	11/02/20	11/02/20	M-F 3p-7p M-F 3p-7p	CM	3p-7p	M-----	:30	1	\$900.00	ISSUI	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/02/20	11/08/20	M-----			1		\$900.00	0.00					
N 9	WWJA	11/02/20	11/02/20	M-F 7p-12a M-F 7p-12a	CM	7p-12a	M-----	:30	2	\$300.00	ISSUI	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/02/20	11/08/20	M-----			2		\$300.00	0.00					
N 10	WWJA	11/03/20	11/03/20	M-F 10a-3p 10:00 AM-12:00 PM	CM	10:00 AM-12:00 PM (10:00 AM-12:00 PM)	PI-T-----	:30	2	\$900.00	ISSUI	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/02/20	11/08/20	-T-----			2		\$900.00	0.00					
													Totals	17	\$10,050.00